

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 22

NEW YORK, MONDAY, AUGUST 2, 1948

TEN CENTS

TV PRODUCTION-RATE ROSE 1ST HALF '48

Name Miller To Head UN-Day Committee

Washington Bureau, RADIO DAILY
Washington — Secretary of State Marshall has named NAB president Justin Miller to the National Citizens Committee for United Nations Day, Oct. 24. Miller will chair the sub-committee on radio and television.

General Marshall's invitation to Judge Miller to serve on the group and its sub-committee explained that other sub-committees will be formed on feature, press films, publications and periodicals, and speakers. Purpose of the committee, it explained, will be to enlist the support and co-

(Continued on Page 6)

Dixie Web Formed With Five Stations

Houston—The Texas State Charter Commission has granted KATL, Houston, and four other stations in surrounding Texas territory permission to form a new chain according to an announcement by King H. Robinson, general manager of KATL. The Dixie Network, as it is to be called, will include KREL of Baytown, KIRC of Beaumont, KOLE of Port Arthur, and KOGT of Orange in addition to KATL.

Central offices of the chain are to be located in Houston.

Harwell, Ga. Sportscaster To Aid Desmond On WHN

Sportscaster Ernie Harwell of Atlanta, Ga., has arrived in New York to assist Connie Desmond in play-by-play broadcasts of the Brooklyn Dodger games over WHN. He was brought in at the suggestion of Red Barber, Desmond's colleague, who is

(Continued on Page 3)

Campaigning

Harry Conover models, distributing "Don McNeill for President" buttons, invaded the newspaper offices of New York the past weekend and did a pass out on Fifth Avenue and in Radio City. The promotion was arranged by the ABC press department in connection with the network's "Breakfast Club" show. McNeill will hold a burlesque nomination convention.

Will Arbitrate

London — The Musicians Union has agreed to lifting the ban on orchestra broadcasting sustaining pickups of the BBC pending arbitration of their dispute with the broadcasting company. Suggestion of arbitration came from the Ministry of Labor which will appoint an independent committee to hear both sides of the dispute.

MBS News Coverage Expanded In Capital

An expansion in Mutual's news coverage operation in line with current and upcoming phases of the Presidential and other political campaigns was jointly announced Friday by A. A. Schechter, MBS veepee in charge of news and special events, and Phil Hoffman, general manager of WOL, network outlet in the nation's capital. In another MBS development, it was announced that adaptations of popular program formats will be utilized for a Fall-Winter series of edu-

(Continued on Page 3)

New Don Lee Affiliates Hold Openings In Arizona

West Coast Bureau, RADIO DAILY
Hollywood—Two new affiliates of the Don Lee network went on the air the past weekend. KCKY, 1,000 watt station, at Coolidge, Arizona, formally opened on Sunday and the new station at Nogales, Arizona, KNOG, also went on the air. KNOG is 250 watts on 1,340 kc.

The personnel for KCKY consists

(Continued on Page 3)

American Legion ET Series Now Heard On 1,000 Outlets

WHEB, Portsmouth, N. H., becomes the one-thousandth regular broadcaster of The American Legion's "Decision Now" programs, effective August 30, 1948, when the station will begin airing the series every Monday at 7:30 p.m. Decision Now, a public service quarter-hour also slanted for entertainment value, is now broadcast on a weekly basis by 920 AM stations; 75 FM's and five shorts wave. WHEB is the sixth station to sched-

RMA Reports Tele-Set Manufacturers Doubled Output Between Jan.-June; Fewer AM-FM Combinations

States-Righter Talks On ABC, CBS Aug. 11

ABC and CBS announced Friday they will grant a half-hour of time August 11 to a meeting of the States Rights Democrats during which acceptance speeches will be made by Gov. Strom Thurmond, presidential candidate, and Gov. Fielding Wright, vice presidential nominee. While Mutual is also expected to grant time, NBC has not made a decision.

Request for network time came

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VA Official Commends Radio For Contributions

Top stars of radio, and stations in the New York City area, contributed "approximately a million dollars" in donated talent and time during the past 12 months in cooperation with the Veterans Administration infor-

(Continued on Page 4)

Idlewild Dedication Series To Be Produced By State

David Harris, Program Director of the New York State Radio Bureau, is attending the dedication ceremonies of Idlewild Airport in New York City. He will record portions of the

(Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington—While production of FM-AM combinations slackened off sharply during the second quarter of 1948, the rate of television receiver turnout by RMA members more than doubled between January and June and production of post-war TV receivers has now topped the half million mark. June's total of 64,353 sets brought the total for 1948 to 278,896—and the post-war total to 463,943 sets.

About 100,000 more sets were

(Continued on Page 6)

Denmark's Radio Fees Paying Cost Of Films

Denmark is paying the cost of its government documentary films with the surplus from the fees Danes pay for use of their home radio receivers, it was revealed yesterday by Jean Hersholt, star of CBS' "Dr. Christian," who recently returned from a trip to his native country.

Hersholt went to Denmark to personally accept the Knighthood of Danneborg awarded him two years ago by the late King Christian X in

(Continued on Page 4)

University Of Ga. Students Serving Radio Internships

Athens, Ga.—Thirty students from the Henry W. Grady School of Journalism, University of Georgia, are getting practical experience this summer in the field of broadcasting

(Continued on Page 4)

Nice Gesture

New York Herald Tribune's gesture of making their flying newsroom available for the origination of broadcasts over Idlewild airport Saturday evoked many complimentary remarks from radio executives attending the airport dedication. Newspaper allowed WNBC and Mutual to use their airplane for broadcasts. Ben Grauer did the commentary.



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★ COMING AND GOING ★

THEODORE C. STREIBERT, president of WOR, off to Seal Harbor, Me., for a vacation of one month.

MIKE FOSTER, manager of the CBS trade and feature division, left Friday for three weeks at Ogunquit, Me.

FRANK PAPP, producer at NBC, leaves by plane today for Europe. He'll spend a two-month vacation in France, Italy, Switzerland and England. In his absence, Ed King will act as director of the network's "Eternal Light" series.

JOHN H. NORTON, Jr., vice-president of ABC in charge of the central division, is visiting with network officials in New York.

C. E. MIDGLEY, Jr., sales service manager at CBS, is vacationing at Lake Champlain.

A. E. SMITH, radio installation supervisor for the radio division of Western Electric, has left by plane for Sydney, Australia, where he'll supervise the installation of company equipment for the Australian Government.

ARTHUR GAETH, commentator sponsored on ABC by United Electrical, Radio and Machine Workers of America, has left for a tour of seven European countries.

LAWRENCE WEBB, assistant to the president of WJW, Cleveland, in town for conferences with officials of ABC, with which the station is affiliated.

ROBERT RAY, assistant director of CBS program operations, is spending three weeks on Cape Cod.

JOHNNY OLSEN has left for Hollywood to audition for the emcee role on ABC's "Breakfast in Hollywood." He'll be on the show Wednesday and Thursday of this week.

LARRY LOWENSTEIN, publicity director at WINS, is soaking up some Long Island sun.

DON HAMILTON, assistant program director at WOR, is spending his annual holiday at Duxbury, Mass.

IVOR KENWAY, vice-president of the American network in charge of advertising, promotion and research, left yesterday for Chicago and the midwest to check Fall advertising plans with ABC affiliates.

BILL DAVIDSON, of the station relations department at ABC, is back in New York after attending the 3rd District NAB meeting in Philadelphia.

WERNER MICHEL, chief of the CBS documentary unit, has left for the Canadian Laurentians.

GEORGE CAHAN, production manager of WFIL-TV, Philadelphia, left over the week-end on a trip to the West Coast.

BILL BERNIS, newsman on WOR-Mutual, leaves tomorrow night for a tour of South-west and West Coast stations for the MBS Newsreel show. He'll be back in September.

ANNE KELLEHER, production assistant at CBS, is sojourning at Ferry Beach, Me., where she'll cavort for the next four weeks.

JOHN SINN, vice-president of the Frederic W. Ziv Co., and president of Ziv Television Programs, is expected back today from the Coast.

GENE HAMILTON, announcer on ABC, is making Tuesday trips to the music festival at Tanglewood, with a business side-trip to Springfield, Mass.

GEORGE HERRO, midwest publicity director of Mutual, is in Milwaukee laying the groundwork for the August 9th celebration of "Tom Mix Day," a feature of the state Centennial.

LAWRENCE RUDELL, manager of recording at ABC, is back at his desk following a combination business and pleasure trip to the West Coast.

MARGARET WHITING, vocalist heard on CBS, has returned to Los Angeles to resume her engagement at the Club 15.

Auto Company Sponsors 15-Min. Program on KMPC

Hollywood—The Kelley Kar Company has signed a 52-week contract through The Tullis Company of Hollywood for a new 6-day weekly quarter-hour strip on Radio Station KMPC.

The new program is titled "All Time Hits" and is heard from 5:30 to 5:45 p.m.

Stork News

Hy Zaret, parody writer for "Sing It Again" on CBS, is the father of a boy, his second son, born July 28 to Mrs. Zaret at the Harkness Pavilion. Newcomer will be named Robert.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Long drawn out disagreement between WSMB, New Orleans, and musicians' union over conditions under which station was to put into effect the IRNA plan ended, with contract to take effect immediately. . . . NAB announced plans to tell story of American System of Radio to millions of spectators at both the N. Y. and San Francisco World's Fairs. . . . Use of radios on farms was reported to have increased considerably according to the U. S. Census Bureau.



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!

New Directional Towers Being Erected By WOKO

The FCC has approved an amended engineering proposal and granted the Governor Dongan Broadcasting Corporation a construction permit for erection of four directional towers for transmission of 5,000 watts in the operation of station WCKO, Albany, N. Y.

The new engineering proposal involves erection of four towers and adoption of a new directional pattern which, according to Jim Healey, president and general manager, will give WOKO complete coverage of the capital district, adding at least 250,000 listeners to the WOKO audience.

Ground will be broken within a few days and construction of the towers, ground system and transmitter building, on the Krum Kill Road, five and a half miles northwest of the center of the city, will be completed by October 15th, Healey said.

Barber Returns to N. Y.

Red Barber, CBS Director of Sports, arrived via Capital Airlines at Newark Airport from Pittsburgh on Friday afternoon. Barber, hospitalized in Pittsburgh since July 23 as a result of a gastro-intestinal disorder, was taken immediately by ambulance to New York Hospital for further treatment. He is expected to be confined for at least several more weeks.



W.I.T.H. Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Rood

FINANCIAL

(July 30)

NEW YORK STOCK EXCHANGE

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

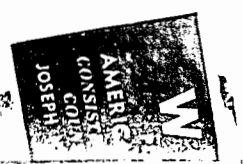
NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists various bonds like DuMont Lab., Stromberg-Carlson.

"Farewell To Arms" To Be Broadcast By NBC

Hollywood—An hour-long dramatization of Ernest Hemingway's "A Farewell to Arms," will be the "NBC University Theater" offering Friday, Aug. 6 (9:00 p.m., EDT).

Ernest Kinoy, who recently joined the NBC Scrip Division staff, has adapted the play for radio. And Henry R. . . .



Half-Hr. ET Programs Preferred In Survey

A survey of radio stations in an effort to ascertain whether a full hour recorded show or a half-hour program was preferred brought the reaction that 91 per cent of the stations favor a half-hour program, Walter Schwimmer, president of Radio Features, Inc., of Chicago, revealed yesterday. Schwimmer made the survey in connection with the launching of the new Deems Taylor classical disc hockey series titled "The Deems Taylor Concert" which will be sold to stations throughout the nation on September 13 as a series of 30-minute broadcasts, five times weekly.

Commenting on the survey, Schwimmer said:

"Early in June we sent a preliminary announcement of the program to radio stations to determine whether

they preferred a full hour or half-hour five days a week. The vote was 91 per cent for a half-hour.

"But the stations did more than reply to the questionnaire. Of over 500 stations replying 69 per cent indicated

interest in buying the show, and many even issued orders or asked for options! Many wrote two- or three-page letters saying that radio has for years needed a program like The Deems Taylor Concert.

"In all my years of experience with syndicated radio programs, I can recall no parallel to the enthusiasm with which the announcement of The Deems Taylor Concert was received."

Recorded music for the series will be selected by Taylor and his commentary and interviews with guest stars will be transcribed. The first four guest stars to be heard on the new series will be Gladys Swarthout, Fritz Reiner, Pierre Monteaux and Jan Peerce.

New Don Lee Affiliates Hold Openings In Arizona

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of Robert Marcus and Samuel Marcus, owners; Bill Parady, manager and program director; Peter C. Dillman, commercial manager, and Kenneth Ferguson, traffic manager. Louis Long is president and general manager of KNOG.

AGENCIES:

Network studio engineer seeks change. Working top-flight shows, thoroughly knows all types of programs and scripts—dramatic, musical and comedy. Familiar with talent, sound and recording. Nine years radio, one year television. Write Box 158: RADIO DAILY 1501 Broadway New York City

Old Sol To Shine On Airways; Subject Of NBC Documentary

The sun will be the subject of one of NBC's, "Living—1948" documentary series with Sunday, Aug. 8, 4:35 p.m., EDT, set for the network's tribute to Old Sol.

The program will touch upon the sun's origin and history, its physical significance, its importance in day-to-day living, its potentialities. There will be notes on solar architecture, on the healing properties of the sun in treatment of disease, and on sunspots. Among the scientists figuring in the documentary will be included Newton, Herschel, Ritter, Rollier and Finsen.

Music on the program will include portions of Rimsky-Korsakov's "Hymn

to the Sun" and the popular "You Are My Sunshine." The verse will include Shelley's "Hymn to Apollo" and some lines by Milton. The folklore will include old Indian and Egyptian legends.

Bill Lydgate of the American Institute of Public Opinion will report on recent polls treating such questions as summer sports, California vs. Florida, retirement plans.

Wade Arnold supervises "Living—1948." The scripts are by Lou Hazam. Jane Tiffany Wagner is technical adviser, and Jack Kunev producer. Ben Grauer is narrator, and Milton Katims conducts the musical bridges.

New Sponsored Quiz Starts Sept. 11 On ABC

"Whiz Quiz," audience participation quiz with a \$5,000 minimum jackpot, will be sponsored over an ABC network of some 40 stations by the Paul F. Beich Co., maker of Whiz and Pecan Pete candy bars, starting Saturday, Sept. 11, from 10-10:30 p.m., EDT. Johnny Olsen will emcee the show, which is scheduled to visit various cities each week. The 39-week contract was signed through Olian Advertising Co.

Studio contestants in each city will be chosen by local nomination with listeners invited to nominate their neighbors for appearances. A prize will be awarded to the listener if the person he nominates is finally selected as a studio contestant. Those contesting on the show will be asked to answer questions sent in by listeners and each time a question goes unanswered correctly the jackpot increases.

Olsen and Harold Kaye will write "Whiz Quiz." Kaye is also producer-director.

Charlotte Adams Program Starts Aug. 21 Over WOR

Charlotte Adams, who left WQXR last year to become cooking editor for the Associated Press, will begin a Saturday show on WOR, New York, Aug. 21 from 10:15 to 11:00 a.m. Show will be devoted to food, cooking and homemaking. Miss Adams plans to make use of WOR's mobile studio and transmitter to bring on-the-spot reports from super markets, restaurants and dry goods stores.

Midgley Authors Book

C. E. Midgley, Jr., Sales Service Manager for the Columbia Broadcasting System, is the author of "The Advertising and Business Side of Radio," a new book slated for publication by Prentice Hall, Inc. on August 15. In his book, Mr. Midgley, who also is a special instructor at the New York University School of Adult Education, outlines in detail the philosophy employed and the day to day decisions reached by a national radio network in buying and selling time and spot broadcasts.

Harwell, Ga. Sportscaster To Aid Desmond On WHN

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confined to the New York Hospital with a stomach ailment.

For the last two baseball seasons Harwell has described the games of the Atlanta Crackers of the Southern Association over WBGE. The Atlanta baseball series is sponsored by Old Gold through Lennen & Mitchell. Harwell will be heard for the first time over WHN tomorrow night, Tuesday, when the Dodgers play the Chicago Cubs at Ebbets Field in Brooklyn.

'Favorite Story' Writer Off On European Trip

Jerome Lawrence of the team of Lawrence and (Robert) Lee writers of the Frederic W. Ziv-produced and transcribed Favorite Story, starring Ronald Colman has sailed for Europe. While in Europe he will confer with authors, publishers, and literary agents in London, Paris, and Brussels to purchase rights for future Favorite Story programs.

Arrangements are being made for Lawrence to guest-direct a single Favorite Story broadcast over BBC. While in Paris, Jerry Lawrence will be the guest of the Grand Guignol Theater, several of whose plays have already been produced on the Ronald Colman Favorite Story series. Among these have been "The Debt Collector" and "The Man From Yesterday."

Iowa Radio Station Sponsoring Farm Day

Plans for promotion of the third annual National Farm Field Day to focus attention on the agricultural midwest are being worked out by Charles Worcester, farm service director of WMT, Cedar Rapids, Iowa. The "Grassland Conference" and display of agricultural machinery will be held in Jones County, Iowa, on August 6. It is expected that 50,000 people will gather for the annual WMT affair.

MBS News Coverage Expanded In Capital

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national broadcasts on several important topics.

Arthur Feldman, formerly chief producer of the network's nightly newsreel, has been named director of news operations in the Washington area under the MBS-WOL expanded news policy. Jack Fern of Mutual's New York newsroom has now taken over as producer of the newsreel.

Hollis Seavey, coordinator of MBS programs in Washington, has been named director of special events in that area. Albert Warner continues as chief Washington correspondent for MBS-WOL but will now be able to devote more time to air work. Several more shows will be added to his present air assignments.

Other Mutual correspondents who will participate in the expanded news program include William Hillman, Fulton Lewis, Jr., Bill Henry, Macon Reed, Loren Pope, Les Higby, Steve McCormick and Fred Fiske.

Elsie Dick, MBS director of educational programs, announced that adaptations of audience participation quizzes, mystery and straight dramatic formats will be utilized in dealing with such topics as atomic energy, marriage and the effects on children of divorce. Four broadcasts are planned for the atomic energy series produced by Sherman Dryer.

First two will make use of the audience participation quiz format and the third will be a mystery drama. Fourth show is planned as a dramatic presentation of all phases of the scientific marvel.

Effects of divorce upon children will be demonstrated by use of tape recorded interviews with children who are involved in such proceedings. Miss Dick will make a tour of the country with a tape recording crew to develop this series.

Three programs are planned on the problems incident to marriage. This series also is to be based on tape recorded interviews with married couples throughout the country.

W
N
D
R

THERE'S THAT VOICE AGAIN!..



BASIC MUTUAL NETWORK

5000 watts, 1260

SYRACUSE, N. Y.

Studios in the Wilson Bldg.

Al Godwin, General Manager

Represented nationally by

Paul H. Raymer Co.

Denmark's Radio Fees Paying Cost Of Films

(Continued from Page 1)

recognition of his work for Danish American relief during the war.

Hersholt said he had seen several of the documentaries, on such subjects as hygiene, juvenile delinquency and old age pensions, and he hopes to make arrangements to have them sent over to be shown to the Academy of Motion Picture Arts and Sciences. He is the Academy president.

The CBS star visited Copenhagen's \$3,000,000 radio station, and found its equipment up-to-date.

"It has 20 studios," he reported, "and most of the presentations are music and drama. No variety shows. The public is permitted to attend the concerts without charge, but a dramatic show, such as ours, is presented without an audience."

"Matter of Opinion"

"It's all a matter of opinion and habit, I suppose, but I would find it disconcerting to work without the support of studio visitors. Yet this rule doesn't seem to affect Danish actors, who are often heard in two-hour dramas without benefit of 'live' listeners."

Hersholt was interviewed by the Copenhagen station, and much to his surprise was paid \$10—that was "scale." When he got back to this country, he found an additional \$100 check awaiting him, and a letter of apology for the size of the original payment.

VA Official Commends Radio For Contributions

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mation program for veterans, it was announced by Donald G. Weiss, VA radio chief for New York State.

In presenting an official Certificate of Appreciation to Clifford J. Evans, Vice-President of Hempstead's WHLI, Weiss cited the million dollar contribution and lauded the American Federation of Musicians, the American Federation of Radio Artists, the Advertising Council, and all New York City stations for what he termed, "continuous, wholehearted cooperation with VA in the public interest."

Weiss said, "The radio industry can be justly proud of its outstanding public service in the interests of veterans and their families. As a mass information medium, radio has helped to keep millions of American people posted on veterans affairs."

Idlewild Dedication Series To Be Produced By State

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dedication to be used in a fifteen-minute transcription, which will be released to all New York State stations early in August.

The platter will include narration, drama and interviews to trace the development of aviation in New York State, and spotlight the State's contribution to international airways and commerce.



California Commentary . . . !

• • • Mickey Rooney and Producer Larry Burns of "Hollywood Showcase," are formulating plans to hold auditions regularly in Chicago, Philadelphia, New York, San Francisco and Dallas each week, which will enable them to bring new talent to Hollywood for the show. Winners in these cities would be brought

Hollywood

to Hollywood by Rooney. Plans for another attraction on the Rooney show being worked out, will give one artist each a month a screen test at a major studio. . . . NBC musical director Henry Russell composed and conducted music for the hour-long "World's Great Novels" programs, which started emanating from Hollywood July 30. Show, marking Russell's sixth weekly musical stint for the network, formerly originated in Chicago. . . . Jimmy Wakely has returned to Hollywood from Claremore, Oklahoma, after a three-weeks personal appearance tour in Oklahoma, Ohio, West Virginia and other states. . . . Songstress Jeannie McKeon off to New York for six weeks of vacation and radio guest spots. . . . Rising popularity of Hank McCune's comedy show on KFI is the talk of the town—Hank's show rated high the last Nielsen Radio Index for Friday night listening.



• • • Bill Conrad, narrator and supporting player, flew to San Francisco to join Edward Arnold for the July 25th broadcast of "Mr. President" over KGO. Betty Lou Gerson, who portrays "Miss Sarah" on the program, interrupted her vacation at Yosemite long enough to join Arnold and Conrad for the broadcast. ABC producer Dwight Hauser also flew to San Francisco to toss the cues Sunday, for the program rebroadcast to ABC's Pacific Coast network July 26. . . . Ilene Woods, singing star on the Ray Noble show on NBC, this week was in the unique position of having five clients bid for her services in the fall. In addition, two record companies are seeking her services. . . . Elliott Lewis, star of Mutual's "Case Book of Gregory Hood," will have his fourth script for "Suspense" done by the CBS chiller Aug. 26, with Van Heflin in the leading role. Story is titled "Song Of The Heart." . . . Forrest Owen, producer of CBS' "Lum 'n' Abner" series, is the proud father of a second baby girl, Drusilla, seven pounds, born July 21. The Owens' eldest daughter is Kathy Lee, 15 months old.



• • • Pat Weaver, vice-president in charge of radio and television for Young & Rubicam, who has been spending several days in the agency's Hollywood office, has gone to San Francisco. . . . Schultz Motors, leading San Joaquin Valley Kaiser-Frazer distributor, has bought Living Pages from the Book of Life from George Logan Price, Inc. for KTKC. This outlet goes to 50,000 watts this fall. . . . President Harry C. McCreary of the McCreary Tire & Rubber Co., Indiana, Pa., has inked a 52-week Sunday Players Bible drama contract for a number of Pennsylvania stations. . . . Jack Carson has returned from Honolulu, where he made a benefit appearance.



• • • A 30-minute program over KGAK, Gallup, N. M., was presented July 27 by members of Paramount's "The Streets Of Laredo" company now on location there. Among those heard were William Holden, MacDonald Carey, William Bendix and Mona Freeman, who star in the picture. Theme of the program was an expression of appreciation by the stars and technical staff of the picture for the cooperation given by the people and agencies of Gallup and the state of New Mexico to "The Streets" company during the location shooting.

NAB 3rd Dist. Meet Hears Plea For BMB

Testimonials concerning the value of BMB data were presented at the 3rd NAB district meeting by Don Frost of Bristol-Myers Company and Mary Dunlavey of Pedlar and Ryan as a part of Hugh Feltis' pitch in the interest of the industry's audience measurement bureau. Meeting was held at the Bellevue-Stratford, Philadelphia.

Frost told the broadcasters that "when we buy time on your station we buy its circulation and in considering what stations we will use, BMB serves the same purpose as the Audit Bureau of Circulation figures do in buying space."

Miss Dunlavey said the agency has been guided by BMB data in determining station coverage. She listed Procter and Gamble among the advertisers who make constant use of the data.

Feltis also described the new features that will be incorporated in the expanded nation-wide station and network audience measurement next March. He said 300 additional cities will be reported, for a total of approximately 1,300 cities as well as all counties.

Total weekly audience figures will be supplemented by information on frequency of listening, which will probably be reported as average daily audience.

University Of Ga. Students Serving Radio Internships

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through the university's internship program.

Those engaged in radio work and stations to which they have been assigned are:

Norman Westbrook, Radio Station WCON, Atlanta; Celia Gordon, Atlanta, WGST, Atlanta; Betty Jean Johnson, Bowman, WAGA, Atlanta; Carl D. Brinkley, Faceville, WMGR, Bainbridge; Margie Wren, Augusta, and Lew Forrest, Brooklyn, New York, WGAC, Augusta; Jack B. Haskins, Macon, WTOG, Savannah; Walter H. Mitchell, Columbus, WRBL, Columbus; Robert W. Mock, Bridgeport, Connecticut, David O. Ruark, Athens, William D. Randall, Athens, Jim Murry, Augusta, and Melvin J. Harris, Cuthbert, WGAU, Athens; Emory Nance, Douglas, WRDW, Augusta; William Osovsky, Chattanooga, Tennessee, WDOD, Chattanooga; Richard G. Tillman, Claxton, WRQN, Vidalia; and Fielding Whipple, Cochran, WMAZ, Macon.

Am. Legion ET Series Now On 1,000 Outlets

(Continued from Page 1)

Radio-Recording Division in New York and pressed by WOR Veritone process. Program stories illustrate the American Legion policies and activities in the interests of national security, Americanism, child welfare, veteran rehabilitation, tolerance, education, health and safety.

AGENCIES

DORLAND, INC., announces the appointment of Howard G. Barnes as director of its newly formed radio and television department. Barnes comes to the agency after 15 years in radio, motion pictures and television, to take immediate charge of A. S. Beck's Gloria Swanson television show on WPIX. With Atherton Pettingell, president of Dorland, Barnes and the new division will build programs not only for Dorland's clients, but will package them for other sponsors as well.

Prior to joining the agency, Mr. Barnes was a producer-director of the Columbia Broadcasting System for eight years, has been with the Music Corporation of America, WOR—Mutual, New York World Telegram, the Lord & Thomas Agency, and for several years has been active in the industry as an independent writer-producer.

ROBERT E. SHAW, previously with Kastor, Farrell, Chesley and Clifford, Inc., has joined Doherty, Clifford and Shenfield, Inc. as art director. Formerly Shaw ran his own agency in Los Angeles and before that, he was art supervisor with Young and Rubicam, Inc., for four years.

OAX4B RADIO AZUL of the city of Cerro de Pasco, Peru, member of the Radio Central Network, has appointed Melchor Guzman Company, Inc. as its United States and Canadian representatives.

LENOX INCORPORATED of Trenton, N. J., makers of fine china, announce the appointment of Benton & Bowles to handle their advertising account effective immediately.

BERT M. DRUCKMAN has been named assistant advertising and sales promotion manager of Tele-Tone Radio Corporation. He had been advertising manager of Klevens Publications.

PAUL SMITH, art director for the D'Arcy Advertising Company for the last six years and former president of the Art Directors Club, heads the newly formed Paul Smith Advertising Company, Inc., 25 East Sixty-seventh Street. Jefferson Tester is vice-president and Robert Smalley is treasurer.

WILLIAM H. WEINTRAUB & CO. has been named to place the advertising for Revlon nail polish account.

Jack Holt Guesting

Jack Holt, veteran western movie star, has been making guest appearances on several New York radio shows the past week at the instigation of Blanche Gaines. Holt appeared on Mary Margaret McBride's program and "Luncheon at Sardi's." He is in New York in connection with his new radio show, "Pete Baxter—Special Sports Investigator."

COAST-TO-COAST

Hillbilly Group Join WSB

Atlanta, Ga. — Newest additions to WSB's hillbilly talent roster are Bill Carlisle and his Kentucky Mountain Boys. The group includes Bill Carlisle, King recording star, formerly with KWM, Memphis; Sunshine Slim Sweet, guitar, a Mercury recording artist; Fiddlin' Sandy; John Gallaher, bass, formerly with WNOX, Knoxville, and George Tanner, steel guitar.

To Co-Emcee Teen Show

San Antonio, Texas—Wanda Shafer has been chosen from a series of auditions to co-emcee Joske's Teen Top Tunes, heard each Saturday on KONO. She replaces Geraldine Golly on the show, format of which consists of top tune platter spinning and bringing teen agers the latest news from various local schools.

To Honor Baseball "Great"

Philadelphia, Pa.—KYW will join with the Philadelphia Phillies tomorrow in honoring a host of baseball "greats" of bygone years at a gala Old Timers Night being arranged in connection with the Phillies-Pittsburgh Pirates game here. Joining in the festivities will be top officials of the National League, city, station, team executives and players of both teams. Music for the occasion will be provided by the state championship band of the North Penn Post, VFV, of Glenside, Pa.

KSEK Airs Funnies

Pittsburgh, Kans.—New KSEK Sunday morning feature is "Fun With The Funnies," a half-hour session of comics read from the Pittsburgh Headlight and Sun comic section. Stevens Shoe Store sponsors the series, which is heard at 8:30 a.m.

WBZ, WBZA Contest Winner

Boston, Mass.—For the best entry on "How I Would Spend A Vacation in New York City," Marlene Orlovski, 16-year-old Chicopee girl, won the WBZ and WBZA "Trip to New York" contest. She and her mother will be guests of the Hotel Association of New York and will be entertained royally throughout the week-long sightseeing tour with all expenses paid.

To Broadcast From State Fair

Columbus, Ind.—WCSI-FM, through arrangement with the Gemmer-Johnson Co. of Fort Wayne has obtained broadcast rights for a sidewalk interview program at the Indiana State Fair from September 3-10. Broadcasts have been set for 12:45 and 5:00 p.m.

To Carry Pro and College Football

Norfolk, Va.—WLOW has made plans to carry the full schedule of the Washington Redskins pro football team under sponsorship of the American Oil Co. Station will also broadcast games offered by the Tobacco Sports Network, consisting principally of those of the University of North Carolina.

Brundige Manages Exhib. Team

Washington, D. C.—Bill Brundige, director of sports at WOL, acted as manager for one of the exhibition teams at a recently held charity baseball game for the benefit of the Boys Clubs of Washington. Program included vaudeville acts and exhibition games. Former big-leaguers competed with a team of radio and press personalities including Bill Brundige, manager; Jerry Strong, WINX; Bob Wolfe, WINX; Walter Height, Washington Post; Carroll Hall, Times-Herald; Bill Fuchs, Star; Ed Gallaher, WTOP; Les Sands, WWDC; Dave Reque, Washington Daily News; Ray Michaels, WNBW; Jim Gibbons, WMAL, and Steve Douglas of WRC among others.

In Honor Of Farm Safety Week

Kansas City, Mo.—In honor of Farm Safety Week, KCMO will present a special half-hour broadcast in conjunction with the Kansas City Safety Council. Typical farm accidents will be dramatized, each one followed by an on-the-spot interview by G. W. Jackson with a mid-America farmer, who will describe what he is doing to prevent such an accident. Title of the show is "The Three Hundred Thousand," representing the number of farm accidents for 1947.

Barbecue Activities Broadcast

Alexander City, Ala.—WRFS recently brought its listeners a round-up of activities at the annual barbecue for Russell Cotton Mills employees and their families. Broadcast from the Russell School playground, program consisted of a vaudeville show and interviews with President Thomas D. Russell of Russell Mills and a number of employees.

WDRC Adds Jack Smith

Hartford, Conn.—New member of WDRC's staff is sports commentator Jack Smith, former sports reporter for the Boston Post. Smith will take over four five-minute periods each week, concentrating mainly on the local scene.

KVNU Ups Power

Logan, Utah — KVNU recently upped its power from 250 to 1,000 watts. Kilocycle position is now at 610 while it was formerly at 1230. In honor of the event, a special program was presented with talent provided by local citizens and short congratulatory speeches together with a comment by MBS president, Edgar Kobak, and a talk by Governor Maw.

Two New Sponsors On KNX

Two new sponsors have been signed for KNX's combined participation programs, "Sunrise Salute" and "Housewives' Protective League." They are: Dixie Preserves, Ltd., Los Angeles, for 13 weeks, through Dan B. Miner Co., Los Angeles, and Malibu Land Company, Malibu, for 13 weeks, through Lott Advertising Company, Santa Monica, for real estate.

PROMOTION

Testing Kiddie-Reaction

Fordham's FM outlet, WSUV, and its featured teller of kiddie tales Irene Murphy, are working together on a test of listener-reaction via a contest designed to elicit mail pull from the moppets. Irene Murphy featured on the station three times weekly in a sustaining 15-minute program of original bed-time stories, is offering a personally dedicated recording of one of the stories as a prize for the best letter on "My favorite Irene Murphy story." Contest began last week and will continue into August. Miss Murphy was associated with the recent cross country "Television Caravan."

"Wayne King" Show Adds 6

The Frederic W. Ziv Co., producer of transcribed radio shows, announces that among the newly signed contracts on their half-hour musical "Wayne King Show" are the Robert H. Duff Interior Decorating Co. of Amarillo, Tex. over KVAI; the Keller Jewelry Co. in Pueblo, Colo. over KGHF; WBCK in Battle Creek, Mich.; the Chippewa Valley Cosmologists' Assn. over WRFW in Eau Claire, Wis.; the Nevada Laundry and Linen Service in Las Vegas, Nevada over KENO; and the Montana-Dakota Utilities Co. over KAVI in Havre, Montana.



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

Leave New York 12:15 pm, arrive in Los Angeles at 8:25 pm.

Fares are surprisingly low. Flights operate on Standard time.

UNITED AIR LINES

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

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

States-Righer Talks On ABC, CBS Aug. 11

(Continued from Page 1)

from Merritt Gibson of Jackson, Miss., campaign director for the States Rights Democrats. Group has scheduled a rally for the night of Wednesday, Aug. 11, in Houston, Texas, during which the acceptance speeches by the governors of South Carolina and Mississippi will be made. Request from Gibson asked for two hours of network time.

Frank Stanton, CBS president, sent a wire to Gimson saying "CBS will be happy to broadcast" the acceptance speeches from 10:30 to 11:00 p.m., EDT, on Aug. 11. Stanton said CBS "would welcome assurances" that the speeches can start at this broadcasting time, which is 8:30 p.m., Houston time.

Thomas Velotta, ABC veepee in charge of news and special events, wired Gibson that the American web would grant either 11:35 p.m. to midnight, EDT, or 10:30-11:00 p.m. Initial request wire to the networks from the States Righters was very brief and prior to making any specific commitments, A. A. Schechter of Mutual wired for more details.

Name Miller To Head UN-Day Committee

(Continued from Page 1)

operation of "people generally and cities, towns, civic organizations, the press, the radio, and other media groups."

The committee, formed in response to the call of the United Nations General Assembly, asking that member nations promote the observance of United Nations Day, will consist of 50 members.

KFI To Appeal Decision In Federal Court Case

Hollywood—Prompt appeal by KFI of the verdict handed down last week by Federal Judge Ben Harrison in the \$150,000 KFI suit against KVOE and Superior Judge Kenneth Morrison was announced by Eugene Overton, vice-president and general counsel for KFI.

Judge Harrison held that the Federal Court lacked jurisdiction in the suit brought by KFI. KFI's suit alleged that Judge Morrison and KVOE conspired in violation of the free speech sections of the U. S. Constitution and the property rights of KFI to deny the station the right to broadcast the verdict in the trial of George (Bud) Gollum and Beulah Louise Overell.

Will Discuss Japan

Change in the manners and mode of life of the Japanese people and their attitude toward an American, now that the impact of western control is being felt, will be related on the second broadcast of the new Columbia network series, "An American A-broad," with Bill Costello at the CBS microphone in Tokyo, Thursday, Aug. 5, 6:15-6:30 p.m., EDST.

★ THE WEEK IN RADIO ★

... Scramble For Radio Time

By VAL ADAMS

BBROADCAST of President's message to Congress touched off scramble for same amount free time by Republican, Progressive and Socialist parties. Situation highly confused for networks in light of FCC regulations and technical controversy over Mr. Truman's position in speaking to Congress at this time. Webs adopted varying attitudes toward time requests. Some granted, others didn't.

Wayne Coy charged educators with laxity in making use of available channels for development of educational radio. FCC Chairman praised contributions to radio education by commercial networks and stations. . . . Delegates to NAB 4th district meeting approved and endorsed Justin Miller's activities in behalf of "Free Radio Broadcasting." Group urged industry-wide voluntary observance of new code.

In test campaign, top magazine publishers jointly sponsoring across-the-board show on KFI, Los Angeles. If idea clicks, 60 key cities may get into the act. . . . 1,689,017 shares of ABC common stock listed on New York Stock Exchange under ticker symbol ABC.

Eugene Thomas named general manager of WOIC, Washington TV outlet for Bamberger Broadcasting Service effective Sept. 1. Thomas has been sales manager at WOR, New York since 1938. . . . WRC, Washington, NBC owned, observed 25th anniversary Aug. 1.

MBS re-examining network rate structure on assumption some segments may be obsolete. Web asked help of Carlos Franco's 4-A radio committee in study. Jimmy James of Mutual said there has been no major revision of rates since 1934. . . . Coca-Cola renewed "The Pause that Refreshes on the Air" over CBS for another 52 weeks. Armour & Co. did likewise for "Hint Hunt," a daily.

RCA gross income for first half of '48 up \$21,745,841 over same period last year. Total take (including all subsidiaries) was \$176,079,713. Net income during first six months of current year was \$10,850,288, increase of over two million. Common stock earned 66.8 cents per share, compared with 52.2 cents in similar period in 1947.

Hooper expanding twice-a-month program rating to also include a projectable, starting in October, subject to subscriber rate increase next Jan. New pocket piece will list a popularity and projectable rating and U. S. listening homes. . . . KFRU, Columbia, Mo., owned by St. Louis Star-Times, sold to H. J. Waters, Jr., publisher of Columbia Tribune, and Mahlon R. Aldridge, Jr., manager of KFRU.

Skin Tested Drug Products, new sponsor for radio, bought Abbott & Costello co-op show on WJZ, New York. Product is Cyl-Dent toothpaste, new dentifrice. ABC co-op department gradually changing talent cost

rate structure to bring average 20 per cent reduction in price.

Philco sales still climbing. Second quarter total sales were \$65,956,000, over nine and a quarter million ahead of first quarter in '48. Sale of Philco radio sets in first half of 1948 exceeded same period last year, a reverse of total industry trend. Philco TV set production running better than 4,000 a week.

Association of American Railroads expected to buy 45-minute operetta program on ABC. . . . General Foods signed comics Sweeney & March for two month period on CBS. Jack Carson moves in later. . . . WHN, New York, renewed contract with Brooklyn Dodgers for three more years. . . . Because of polio epidemic in North Carolina, WNAO, Raleigh, revamped afternoon sked to bring special kiddie shows for children kept at home by anxious parents.

J. N. (Bill) Bailey of FMA called for legal action against networks to force change in their practices on duplication. Bailey said ABC, CBS and NBC require affiliates to carry all or nothing when they duplicate AM skeds on FM. . . . Owen D. Young, honorary chairman of GE, elected to American network board of directors.

Paramount launched national spot campaign for latest hit, "A Foreign Affair." . . . Pontiac Dealers Association of Cleveland to sponsor broadcasts of Notre Dame football games over WJW. . . . Smilin' Ed McConnell renewed over NBC by Brown Shoe Co. . . . Lever Brothers, for its new detergent Surf, began spot campaign in midwest. Agency is Day, Duke and Tarleton, New York.

Over 200 broadcasters covering Olympic games in London. BBC acting as host. . . . FM broadcasters put \$2,854,662 into equipment for new station operations in first quarter of 1948. . . . Kaiser-Frazer bought ABC's Walter Winchell starting next Jan. Gabber will get \$650,000.

FCC had over 635,000 radio authorizations outstanding at end of last June. . . . Red Barber stricken with gastro-intestinal ailment in Pittsburgh. He's now in a New York hospital. . . . Lever Brothers stress value of radio to their sales in booklet sent to 8,000 company employees. Booklet attempts to justify ad expenditures in minds of company workers.

CBC board of governors to consider applications from private individuals for right to open TV stations in Canada. Three channels available in Toronto. . . . Open hearings set for Aug. 5-6 on controversial Port Huron decision made by FCC. Announcement came from Rep. Forest Harness, chairman of select committee to investigate the FCC.

Fay Clark, WBRY, Waterbury, Conn., named chairman of newly created Advisory Committee to the Women's Broadcasts Section of United Nations. . . . Wallace party

TV Mfrs. Led AM-FM In First Half Of 1948

(Continued from Page 1)

turned out in the first half of 1948 than in all of 1947. Second quarter production was 36 per cent better than first quarter production this year.

Radio receiver production in June continued at a seasonal low level, but exceeded May's total, because the June report covered five weeks as compared with four in May. June's radio production totalled 1,049,517, of which 90,414 were FM-AM sets.

RMA manufacturers produced 695,313 FM-AM sets during the first half of 1948 as against 445,563 in the comparable period of 1947. However, FM-AM sets manufactured during the second quarter of 1948 fell 41 per cent below the first quarter total, the respective figures being 257,484 and 437,829.

Auto Sets Popular

Production of automobile and portable radio receivers continued at a high level during the first half of this year. RMA members reported 1,182,262 auto sets and 1,207,754 portables for the half year.

Following is a month-by-month table on television and radio set production for the first half of 1948:

	TV	FM-AM	AM	All Sets
Jan.	30,001	136,015	1,173,240	1,339,256
Feb.	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,475
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
Total	278,896	695,313	6,771,210	7,745,419

Disabled Vets Honor Norman Brokenshire

Norman Brokenshire, whose programs "Brokenshire Broadcasting" are heard on WNBC 9:30-10:00 a.m. and 12:30-1:00 p.m. Monday through Friday, has received a citation from the Disabled American Veterans, Department of Connecticut, for his untiring efforts in behalf of employment for disabled veterans.

In a letter received yesterday, Brokenshire was notified of the award. The letter states in part: "As an organization, we seldom make such citations. However, the outstanding and untiring quality of your efforts, we felt, could not go unmentioned. Although this citation has no tangible value, may we remind you that it represents the wholehearted and sincerest thanks of America's most worthy living citizens, her disabled veterans."

convention got total of 34 hours of major network time plus TV coverage.

American Newspaper Publishers' Association taking sides with five Maryland stations cited for contempt in broadcasting of crime news. . . . "Stop the Music" opened three week stand at Capitol Theater, New York. . . . Russia using 100 transmitters to spread lies, abuse and distortion about U. S., said Fred Taylor, Jr., chief of the U. S. Military Government in Germany.

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, August 2, 1948 — TELEVISION DAILY is fully protected by register and copyright.

COMM'L TV SCHOOL SHOWS SEEN

TELE TOPICS

By JIM OWENS
Associate Editor

WITH both Boston teams leading their respective leagues at the end of last week, set dealers in the Hub are worried about being caught short in the event of a World Series rush on receivers. A few days ago, many of them began besieging their banks for loans to allow them to stock up, and Thursday a representative of one of the city's largest banks came to N. Y. to see if manufacturers will increase their allotments to the area. . . . INS Tele-news claimed a beat on films of the I. G. Farben plant explosion Friday nite. Clips were flown from Germany and aired over CBS. . . . Ray Nelson, prexy of Nelson Productions, Inc., will address a meeting of the Television Technicians' Associates in Philly Thursday.

WATCH for fireworks at the FCC high frequency hearings upcoming next month. Word from Washington has it that TV will move upstairs much sooner than expected, perhaps before the year is out. . . . Victor Cavaness and Fred Kaufman, both former Gotham videoites, have joined the instruction staff at the Twin City Television Lab in Minneapolis. . . . Use of sound effects with wrestling shows was approved by WWJ-TV viewers by a three to one margin. Nearly 2,000 fans phoned the outlet within an hour after sportscaster Paul Williams asked for their opinions on this most important matter. . . . William S. Maugham's great study, "Theater," will be scanned on the Kraft Theater over NBC Wednesday nite.

Lee Cooley, McCann-Erickson TV director, is preparing to put the Swift show on film to get a comparison between live and celluloid production costs. Project is in the script stage. . . . WBEN-TV will telecast Paul Osborn's family comedy "Mornings at Seven" by the Boulevard Players from the Erlanger Theater in Buffalo Thursday eve.

Theater Tele Seen Affected By Court's ASCAP Decision

Showing of TV programs in theaters will be seriously affected by the ASCAP anti-trust decision according to Herman Levy, general counsel for the Theater Owners Association.

Blanket licenses for the music used in such programs are vital to efficient operation, Levy said. If the decision is not appealed, or is affirmed on appeal, the theater operator may have to negotiate for performance rights with all of the composers, authors and publishers whose compositions are used in such video programs, since the issue of "blanket" licensing would be applicable to all artists.

Crosley To Produce 175,000 Sets In '49

Crosley Division of Avco will produce more than 175,000 tele receivers during next year, according to Victor Emanuel, president of the corporation. Writing in the first issue of a quarterly newsletter to stockholders, Emanuel reported that Crosley currently is geared to production of 250 sets daily and disclosed that production capacity will be boosted to 10,000 sets monthly with completion of new facilities next month.

Industry-wide, he said that production in 1949 will be limited only by the availability of tubes and may be expected to reach the 1 to 1.5 million mark as compared with less than 200,000 in 1947 and an estimated 700,000 this year.

In the TV broadcasting field, Crosley Broadcasting Corp., a wholly-owned subsidiary, operates WLWT, Cincinnati, on the air 30 hours per week. WLWD, Dayton and WLWC, Columbus are expected to go on the air early in 1949, he added.

"Star Theater" Cast Signed

Comedian Morey Amsterdam will emcee "Texaco Star Theater" over NBC Tuesday nite, 8 p.m. Other acts signed for the show over the weekend were comics Dean Martin and Jerry Lewis, making their TV debut, Gil Lamb, "Sugar Chile" Robinson, Gracie Barry and the Emerald Sisters. Ed Sobol produces.

TV Film Sales Reps Organized On Coast

Los Angeles—First move toward establishment of nationwide sales organization to represent independent Hollywood TV film producers was announced over the weekend by Clete Roberts, president of Television Reporter Productions. Sales and service setup along with ad counsel service for out-of-town agencies will be headed by Richard Krolik, general manager of TRP, who left Saturday on a swing around the Southwest and South, carrying samples of local producers' output.

Speaking dates and screenings for local advertisers have been arranged for Krolik by holders of video CP's in Albuquerque, Ft. Worth, Dallas, Houston, New Orleans, Memphis, Oklahoma City and Tulsa. All anticipate being in commercial operation within six to eight months and want to get local advertisers on the TV bandwagon.

Chesterfield to Sponsor Football Sked On WCBS-TV

Liggett & Myers Tobacco Co., for Chesterfields, will sponsor Columbia University football games, both home and away, over WCBS-TV, it was learned over the weekend. Agency is Newell-Emmett. In addition, station may scan the Ebbets Field grid sked of the Brooklyn Dodgers, All-America Conference team.

RCA Exec Predicts In-Class Market Of 30,000,000

Detroit — Commercially sponsored TV school programs for the nation's 30,000,000 children who attend public schools—the greatest potential daytime audience—was predicted over the weekend by William H. Knowles, general manager of the RCA-Victor educational sales department. Speaking before more than 350 educators, agency and public relations execs at Wayne University's special TV seminar held in WWJ-TV studios here, Knowles predicted a video receiver in every classroom and use of TV programs as a definite part of the curriculum.

Now is the time, he said, for local telecasters, educators and commercial organizations which might be logical sponsors for school programs to get together and discuss their future in educational tele. "Of course," he said, "educators will be expected to use the same critical judgment in evaluating these programs that they now use in evaluating any commercially sponsored educational material."

Knowles also emphasized the closed-circuit type of TV for directing programs to a specific audience. Pioneering work already done in this field has given educators a glimpse of the potentialities, he said. He cited as an example the televising of "blue baby" operations at Johns Hopkins about a year ago, and added that hospital architects are now drawing up plans for a new operating wing to include video facilities.

Curtis Publ.-WFIL-TV Set Children's Program Series

A new source of story material for children's tele programs was opened up last week when The Curtis Publishing Co. and WFIL-TV, Philadelphia, inked an agreement for a series of programs based on stories from Jack and Jill magazine.

Magazine, a monthly for children, will furnish story material for the series which got under way July 31. Programs are scheduled for 7:20 to 7:30 on Saturday evenings to catch children's bedtime story audience. Elizabeth Doubleday conducts the program, using artists' drawings to illustrate the stories, and Robert Wall, of WFIL-TV staff, is the producer.

Stork News

St. Louis—Mr. and Mrs. Al Chance are the parents of an 8-pound, 8-ounce daughter, Virginia Allison Louise, born last week at Deaconess Hospital. Father is director of "Tele-Quiz-Calls" on KSD-TV.

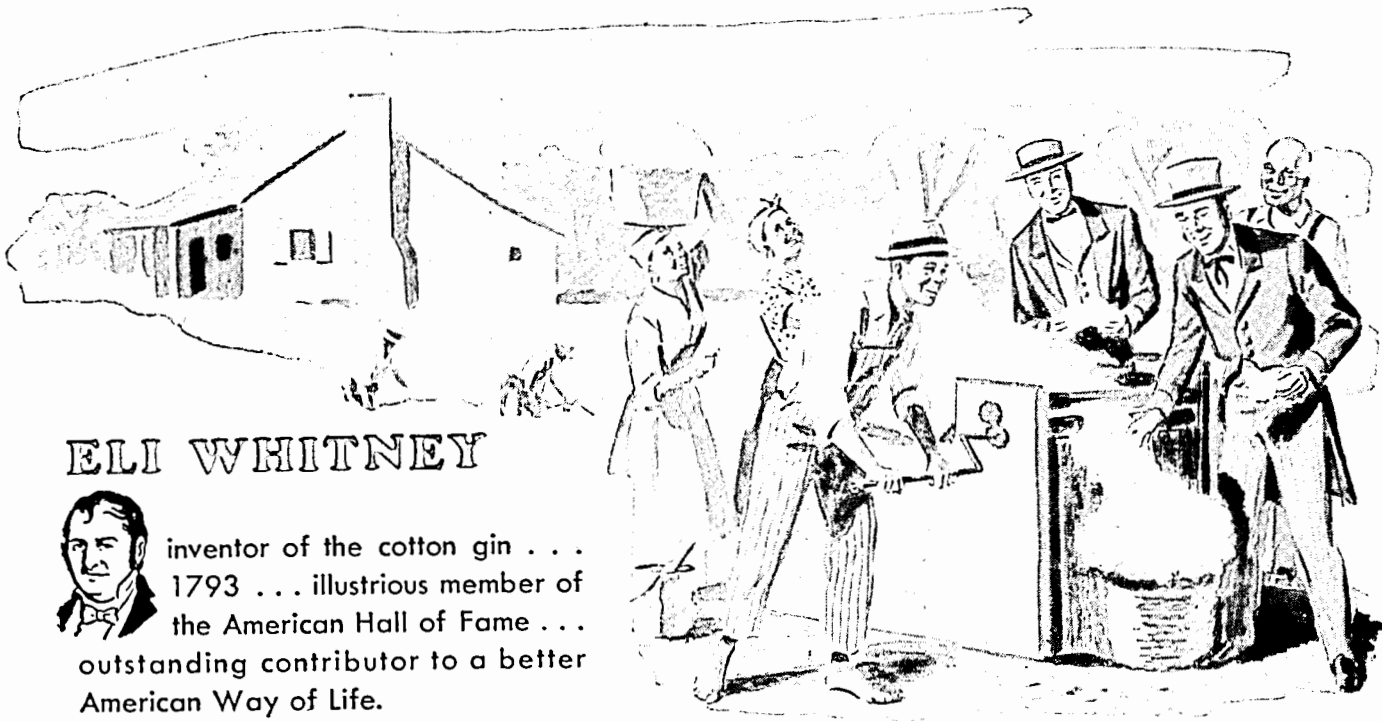
The Week in Television

WJZ-TV Debut Set; CBC Reveals Tele Plans

Contracts amounting to \$500,000 were placed by 22 sponsors for programs and spots on WJZ-TV, key outlet of ABC skedded to go on the air Aug. 10. Plans for the station's opening nite reached new heights in TV showmanship, with outlet making a tie-up with N. Y. Golden Jubilee celebration. Variety show from Palace Theater, parade up Broadway and block party in Duffy Square will be highlights. . . . Canadian Broadcasting Corp. announced that it will consider applications for private tele stations after Oct. 1, with first outlets expected to be in operation by the end of 1949.

Telecasts of Fall football skeds shaping up as commercial bonanza for broadcasters. American Tobacco will sponsor grid series in the East and Chicago, Atlantic Refinery will expand its coverage to include Boston. Chevy dealers and other ciggie firms among other heavy spenders. . . . At opening of FCC channel reallocation hearings, Westinghouse applied for Stratovision permit on Channel 8. . . . Eugene Thomas, sales manager of WOR, was named general manager of WOIC, Bamberger TV outlet in Washington slated to go on the air in Fall.

Maryland movie operators began drive to have video included under the jurisdiction of the state's film censorship law. . . . Meredith Publishing Co., of Des Moines, has formed corporations for TV outlets in Syracuse, Albany and Rochester, N. Y. . . . FCC video box score revealed 30 stations on the air, 81 CP's granted, and 299 applications pending.



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inventor of the cotton gin . . .
 1793 . . . illustrious member of
 the American Hall of Fame . . .
 outstanding contributor to a better
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First
IN POWER
AND RESULTS
MICHIGAN'S GREATEST
ADVERTISING MEDIUM
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WATTS

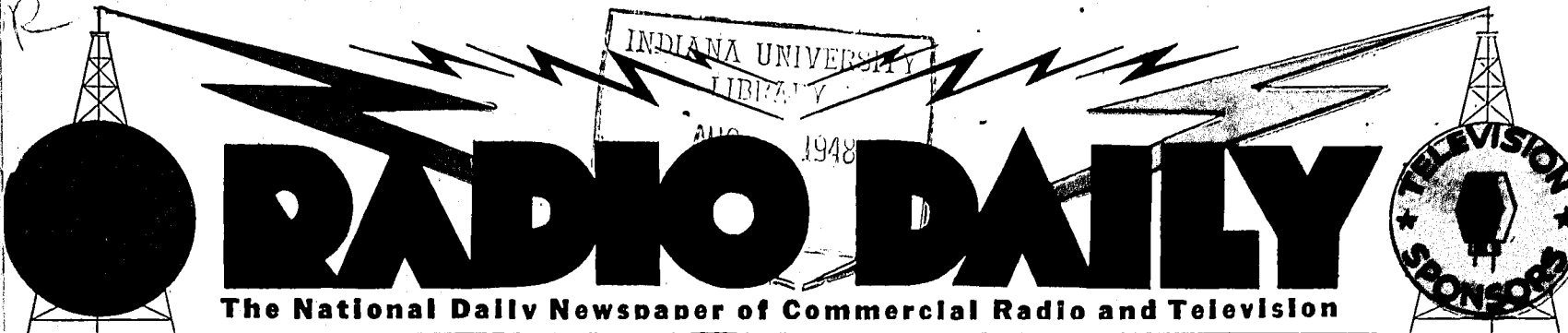
AND
WJR-FM

Represented by
 PETRY

CBS
THE GOODWILL STATION FISHER BLDG. DETROIT

FRANK E. MULLEN
 Pres.

HARRY WISMER
 Asst. to the Pres.



The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 23

NEW YORK, TUESDAY, AUGUST 3, 1948

TEN CENTS

NEW SPOT CAMPAIGN SET BY WATCH MFR.

25 FM Terminals Promised By A.T.&T.

Washington Bureau, *RADIO DAILY*
 Washington—A total of 25 15-kilo-cycle terminals for high-fidelity relay of FM programs will be available by January, the FCC was told at the weekend by the American Telephone and Telegraph Company. Nine such terminals are now available, with six more due for completion by the end of the summer.

The Commission had asked the company what progress it has made following receipt of a letter from FMA charging A.T.&T. has failed to live up to the promises it made in
 (Continued on Page 2)

"Roy Rogers Show" Set To Replace "Websters"

Quaker Oats Co. will replace its Mutual program, "Those Websters," with "The Roy Rogers Show," starring the movie cowboy, on Sunday, August 29, from 6-6:30 p.m., EDT. Agency is Sherman & Marquette.

New series will originate in Hollywood with a cast which includes Gabby Hayes, Dale Evans and the "Riders of the Purple Sage." Each program will feature a dramatic story of the plains in addition to Western songs by Rogers and the Purple Sage vocal group.

"Gasoline Alley" Co-op Gets 13-Week Renewal

"Gasoline Alley," the new joint sponsored radio show of The Electric Auto-Lite Company of Toledo, and its Parts and Service Dealers, has been renewed for another 13 weeks, according to H. D. Bissell, advertising manager.

Talent, script and recordings are
 (Continued on Page 8)

Rural Preference

A survey of farmers living in the Ohio area reached by WTOL Toledo, was made to ascertain which period of the day was regarded as the best time for rural listening. Thirty-five per cent preferred early morning; 46 per cent noon-day programming and 14 per cent late afternoon broadcasts for the farmers. Five per cent reported disliking the conventional agricultural programs at any time of the day.

Unity FM Plea Nixed; Other FCC Activities

Washington Bureau, *RADIO DAILY*
 Washington — The FCC yesterday rejected the petition of the Unity Broadcasting Corporation, New York, for a new channel assignment or re-hearing of the entire New York FM problem. It was pointed out that the applicant had indicated no special channel preference during the New York FM hearings, and that channels are today extremely scarce.

The Commission also turned down the petition for re-hearing of Charles
 (Continued on Page 6)

AP Continues Organization Of Regional Radio Groups

Philadelphia—Continuing the plan to organize regional Associated Press Radio Associations in conjunction with the district NAB meeting, AP yesterday announced the organization of a Pennsylvania-Delaware Association for the purpose of cooperation
 (Continued on Page 6)

Bulova Co. Spending Most Of '48 Budget Of \$4,000,000 In Radio And TV Advertising Campaign

Political Problems Forecast By Miller

The proper definition of a political speech on the floors of Congress will be one of the most pressing problems for the broadcaster in the next few months, Neville Miller, former NAB head, told the Denver University Radio Clinic Friday.

Miller, conducting the first of five one-week sessions on problems of
 (Continued on Page 6)

Tape Recording Standards Sought By NAB Committee

Reports of progress towards establishing standards for tape recording were made in New York yesterday by members of the executive committee of the NAB's Recording and Reproduction Standards committee. The report followed a meeting on Friday
 (Continued on Page 2)

Kaltenborn Scholarship Available At U. Of Wisc.

The University of Wisconsin has just announced the availability of the H. V. Kaltenborn Radio Scholarship for 1948-49 to a student desirous of doing work in some phase of
 (Continued on Page 3)

Confirming heavy usage of spot or selective advertising for the fall, Maurice Goldberger, Bulova Watch Company official, in New York yesterday said that the company's basic campaign will be on 250 stations with 400 more participating through dealer time buys on local stations. The radio
 (Continued on Page 8)

Gov't Seeks To Dismiss Libel Law Test Case

Houston, Tex.—A motion to dismiss the Houston Post's suit for an injunction against the Federal Communications' Commission order was filed by the United States Government Thursday.

The suit was scheduled for hearing last Friday. The Post, which is licensed operator of KPRC here, seeks to have set aside an FCC ruling which bars a station from censoring
 (Continued on Page 2)

Dreier Program Renewed On 25 Stations Of NBC

Chicago—Paul McCluer, NBC central division network sales department manager, announces renewal of the Skelly Oil Co. programs—the Alex Dreier news commentary Mondays through Fridays and "This
 (Continued on Page 8)

NAB Execs. At 1st Dist. Meet; N. Y. Regional Thursday-Fri.

Boston—The 1st District NAB is holding a two-day meeting here at the Hotel Somerset. Approximately 150 have registered.

Harold E. Fellows, general manager of WEEI and 1st District director, opened the meeting with a few words of welcome and introduced Craig Lawrence, 1st District chairman of the Employer-Employee Relations Committee of NAB. Lawrence presented Richard Doherty, NAB direc-

tor of the Employer-Employee Relations Department, whose subject was "Solve Your Station Labor Relations Before They Dissolve Your Station." He said:

"In the majority of stations, labor costs have been rising steadily. Today the break-even point for the typical station is definitely higher than a year or two years ago. This trend may well create a serious problem
 (Continued on Page 8)

First Station

Oyster Bay, L. I., once famed as the location of the summer White House of the former President Theodore Roosevelt, will get its first radio station on September 1 when WKBS opens in the Moore Building, which was formerly used to house the President's executive staff. Station is being constructed by the Key Broadcasting System of which Lee Hollingsworth is proxy.

Homecoming

In celebration of KGW's homecoming to its new studios in the Oregonian Building at Portland, Ore., the Sunday edition of the Oregonian carried a full-page feature titled, "KGW Returns Home—And What A Home." All the latest features in studio construction as well as equipment have been used in the KGW facilities, according to H. Quenton Cox, general manager.



★ COMING AND GOING ★

Vol. 44, No. 23 Tues., Aug. 3, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 8417 Dahlonaga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 N. Clark St.
Phone: State 2332

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FINANCIAL

(August 2)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
ABC	87 3/8	81 1/2	81 1/2	- 3/8
Admiral Corp.	133 3/8	13	133 3/8	+ 1/4
Am. Tel. & Tel.	153 7/8	153 1/2	153 3/8	+ 1/8
CBS A	25 1/4	25	25	- 1/2
CBS B	24 3/4	24 1/2	24 1/2	—
Farnsworth T. & R.	8 3/8	7 7/8	8	- 1 1/2
Gen. Electric	38 3/8	38	38 1/4	—
Philco	40 3/4	38 3/4	38 3/4	- 2 1/8
RCA Common	12 3/8	12 1/8	12 1/4	—
RCA 1st pfd.	73 5/8	73 3/8	73 5/8	- 3/8
Stewart-Warner	13 5/8	13 1/2	13 1/2	—
Westinghouse	28 3/8	27 7/8	27 7/8	- 1/4
Westinghouse pfd.	89	89	89	—
Zenith Radio	31 1/2	31 1/4	31 1/2	+ 1/2

NEW YORK CURB EXCHANGE			
	Bid	Asked	
Nat. Union Radio	2 7/8	2 7/8	2 7/8

OVER THE COUNTER			
	Bid	Asked	
DuMont Lab.	12 1/2	13 1/4	
Stromberg-Carlson	15 1/4	16 3/4	
U. S. Television	2	2 1/2	
WCAO (Baltimore)	26	29	
WJR (Detroit)	8 3/4	9 3/4	

Wedding Bells

Joan Lane, publicist at Selznick Studios in Hollywood, and Jack Rourke, of Jack Rourke Productions, have announced their marriage. Couple have been married since Dec. 8. Miss Lane was formerly trade news editor of CBS in New York.

AVAILABLE

Energetic young lady, varied office experience, radio and screen, desires position with future. Radio or television producer, station or network.

Reply Box 159,

RADIO DAILY

1501 Broadway New York City

TOM McFADDEN, manager of WNBC, leaves via American Airlines tomorrow for Rochester, where he'll attend the meeting of District 2, NAB.

HAROLD MEYER, general manager of WKKW, which goes on the air August 9 as an affiliate of ABC, is in town for a series of conferences with officials of the network.

VICTOR RATNER, vice-president and director of advertising and promotion for CBS, is back at Bethel, Vt., after interrupting his vacation for business confabs in New York.

MIKE RENAULT, one of the industry's better-known sales executives, has returned from a vacation spent in Asheville, N. C.

BERT LOWN, director of station relations for Associated Program Service, is in Boston to attend the NAB regional.

GEORGE W. MOSCOVICS, manager of sales development in the video division of CBS, will leave today for Chicago on business.

BERTRAM LEBHAR, Jr., sales director of WHN, whose alter ego is the sportscaster, BERT LEE, off to Chicago to participate in the National Contract Bridge Championships at the Hotel Stevens.

EUGENE THOMAS, sales manager of WOR, leaves tomorrow for the NAB regional meeting in Rochester, N. Y.

LES TREMAYNE, star of Columbia's "Romance," and his actress wife, ALICE REINHART of NBC's "Life Can Be Beautiful," have left for a vacation in Mexico.

JAMES MELTON and FRANK BLACK leave tomorrow for Milwaukee, from which point they'll broadcast the "Harvest of Stars."

Gov't Seeks To Dismiss Libel Law Test Case

(Continued from Page 1) and broadcast for possible libel or slander.

Basis of the action is the conflict between the FCC ruling and Texas libel laws, which holds stations accountable for anything broadcast over their facilities.

The government petition filed Thursday said the newspaper had no legal right to request an injunction, since it was not originally involved in the FCC ruling. It also claimed that federal court here had no jurisdiction.

25 FM 15-Kc. Terminals Promised By A.T.&T.

(Continued from Page 1) January, during a conference at the Commission offices.

The 15-kilocycle line has been tested between New York and Alpine, Philadelphia and Alpine, and Alpine and Baltimore and Washington. Two of the terminals, capable of both receiving and sending, were installed in New York last month, one in Washington and one in Chicago.

10 YEARS AGO TODAY

(From the files of Radio Daily)
National Comm. of Independent Broadcasters of NAB met with Pres. Jos. W. Weber of AFM, and received permission to postpone the deadline on the Indie-AFM contracts to Sept. 1. Request for added time was made by Comm. following report to Pres. Weber on action taken to date by the indie broadcasters on signing contracts with AFM locals under terms of agreement reached last April. . . . CBS, MBS and NBC, plus several N. Y. indie stations were represented aboard the liner Manhattan to greet Douglas "Gone Again" Corrigan, as he arrived in N. Y. Network aired programs via short-wave from the boat as she sailed up the bay. . . . WIP, Philadelphia, closed largest time deal ever set on station with block of 12 hours weekly for Adams Clothes, Inc.

Tape Recording Standards Sought By NAB Committee

(Continued from Page 1) with representatives of manufacturers, networks and independent broadcasters.

Dr. S. J. Begun of the Brush Development company, chief of Project Group D, of the NAB committee, said that "substantial progress" had been made toward the development of tape recording standards.

Present at the executive committee meeting in New York were Chairman Howard, Robert M. Morris, ABC, executive committee chairman; J. C. LeBel, Audio Devices, Inc.; Howard A. Chinn, CBS; C. R. Sawyer, Western Electric; Roland A. Lynn, NBC; George M. Nixon, NBC, and ASA liaison member; Dr. Begun; and Neal McNaughten.

Dr. Begun's Project Group D is composed of Price Fish, Columbia Recording; Dr. D. G. C. Hare, Deering-Milliken Research; W. E. Stewart, RCA-Victor; Col. R. H. Ranger, Rangertone; R. H. Roys, RCA; M. J. Stolaroff, Ampex; R. F. Bigwood, ABC; C. G. Baker, Magnecord; and R. Marchant, Minnesota Mining & Manufacturing Co.



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.

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
HENRY GREENFIELD, Mgr. Director N. Y. 19

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

★ AGENCY NEWSCAST ★

ROBERT T. KESNER has resigned as director of advertising, American Home Foods, Inc., to become assistant to Felix W. Coste, vice-president and director of advertising, the Coca-Cola Company. Kesner will be located in the New York offices of the Coca-Cola Company. This is a newly created function made necessary by expanded activities. Delony Sledge continues as manager of the advertising department of the Coca-Cola Company, a position he has held since returning from military service.

ADAM J. YOUNG JR. INC., has been appointed to represent WTOD and WTRT, Toledo, by the Unity Corporation. WTOD, one thousand watts daytime, has a music and news formula. WTRT is the FM station affiliated with WTOD.

G. A. SAAS & CO., advertising agency, has moved from the Hume-Mansur Bldg., Indianapolis, to larger quarters at 407 Guaranty Building, that city, it has been revealed by George A. Saas, head of the firm, which was organized 13 months ago.

MARIE McDONOUGH has been named publicity director of Dorothy Gray, Ltd. Miss McDonough formerly was assistant publicity director of Campbell-Ewald Co.

M. J. BREITENBACH, makers of Pepto-Mangan, have appointed Small & Seiffer, Inc., advertising agency of New York. A new radio and newspaper campaign is scheduled to begin in September. Herschel Deutsch is the account executive.

ADVERTISING, INC., Washington, D. C., is moving on August 1st to new offices atop the Arlington Building at 1025 Vermont Avenue, N. W., Washington 5, D. C.

JAMES HILL has been named Toledo, O., division manager of the Research Institute of America. For the past several years he has been with the A. C. Neilsen Co., market research firm.

WILLIAM H. WEINTRAUB & CO., has been engaged to prepare the advertising of Revlon Products Corp., cosmetic manufacturers. Weintraub will take over the account Nov. 30.

WILLIAM J. FREUND has resigned as account executive of Byer and Bowman Advertising Agency, Columbus, O., to become general sales manager of the Huffman Manufacturing Co., Dayton. S. N. Hallock succeeds Freund as agency executive of the Huffman account, which will continue to be handled by Byer and Bowman.

Kaltenborn Scholarship Available At U. Of Wisc.

(Continued from Page 1) broadcasting. Particular emphasis, it is specified, is desired on news presentation and analysis.

The scholarship amounts to approximately \$500 per year, which is the earning of a trust fund of \$15,000 created by the popular news analyst for encouraging study in the radio field. Any student of junior standing at the University of Wisconsin is eligible for the Kaltenborn scholarship.

Conditions Outlined

Selection of the student to receive the annual award is made on the basis of scholarship, special aptitudes and interest in some phases of radio broadcasting, evidences of planning for a career which includes the use of radio, and financial need. The Regents on recommendation of the President and University Radio Committee select the student to receive this opportunity.

Mrs. Frank Waring

Mrs. Jessie Calderwood Waring, mother of Fred Waring, the orchestra leader, died Sunday at Shawnee Inn, Shawnee-on-Delaware, Pa., at the age of 74. She was the widow of Frank Malcolm Waring, a banker of Tyrone, Pa., where Fred and his brother, Tom, began their musical careers by practicing in their mother's parlor.

Heads KMOX Press Info

CBS has named Robert S. Holcomb director of press information at KMOX, St. Louis.

Gillette To Sponsor Suffolk Downs Race

The 14th running of the Massachusetts Handicap, top race of the Suffolk Downs Boston meeting, will be described over ABC on Saturday, August 14 from 5 to 5:15 p.m., EDT, according to J. P. Spang, Jr., president Gillette Safety Razor Co., sponsor.

Bryan Field and Bill Corum, noted sportscasters, will describe the running of the race from the ABC booth atop the grandstand at the finish line. The agency is Maxon, Inc.

Coming Up

- COOL WATER (American)
- CRUEL LOVE (Jay-Dee)
- CUCKOO BIRD WALTZ (Lutz)
- HIGHWAY TO LOVE (BMI)
- JUST CANCEL MY DREAMS (Brightlights)
- LONESOME (Republic)
- NOBODY BUT YOU (Duchess)
- PLAY THE PLAYERA (Marks)
- RUN JOE (Preview)
- SWING LOW SWEET CLARINET (Stuart)
- THE THINGS I LOVE (Campbell Music, Inc.)
- TIME OUT FOR TEARS (Kaelene)

BMI *Run-up Sheet*

HIT TUNES FOR AUGUST

CHILICOTHE, OHIO (Arlin)
WORLD—Les Brown

DELILAH (Encore)
WORLD—Bob Haymas • ASSOCIATED—Russ Morgan
STANDARD—Freddy Martin • NBC THESAURUS—Shop Fields
MACGREGGOR—Chuck Foster

DREAM PEDDLER, THE (Peer)
NBC THESAURUS—Sweetwood Serenaders

FOOLIN' (Jay-Dee)
CAPITOL—Eddie LaMarra

I WANT TO CRY (Excelsior)
Chris Cross—Sterling 4004 • Savannah Churchill—Manor 1129
Dinah Washington—Merc. 8082
Phil Reed—Frank Picher—Dance-Tone 216

IT'S SO PEACEFUL IN THE COUNTRY (Regent)
WORLD—Betty Bradley • ASSOCIATED—Blue Barron
STANDARD—Walt Schumann • NBC THESAURUS—Cy Walter
MACGREGGOR—Chuck Foster

JUST BECAUSE (Peer)
WORLD—Eddy Howard

LONG AFTER TONIGHT (BMI)
WORLD—Charlie Spivak • ASSOCIATED—Mindy Carson
STANDARD—David LeWinter

SERENADE (Music Played on a Heartstring) (Duchess)
LANG-WORTH—Chuck Foster • CAPITOL—Sunset Trio
NBS THESAURUS—Novatime Trio

SOMEONE CARES (Porgie Music Corp.)
NBC THESAURUS—Novatime Trio • ASSOCIATED—Art Mooney
STANDARD—David LeWinter

SPRING CAME (Republic)
NBC THESAURUS—Sammy Kaye

TAKE IT AWAY (Pemora)
ASSOCIATED—Enric Madruguera • WORLD—Jese Morand
MACGREGGOR—Yeramae Stevens
LANG-WORTH—Merle Pitt-Al Trace

TIME AND TIME AGAIN (London)
WORLD—Bob Chester • ASSOCIATED—Johnny Messner
STANDARD—Dyana Gayle • NBC THESAURUS—Allen Roth

WALKIN' WITH MY SHADOW (Johnstone-Montei)
CAPITOL—Hal Derwin and Frank Devol
LANG-WORTH—Four Knights • STANDARD—Lawrence Welk

YOURS (Quiereme Mucho) (Marks)
LANG-WORTH—Airlane Trio • WORLD—Marion Francis
LANG-WORTH—Tito Guizar • STANDARD—Dennis Day
LANG-WORTH—Joe Sodja Trio • ASSOCIATED—Xavier Cugat

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

LOS ANGELES

By RALPH WILK

HARRY VON ZELL took over the reins for Garry Moore on ABC's "Breakfast in Hollywood," program, Friday, July 30 (show broadcast Monday, August 2). Von Zell follows Jay Stewart and Jack McElroy, who have also been Moore's "pinch-hitters" on the "Breakfast" show.

Bob Correll has joined the staff of The Tullis Company, 6000 Sunset Boulevard in Hollywood as account executive. He was formerly employed by Foster & Kleiser Outdoor Advertising Company, and also worked for the Columbia Broadcasting System.

Bob Forward has been handed the production assignment on KHJ-Don Lee's week-day network feature, "Ladies First", which debuts August 16th. Harry Mitchell emcees the new audience participation series, Bob Moon announces, and Homer Heine will be in charge of prizes and the screening of contestants.

The Sweeney & March Show, co-starring Bob Sweeney and Hal March, has been signed by the Sanka Division of General Foods Corporation for a six-week summer show to start August 27th over CBS. Ted Bliss will produce the Sweeney & March Show for Young & Rubicam, Inc. The program will be replaced in the fall by the Jack Carson Show, which takes over October 8.

Vice-president and general manager of KMPC, Robert O. Reynolds, and Mrs. Reynolds are vacationing at Lake Tahoe this week.

Realizing the necessity of expression in television, Al "Cappy" Capstaff is negotiating with veteran character actor Walter Kingsford to build a reel around him for his "Stop, Look and Listen" series. Kingsford was Father Griez in "Song of Norway," was Old Bill in "The Better 'Ole" and is currently in "Music in the Air" at the Greek Theater in Hollywood.

A recent Columbia University survey, conducted by the University's bi-weekly publication, "Pleasure of Publishing," showed "Suspense" to be the students' favorite radio mystery.

Michael Douglas inaugurated a new guest star policy on KTLA's Wednesday night television feature "Tune Titles With Ted." Douglas introduced a brand new, as yet untitled, Ted Fio Rito composition to KTLA viewers.



Mainly About Manhattan. . . !

● ● ● Nat'l Ass'n of Station Reps got the FCC to schedule hearings late this Oct. on question of whether networks have the right to represent member stations on spot sales. Plenty of fireworks expected. . . . Bob Hope, none too happy with last year's performance, is after some high-priced scripters to hypo the act. . . . Two big ciggie outfits shopping for a nitetime ainer. (Luckies and Chesterfields, fellas). . . . Alka Seltzer is still open-minded regarding its fall replacement for Lum 'n' Abner, in spite of those trade reports about Buddy Clark and Ginny Simms being signed. . . . Phil Baker to remain as emcee of "Everybody Wins." . . . Wiff Roberts and Ted Corday have parted company (amicably, of course), with Ted continuing on with Corday Prod., and Roberts going over to Pedlar & Ryan. . . . Howard Cordery, former NBC producer, now with ABC in television program dep't. . . . Webs, fed up with number of sustaining ainers this summer, may do something drastic next year—such as throwing in the talent for free and just charging for the air time.

★ ★ ★ ★

● ● ● Fortune Pope's WHOM, one of the leading foreign-language stations in N. Y., has upped its power to 5,000 watts, both day and nite. Hitherto hampered with low wattage, its programs, in 7 foreign tongues, plus English, will now be heard clearly throughout the met area. As already announced, the station will move later this summer into larger quarters at 136 W. 52nd St.

★ ★ ★ ★

● ● ● THAWTS WHILE THINKING: CBS television missed a bet by concentrating only on the play-by-play when Durocher made his debut as the Giant mentor at Ebbets Field. Between-inning interviews with fans, shots of Laraine Day and other special features might have been arranged for an event that packed so much color and drama. . . . Connie Desmond is doing a good job, handling both ends of the Dodger broadcasting with Red Barber ill, but the strain on his voice is becoming obvious. Broadcasting is no pushover, especially in Bklyn, and Connie may soon need a treatment instead of a treat. . . . Paul Gardner, of the Al Schacht show, has just returned from Buffalo on special assignment for Collier's. Incidentally, Schacht's rendition of a commercial tops anything in video. . . . The Kraft Theater on WNBT applies the soap opera technique to the visual—meaning, that sometimes the soap gets in your eyes. In view of the technical limitations, the show is excellently directed.

★ ★ ★ ★

● ● ● Understand that as Winchell was about to sign his Kaiser-Frazer contract, calling for \$650,000 the first year, the auto firm's lawyer said: "Would it be possible, Mr. Winchell, to include a clause calling for your exclusive television services—at an extra fee, of course?" Walter turned to his own lawyer and shrugged his shoulders. "How much more money can they have?" he murmured.

★ ★ ★ ★

● ● ● SID-BITS: Les Tremayne and his actress-wife, Alice Reinheart, off to a Mexican vacation. . . . Staats Cotsworth to join panel of judges of foto exhibit to be held at Grand Central under auspices of the mag, U. S. Camera. . . . Bet your bottom buck that the next singing sensation will be Andy Roberts, the kid who is now handling vocals with Skitch Henderson's ork. Andy has what it takes—looks, voice, stage savvy—plus the canny management of Morton Downey. . . . John Paris' Victor platter of "My Fair Lady" due on the stalls this week.

★ ★ ★ ★

● ● ● Charlie Harrell and Wilbur Stark had such a hot debate on the Durocher sitcheayshun, while appearing on the Brown Shoe Co. telecast over WABD from the Stadium that they blew the video fuse and prevented the picture from going over the air.

CHICAGO

By NAT GREEN

ALL-AMERICA Golf Tournament of 1948 and the 1948 World Championship of Golf, both to be played at the Tam O'Shanter Country Club here, will be broadcast over the ABC network and also over WGN and WGNB. ABC is carrying a series of daily half-hour programs August 2 through August 8, with Harry Wismer, ABC sports director, describing the stroke-by-stroke play. The WGN-WGNB broadcasts will be made on August 6 and 8, with results of the competitions being described by Jack Brickhouse, WGN sports service manager; Frank Korch, sports director; Hal Totten, farm director, and Bill O'Connor, announcer.

The moon-June-spoon poets will get a chance to win cash prizes and have their poetic efforts broadcast in a new five-a-week series called "Rhyme Does Pay," which will start August 9 on WBBM, 9:15-9:30 a.m. Jack Fuller will be program host and the King's Jesters will offer musical interludes. New series is to be sponsored on Monday, Wednesday and Friday by Ward Baking Co., and starting August 24 the Vick Chemical Co. will sponsor the Tuesday and Thursday programs.

WGN officials deny current rumors of wholesale changes in station personnel, but several changes in the program department are announced by Walter J. Preston, program director. The station's news department will have two additional on-the-air newsmen, starting this week. Jesse M. Watkins, formerly on New England and Chicago newspapers, and Robert R. Siegrist of the Waukegan News-Sun will join Robert F. Hurlough, news director, and Paul Neilson as newscasters. On August 2 Raymond Taylor assumed the duties of traffic manager. His assistants will be Milton Newton, with WGN for 13 years as a traffic executive, and Louis Petyko, formerly in charge of the transcription department. Frank Boliaux and Robert Irving will be traffic supervisors.

DAVID O. ALBER

Associates, Inc.

NATIONAL PUBLICITY

for

Personalities and Programs

654 Madison Avenue, N. Y.

TEmpleton 8-8300

6331 Hollywood Boulevard

Hollywood

GLadstone 3769

THE ART SCANLON SHOW
WEATHER NEWS
FUN!
LAUGHS!
1010 ON YOUR DIAL
WINS 6.30-9.00 A.M.
7:00 • WORLD NEWS • 8:15
CROSLEY BROADCASTING CORPORATION

WHO IS THE SMILING MAN ?

CLUES:

1. His children's education is as good as paid for.
2. He's moving into his dream house in 1958.
3. He's going to get \$4 back for every \$3 he invests today, after 10 years.
4. He's helping his country and himself, at one and the same time.



ANSWER: The Smiling Man is the man who invests regularly in U. S. Savings Bonds. What he has done—actually—is to guarantee his own future, to insure the security and happiness of his family.

Every Savings Bond you buy will stretch your smile a little further.

They're the wisest investment you can make, today—they pay you back \$4 for \$3 after ten years, and that's a promise by Uncle Sam!

What's more, every dollar you invest in Savings Bonds is helping to fight inflation over here, helping to maintain democracy over there.

If you draw a salary, enroll in the easy, painless, *automatic* Payroll Savings Plan. Or, if you aren't on a payroll but have a checking account, use the equally convenient Bond-A-Month Plan!

Inquire today about these sure, profitable savings plans. *And watch your smile grow along with your savings!*

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



THIS SPACE CONTRIBUTED BY RADIO DAILY

Unity FM Plea Nixed; Other FCC Activities

(Continued from Page 1)

C. Carlson of New Orleans, who is slated to lose WJBW, in that city, while his ex-wife, Louise, is granted an okay for operation on the same frequency, with the same power, in New Orleans. Denied also were the petition of WLOW, Norfolk, Va., for reconsideration of its application to alter its hours and assignment along with reconsideration of the FCC's grant of the 1010 frequency in Baltimore to Radio Television of Baltimore, Inc.

Protest from KMAC
KMAC, San Antonio, Texas, yesterday protested the FCC's grant of a license for two-way radio operation to the Yellow Cab Company of San Antonio because the company plans to erect a 250-foot antenna on the lot next to KMAC's 179-foot antenna. Serious distortion of the KMAC pattern is sure to result, the Commission was told.

Also announced was a proposed decision granting KCVR, Lodi, Calif., a power boost from 250 watts to one kilowatt on the 1570 band, daytime only, with the Del Paso Broadcasting Company, North Sacramento, turned down in its bid for the 1580 band with 250 watts daytime.

Commissioners Coy, Jones and Hennock did not participate in the hearing.

The FCC yesterday ordered a hearing on the application for assignment of the construction permit of WMIE, Miami, from Lincoln Operating Company, as trustee for Sun Coast Broadcasting Corporation, to the latter corporation. Officers of the Sun Coast Group include Mitchell Wolfson and Sidney Meyer of the Wometco film circuit.

AP Continues Organization Of Regional Radio Groups

(Continued from Page 1)

ing in news gathering and studying AP's radio news reports.

President of the new organization, is Joe Baudino, KDKA, Pittsburgh.

Other officers elected are: George Coleman, WGBI, Scranton, first vice-president; Ed Obreist, WPEN, Philadelphia, second vice-president; Jack Hooper, WHGB, Harrisburg, third vice-president and Joe Snyder, Pennsylvania AP chief of bureau, secretary.

Named to the Committee to Study Cooperation in Gathering News by radio stations were: William A. Banks, WHAT, Philadelphia; Paul Breining, WBPZ, Lock Haven, and Leo Onelian, WLEU, Erie.

The Continuing Study Committee is composed of: Bob Badger, WEDO, McKeesport; Fred Joyner, WWSW, Pittsburgh; Homer Smith, WHOK, Sunbury; William Frank, WILM, Wilmington, Del.; Harold Dudley, WCAU, Philadelphia and Ed K. Smith, WCMB, Lemoyne.

George Joy, WRAK, Williamsport, presided as chairman.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.
Survey Week of July 23-29, 1948

TITLE	PUBLISHER
A Fella With An Umbrella.....	Feist
A Tree In The Meadow.....	Shapiro-Bernstein
Baby Don't Bo Mad At Me.....	Paramount
Beyond The Sea.....	Chappell
Blue Shadows On The Trail.....	Santly-Joy
Bride And Groom Polka.....	George Simon
Confess.....	Oxford
Dolores.....	Famous
Ev'ry Day I Love You.....	Harms
Haunted Heart.....	Williamson
I Went Down To Virginia.....	Jefferson
It Only Happens When I Dance With You.....	Berlin
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
It's You Or No One.....	Remick
Judaline.....	Robbins
Just For Now.....	Advanced
Little Girl.....	Leeds
Little White Lies.....	Bregman-Vocco-Conn
Love Of My Life.....	T. B. Harms
Love Somebody.....	Kramer-Whitney
My Fair Lady.....	United
My Happness.....	Blasco
Nobody But You.....	Duchess
P. S. I Love You.....	La Salle
Put 'Em In A Box.....	Remick
Rhode Island Is Famous For You.....	Crawford
Sabre Dance.....	Leeds
Serenade (Music Played On A Heartstring).....	Duchess
Steppin' Out With My Baby.....	Berlin
Tea Leaves.....	E. H. Morris
Toolie Oolie Doolie.....	Chas. K. Harris
We Just Couldn't Say Goodbye.....	Words and Music
Woody Woodpecker.....	Leeds
You Call Everybody Darling.....	Mayfair
You Can't Be True Dear.....	Biltmore

Second Group

A Boy From Texas.....	Shapiro-Bernstein
Best Things In Life Are Free.....	Crawford
Better Luck Next Time.....	Feist
Blue Bird of Happiness.....	T. B. Harms
Caramba It's The Samba.....	Martin
Crying For Joy.....	Monacho
Cumana.....	Martin
Delilah.....	Encore
Dream Peddler.....	Southern
Evelyn.....	Meirose
Everybody Loves Somebody.....	Sinatra Songs
Highway To Love.....	Broadcast Music
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
Long After Tonight.....	Broadcast Music
Maybe You'll Be There.....	Triangle
Rambling Rose.....	Laurel
Take It Away.....	Pemora
Takin' Miss Mary To The Ball.....	Miller
Yours.....	E. B. Marks

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Political Problems Forecast By Miller

(Continued from Page 1)

small market broadcasting, pointed



MILLER

out that Congressmen and Senators up for re-election might try to slip in a few plugs for themselves in otherwise legitimate speeches. If this should happen it's only natural that opposition candidates will clamor for equal time according to the official rulings of the Commission. "Because this problem is only one of many that face station operators all the time, it has been a pleasure to point out some of the legal difficulties to the participants in Denver University's unique radio clinic," Miller declared.

Other Speakers Heard
Other speakers in this second annual conference in the Colorado capital city include Rex Howell, station manager of KFXJ, Grand Junction, Colo.; Howard Abrahams of the National Retail Dry Goods Association; J. Allen Brown and Arthur Stringer, NAB consultants on advertising and news, respectively.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

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

SEE EASE OF TV TUBE SHORTAGE

TELE TOPICS

By JIM OWENS
Associate Editor

GUY who got off that quip about time flyin' was a piker, king size. It doesn't merely fly—it's gone! (Just like a two-week vacation) . . . We got a squirt at Boston—a really hep town video-wise—with much of its TV fever hyped by the current baseball picture plus the possibility of a subway World Series. Even so, TV's sold itself to every Hubite strictly on its own merits. The bistros are almost as up-to-date as those in Gotham, with most wearing a kinescope somewhere in the tapestry. Significant gripe among the Brahmins is the fact they scream for network stuff to augment the local diet, which is as good as you can get in any TV city today—with the obvious exception of lil' ol N. Y. Great to be back—Gotham's as good a town as any to swelter in.

FLETCHER D. RICHARDS agency expanding its TV department, both physically and otherwise, in prep for a pretty heavy year in the medium come fall and winter. U. S. Rubber is expected to hike its billings, and several other accounts are getting closer and closer to the video scene. . . . WPIX's "Television Chapel," a goodly Sunday seg, has had one only adverse comment to date, and that dealt not with the show, but with the attire of John Tillman, anncr. Woman viewer, who evidently takes her Sunday a.m. TV seriously, felt Tillman's tie "undignified" for that type of show. Cravat was a black-and-white check, showed up brilliantly.

ABC moved its video department into its new home over the weekend, with the fifth floor of 7 W. 66th already being occupied by TV staffers. . . . Eric Godal, former editorial page cartoonist for the defunct PM, pacted by Gainsborough Associates for a five-min. daily strip tagged Cartoons. . . . William Witherell, radio & TV copywriter at BBD&O for past two years, checks out Aug. 6 to become an active partner in Video Films of Detroit. He'll head up spot film commercials.

KTSL To Scan "Song"

Hollywood—Starting next Saturday night, August 7th, from 8:30 to 9:00 p.m., Don Lee's KTSL (W6XAO) will televise "What's The Name Of That Song." The show has been a popular radio network feature for many years. Bill Gwinn, will emcee, Bob Bence will do the announcing and Carlton Winckler, Don Lee Television Program Coordinator will handle the production. The show will originate from the new Mutual Don Lee Studios.

Outler Sees TV Boom With Low-Priced Sets

Atanta—Video will "hit its stride," pretty much as did radio when low-priced receivers reach the market in volume—a day not too far distant, WSB-TV's g.m. John M. Outler, told the Atlanta Kiwanis club here last week. "As an element in American business, television promises to assume billion-dollar proportions within another 12 months—the first postwar baby to join the industrial elite of this country," he predicted. Outler, whose talk highlighted a video demonstration, noted that set prices have already dropped from "more than \$600 last year to between \$350 and \$500" at present.

WENR-TV Appts. Three

Chicago—ABC announced this week three appointments to exec posts with its tele station, WENR-TV. Monte Fassnacht, widely known as stage manager and technical director for Chicago Civic Opera Co., became production director of WENR-TV, effective August 1. Gregg Garrison, formerly in charge of technical director board for all ABC broadcasts over WFIL-TV, Philadelphia, has been appointed staff director of WENR-TV, and Jack Gibney, formerly production manager, has been made executive producer for the station.

Set WBNT-TV Constr.

Construction work on Central Ohio's first television station, WBNT-TV, Columbus, O., which will be owned by the Columbus Dispatch, will start about Aug. 15. Station will be operated by TV, Inc., wholly-owned subsidiary of the newspaper, and in conjunction with WBNS-WELD, which are owned by Radio Ohio, Inc.

Dannenbaum Joins WPTZ As Comm. Mgr.

Philadelphia — Alexander Dannenbaum, Jr., commercial manager of WPEN here, resigned that post this week to join Philco's WPTZ in the same capacity. A veteran exec in Philly radio circles, Dannenbaum served as a member of the staff of WDAS for 12 years before joining the Army, and joined WPEN in December of last year. James D. McLean, who has been commercial manager of WPTZ since May of '47, leaves the local scene to head microwave TV and communications radio relay equip with the Philco Corp.

Para. Pushes System

Paramount will have its intermediate system of theater TV installed in a B & K loop house and in one of its own Los Angeles stations by September, it was learned yesterday. Equipment for the two installations is understood to be ready. Paramount, through B & K, now operates a Windy City video station, WBKIB, and has a second, KTLA, in Los Angeles.

Next in line, it is said, will be installations in a Famous Players Canadian theater in Toronto and an M & P house in Boston, but no dates have been set as yet.

Withdraws TV App.

Washington Bureau, RADIO DAILY
Washington—M. R. Schacker yesterday asked the FCC for permission to withdraw his license for a television assignment in Sacramento, Calif. He said his application had been before the Commission nearly five months and there is no indication of early action. Left in the running are KXOA, KIEBF, KCRA and KROY, all of Sacramento.

Glass Exec Avers Bulb Production On The Rise

Toledo—Reasonably early end to the current shortage of glass bulbs for cathode ray tubes is seen in the prediction this morning by Stanley J. McGiveran, vice-president of Owens-Illinois Glass Co., that production of 10 and 12½-inch direct-view bulbs "will meet demands reasonably soon." Kimble Glass, a division of Owens-Illinois, McGiveran said, is making the bulbs in "increasingly greater numbers." He added that mechanization of production has proceeded "much faster" than originally anticipated.

McGiveran said that TV manufacturers have increased demands "far beyond" their forecasts of only six months ago, but that an "unprecedented amount" of engineering and research is being applied to the problem. "As a result," he added, "progress has been made at Kimble plant here in six months that, under normal circumstances, would have taken two years. Even so," McGiveran said, "the production of television bulbs is behind demands, but not behind forecasts of requirements made six months ago. Situations of this type always exist in the development of a new industry, particularly where specifications are so rigid and where demand continues to skyrocket as it has in television. The research and development work of Kimble people makes us confident of our ability to produce bulbs in the quantity needed in the very near future."

Present production, McGiveran said, includes only a little of the old-fashioned pressing work which characterized the job less than a year ago. The fact that television set makers have standardized on a few bulb sizes has helped, he explained.

FCC Orders Minn. Corp., Choose TV Or Paper Stock

Washington Bureau, RADIO DAILY
Washington—The FCC has ordered the Minnesota Tribune to dispose of either its 50 per cent interest in the Minnesota Broadcasting Corporation, or its 14.6 per cent interest in the Minneapolis Star & Tribune, which is sole owner of the Northwest Broadcasting Company. TV permits are outstanding for both the Minnesota Broadcasting Company and the Northwest Broadcasting Company. The Minnesota Broadcasting Corporation, by the Minnesota Tribune Company, is thus made conditional to the pulling out within 90 days from either one of the two permittee groups.

Commission Revokes Permit Of WTVJ, Miami Station

Washington Bureau, RADIO DAILY
Washington—The FCC has revoked the TV permit of WTVJ, Miami, on the ground that "a substantial change in ownership of the permittee corporation had been concealed" from the Commission. A pledge that \$214,000 would be put in the account of the licensee corporation, Southern Radio and Television Equipment Company, after the permit was granted, was not carried out, the Commission said. One stockholder withdrew, taking

out \$213,660, while another turned his interest over to the Wolfson-Meyer Theater Circuit. All this happened more than a year ago, the FCC said, but nonetheless the company, "despite the above changes in its financing and control, forwarded to the Commission on July 6, 1948, a statement, dated as of December 31, 1947, to the effect that the same ownership and financing of permittee obtained as did at the time of filing of its original application for construction permit."

NAB District 1 Meets; Doherty, Miller Speak

(Continued from Page 1)

for many broadcasters if faced with growing competition for the advertising dollar. Average station revenues level off or even decline. Management policy dictates a more careful selection of station personnel and greater flexibility of operations work. Restrictions which do not have a justifiable basis in terms of sound broadcasting techniques not only impair the efficiency of the station but reduce the wages and salaries available to station employees."

Concerning television, Doherty pointed out that excessive "labor costs resulting from uneconomic work restrictions will retard the development of good programming."

Paul W. Morency, WTIC, Hartford, Conn., NAB director-at-large, presided at the luncheon, where Judge Justin Miller, president of the NAB, spoke on "The NAB, Your Association." He suggested a good lawyer and all the libel insurance possible as the best protection broadcasters might have against the dilemma facing them on account of the "Port Huron" decision. In his judgment it would be better to face FCC reprisals than unlimited libel suits.

Cities Co-op With State Dept.

He also pointed out that the NAB was more actively co-operating with the State Department on the international level looking toward more scientific allocations of broadcasting channels. He said that right now Russia was demanding the largest share of the broadcasting spectrum and Great Britain was next, the United States being only third in extent of its demands. Yet it is the only country broadcasting on democratic principles. A more positive stand by the NAB has resulted in greater respect for the rights of all broadcasters in many places, the FCC included, which is now undergoing a Congressional investigation, it was pointed out.

After closing a successful 2-day meeting of the 3rd District NAB at the Bellevue Stratford in Philadelphia on Friday members of the NAB executive party moved on to Boston the past weekend for the opening of the two-day meeting of the 1st District (New England) at the Somerset Hotel yesterday. This meeting will be followed by the 2nd District gathering at the Sheraton hotel in Rochester, N. Y., on Thursday and Friday of this week. The Rochester meeting, according to Michael Hanna, district chairman, promises to be the

AVAILABLE SEPTEMBER 1st

Radio time salesman with outstanding record of results with one of America's leading stations; interested in making a connection in the New York area, with either an independent or network operation where strong agency and advertiser contacts and thorough sales experience will result in an income of \$10,000 or more a year. Write

Box No. 157, RADIO DAILY
1501 Broadway New York 18, N. Y.

COAST-TO-COAST

WMID Hosts "Mermaids"

Atlantic City, N. J. — WMID, in co-operation with Universal-International Pictures and their release of "Mr. Peabody and the Mermaid," last week played host to the winners of the "Mermaid" beauty contest from eight cities. The girls made various air appearances and were constantly entertained by the WMID staff. Announcer Johnny McNevin served as emcee for the contest, the winner of which was Pat Varner of Chicago. Pat will remain in this beach resort until the end of her vacation.

"1:30 Date" On WSB

Atlanta, Ga.—New addition to the WSB schedule is "1:30 Date," emceed by Bill Packham and featuring organ music by station announcer-organist, Bob Van Camp. Program is aired each afternoon and includes relaxed script material coupled with ad lib.

First Year For WFMZ

Allentown, Pa. — WFMZ recently celebrated its first anniversary with a special program which summed up the year's activities and told of plans for the future. Many telegrams and letters of congratulation were received from all over the country and all station listeners were taken on a radio tour of WFMZ and were invited to a birthday party in the studios where the celebration ended.

Summer Radio Course Offered

Birmingham, Ala. — A summer course in radio continuity and commercials is being offered by Birmingham-Southern College as a result to the many requests of persons not registered as students at the college. Stuart Mims, head of the college radio department and former script writer for the March of Time, CBS and NBC, will be in charge. Classes meet five days a week for two-hour periods.

biggest ever held by this district which embraces stations of New York and New Jersey.

At the conclusion of the 3rd meeting in Philadelphia the broadcasters adopted practically the same set of resolutions which are found acceptable at the 4th district meeting held last week at White Sulphur Springs, W. Va. These resolutions in substance were:

... commended and promised continued support to the freedom of speech fight of NAB President Justin Miller.

... endorsed and recommended the All-Radio Presentation plan for a color film promoting radio.

... urged the inclusion in the 1950 U. S. Census of AM, FM and television set ownership figures, as being "of inestimable value to government and business."

... recommended voluntary observance of the NAB Standards of Practice for American broadcasters.

... expressed thanks for a "highly successful and pleasant meeting" to

"Who Is Mr. Syracuse?"

Syracuse, N. Y.—"Who Is Mr. Syracuse?", based on the format of Ralph Edwards' Walking Man contest, is now being asked of their listeners by WSYR, which is offering a \$4,000 giant jackpot for the answer. Contest, directed by WSYR's promotion manager, John F. Hurlbut, is publicizing Syracuse industry's role in the city's centennial observance.

"Official Answer" On WCKY

Cincinnati, Ohio — New WCKY public service feature is "Official Answer," a clearing house for questions of public nature sent in by listeners for answer by public officials and agencies. Programs, conducted by John E. Murphy, WCKY news and public relations director, are heard each Sunday at 5:15 p.m.

Warren And Mitchell Join WOL

Washington, D.C. — New additions to WOL's announcing staff are Doug Mitchell and Charles Warren. The former was affiliated with KOH, Reno, Nevada while the latter came to WOL from the announcing staff of WQQW, Washington, D. C.

1,400 In KRNT Try-Out Camp

Des Moines, Ia.—Nearly 1,400 boys and young men, aged eight to 24, were enrolled in the First Annual KRNT Baseball Try-Out Camp and Talent Hunt held recently at Pioneer Stadium and sponsored by KRNT and the Chicago Cubs. About 5,000 spectators turned out for the two-day tournament, winners of which received KRNT awards of official Cub jackets, Louisville Slugger bats and official baseballs. All finalists were given gold baseball trophies and baseball caps. Manager of the school was KRNT sports director, Al Couppee, former amateur and pro star athlete and recognized now as a middlewest radio sports authority.

Dreier Program Renewed On 25 NBC Stations

(Continued from Page 1)

"Farming Business" on Saturdays, for 52 weeks, effective September 6. Programs originate in Chicago and are heard on an NBC network of 25 stations. Henri, Hurst & McDonald, Inc., is the agency.

McCluer also announced that Smilin' Ed McConell and his Buster Brown Gang will begin another 52 weeks on the full NBC network for Brown Shoe Co. on August 28. Leo Burnett Co., Inc., is the agency.

District Director George C. Coleman, WGBI, Scranton, Pa., and Clair McCollough, WGAL, Lancaster, Pa., Director-at-Large.

... urged continued radio support of conservation of natural resources.

... and requested that future district meetings be held in the fall, rather than the summer, and at a resort hotel if possible.

New Spot Campaign Set By Watch Mfr.

(Continued from Page 1)

campaign is reported to be the major part of the \$4,000,000 budget which Bulova is using for advertising in all media during 1948.

Transcribed and live spot announcements are being used by the manufacturer. In the cases where dealers are participating in the purchase of time, transcribed announcements are furnished through the company headquarters in New York.

In addition to commercial time participation, Bulova, through its promotion department is participating in prize awards on audience participation and other giveaway shows. These programs include network shows as well as featured programs in key center cities.

Will Also Use Television

The watch manufacturer also holds promise of being a heavy user of television spot time. Company now has time signals on television stations in New York, Chicago, Los Angeles and Philadelphia.

Bulova also plans active participation in the new 1948 "Watch Parade," an industry promotion, scheduled for Oct. 10 to 24. Other manufacturers who will participate include the Elgin Watch Company, Elgin, Ill., Waltham Watch Company, Waltham, Mass. and the Hamilton Watch Company of Lancaster. It is expected that radio will get a large share of the advertising budget for the "Watch Parade" promotion with both dealers and manufacturers sharing the costs.

"Gasoline Alley" Co-op Gets 13-Week Renewal

(Continued from Page 1)

supplied by Auto-Lite, while time is purchased on the local stations by the local distributors. The middle commercial of the program, which features the comic characters created in the newspaper strip, is an Auto-Lite message, while the opening and closing commercials are devoted to the sponsors.

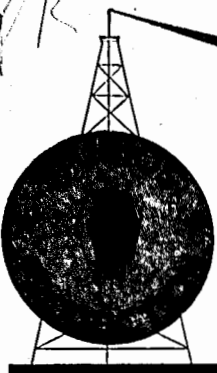
At the present time the show is being heard on 204 radio stations under the sponsorship of 324 distributors.



1st IN SELLING KANSAS

Ben Ludy
General Manager

WIBW
The Voice of Kansas
TOPEKA



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 24

NEW YORK, WEDNESDAY, AUGUST 4, 1948

TEN CENTS

ZIV BUYS 'WORLD' IN \$1,500,000 DEAL

U. N. Officials Meet With Web Executives

Executives of the four major networks met yesterday afternoon with officials of the United Nations in the Rainbow Room of the RCA building to discuss plans for radio participation in the observance of U. N. Charter Day" on October 24 and further expansion of station usage of "U. N. Today," daily news commentary originating at Lake Success, L. I.

The web executives, present at the invitation of Benjamin Cohen, assistant secretary general of United Nations and Director of Press, included Frank Stanton, president and David-

(Continued on Page 6)

Magidoff Gives Viewpoint On Soviet Russian Affairs

Declaring that the Soviet Union is not planning for war and may be expected to stop short of war on any and all explosive issues of today, Robert Magidoff, former Moscow correspondent for NBC, addressed the Institute of Arts and Sciences at Columbia University's McMillin theater in New York last night. Magidoff, who was expelled from the Soviet Union last April on "trumped-up" charges of espionage and conspiracy, was making his first public appear-

(Continued on Page 2)

NAB Confirms Mitchell As Broadcast Adv. Head

Washington Bureau, RADIO DAILY Washington—Appointment of Maurice B. Mitchell as NAB director of broadcast advertising was confirmed yesterday by NAB. Mitchell, who has been manager of WTOP, CBS outlet here, will go to NAB early

(Continued on Page 4)

Repeat By Request
ABC announced last night that the network would repeat its full-hour documentary on "Communism," first broadcast on Monday evening, on next Sunday from 9:30 to 10:30 p.m., EDT, at the request of affiliated stations.

Mayo In Thomas Post As WOR Sales Mgr.

Robert C. Mayo has been appointed sales manager of WOR, New York, succeeding Eugene Thomas who moves to Washington to head up the operations of the Bamberger television station, WOIC, R. C. Maddux, vice-president in charge of sales, announced yesterday.

The new sales manager has been an account executive at WOR since 1940 and has had wide experience in radio sales and marketing. Before joining WOR, Mayo was assistant to the sales manager of the CBS network's sales division, a member of

(Continued on Page 2)

Markham Gets Award For Aid To Agriculture

Spokane, Wash.—The Reuben Brigham annual award, for outstanding service to the nation's agriculture, has been awarded to G. Emerson Markham of Schenectady, N. Y., station manager of WGY, WGFM and WRGB. The presentation was made by the American Association of Agricultural College Editors here.

In making the announcement, the committee stated the award was be-

(Continued on Page 8)

Transcription Firm Acquires Library And Good-Will From Decca, Inc., In Expansion Move

NAB Sets 2nd Series Of Regional Meetings

Washington Bureau, RADIO DAILY Washington—Teeling off with the 14th District meeting at the Mammoth Hotel in Yellowstone Park, September 8 and 9, NAB yesterday announced the slate for its second series of district meetings. The first series ends August 30 with the 11th District set-to at Minneapolis.

The 17th District will meet Sept. 12 and 13 at Spokane, in the Davenport Hotel, with the next stop for

(Continued on Page 6)

Moore Reappointed Rep For Crosley On Coast

Cincinnati—Tracy Moore has been re-appointed West Coast representative for the Crosley Broadcasting Corporation, according to an announcement by Harry Mason Smith,

(Continued on Page 2)

Religious Radio Group Protests FCC Ruling

Writing in behalf of the Religious Radio Association, Edward J. Hefron, president, yesterday directed a letter to the Federal Communications' Commission asking the Com-

(Continued on Page 8)

Sale of the World Broadcasting System, Inc., oldest and largest transcription company, by Decca Records, Inc., to Frederick W. Ziv Co., transcription producers, for a reported price of \$1,500,000 was announced in New York yesterday in a joint statement by Frederick Ziv and officials of the Decca company;

(Continued on Page 3)

Kellogg Co. Returns With Spot Campaign

Kellogg Co. has started a national spot campaign in its first purchase of air time since the cereal company cancelled all network shows. Exact size of the campaign has not been divulged, but it may mean that, in the absence of network advertising, Kellogg is preparing for a big plunge into spot radio this Fall. Agency is Kenyon & Eckhardt.

Among the first group of stations

(Continued on Page 6)

FCC "Port Huron" Hearing To Be Last For 2 Months

Washington Bureau, RADIO DAILY Washington—Hearings Thursday and Friday of this week on the "Port Huron" decision are probably to be the only hearings on the Hill involving the FCC for six to eight weeks, it appeared yesterday. FCC Chairman Wayne Coy, general coun-

(Continued on Page 6)

Remove Canadian Excise Tax On Radios And Elect. Products

Montreal—Removal of the 25 per cent excise tax on radios which automatically revert to the former 10 per cent sales tax, and which, along with the removal of the excise tax on electrical goods, was announced at the weekend has gladdened the hearts of Canadian radio manufacturers.

Most radio dealers heard the news of the reduction of taxes while enjoying the holiday week-end at summer resorts. Monday also was a holiday

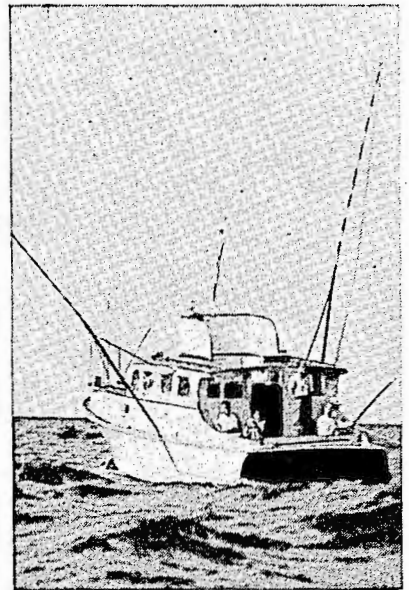
in most of the Dominion's provinces. "As far as I am concerned the tax has come off just in time," said one dealer. "Our sales in the last eight months have fallen off about 62 per cent. I only hope that people who have held off buying will start in immediately."

Dealers were happy that the market would get moving again on such large items as radios, vacuum cleaners and refrigerators.

White Resigns
Washington — Sen. Wallace H. White, Jr. has resigned as chairman of the Senate Interstate Commerce Sub-committee investigating the FCC. Sen. Charles W. Tobey succeeds him as chairman, with Sen. Albert W. Hawkes of New Jersey to serve as the third sub-committee member instead of White. Democratic member is Sen. E. W. McFarland of Arizona.

Visitor
Dr. A. M. Natesh, assistant director of station 7MC, Mysore, India, is in New York for a one-year study of American radio. His trip is sponsored through a scholarship of the New York Institute for Education of the Blind. Dr. Natesh visited WOR yesterday and will look over all departments during the next week. He received a degree from Columbia University.

★ COMING AND GOING ★



Gulf Stream

That's a publicity picture we picked up. It was all about how lucky the southern state of North Carolina was to have the warming Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or words to that effect.

That's not a bad picture and story example for one of our W-I-T-H points.

Down here we've built not one business . . . but quite a few! And we didn't depend on the laws of nature either.

Hard work . . . good programming . . . good engineering . . . this is the trio that enables W-I-T-H to deliver more listeners-per-dollar-spent than any other station.

If you want to join other outfits looking for warm-weather sailing in sales volume in the 6th largest city . . . W-I-T-H in radio is the way to do it.

Put W-I-T-H on that list . . . and you'll hook the listening audience that can buy.



W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

KAY KYSER and GEORGIA CARROLL, his wife, will arrive at Pier 90 today aboard the Queen Elizabeth. Others who will come down the gangplank include E. R. LEWIS, president of the London Gramophone Corp. and director of Decca Records, Inc.; JACK ROBBINS, music publisher; PETER DONALD, comedian, and DUKE ELLINGTON, orchestra leader and composer.

ROBERT HUDSON, Columbia network's director of education and opinion broadcasts, plans to go down to Washington, D. C., today on business.

GUY DELLA CIOPPA, director of CBS network programs in Hollywood, is in Gotham for conferences with web officials.

CHARLES POWERS, staff director at ABC, who had been sojourning on Cape Cod, is back at the network.

HARRY MARBLE, announcer on WCBS, has returned from a three-week holiday spent at Sumner, Me.

MARTIN ANDREWS off to Bucks County, Pa., after postponing his vacation to direct the ABC documentary on "Communism."

BETTY BETZ, teen-age columnist for the Hearst papers, will arrive in Hollywood on August 22.

JOHN NEAL, program director at WINS, is spending his vacation on Lorry Island. He'll return Monday.

ELMER B. LYFORD, assistant manager of the station relations department at NBC, leaves by American Airlines today for Rochester, N. Y., where he'll attend the meeting of the 2nd District, NAB.

LESTER ZIMMERMAN, publicity director of the William Morris Agency, off to Toronto, Ontario, to spend a week setting the stage for the forthcoming Olsen and Johnson appearance at the Canadian National Exposition starting August 27.

BOB EDGE, telecaster of the Dodgers' games, has returned from a bit of fishing in the Gulf of Mexico.

LEONARD TRAUBE, head of the public relations and program packing firm bearing his name, is back from some angling on Long Island Sound. This week-end he'll go up to Massachusetts to attend the Berkshire Music Festival and observe the RCA television exhibit there.

HERMAN NEUMAN, musical supervisor at WNYC, is back at his desk following his annual away-from-it-all.

ED HALL, Eastern division manager of the CBS station relations department, is back at his desk after having attended a regional meeting of the NAB.

ELMER O. HANSON, manager of KILO, Columbia network affiliate in Grand Forks, N. D., a visitor this week at the New York headquarters of the web.

Magidoff Gives Viewpoint On Soviet Russian Affairs

(Continued from Page 1)

ance in the metropolitan New York area.

Convinced that the United Nations can and must win the "cold war," Magidoff advocated a policy of unflinching firmness as well as vigorous expansion of the "Voice of America" and other propaganda media through which America can tell the story of democracy and freedom to the world.

Stork News

Mr. and Mrs. Terrence Clyne are the parents of a son, Terrence, Jr., born Sunday at Lenox Hill hospital in New York City. Mr. Clyne is Bulova account executive with the Biow agency.

10 YEARS AGO TODAY

(From the files of Radio Daily)

NBC and MBS reported that their July billings broke all existing records for the month, but CBS gross sales for the month were off. NBC totaled \$2,958,710, gross receipts, up 9.3 per cent. Mutual revenue was \$167,108, up 64.7 per cent over July, 1937. CBS billings totaled \$1,367,357, a decrease of 31.2 per cent as compared with a year ago, but despite drop, it was the second highest month in network's history. . . . Following an extemporaneous interview over WGN, in which Jake Powell, Yankee ball player let slip with a faux pas, Joe McCarthy, manager of the club stated that no Yankee player would be allowed on the air in the future unless he was given a script in advance to be okayed by the club.

Mayo In Thomas Post As WOR Sales Manager

(Continued from Page 1)

the WCBS' sales department and prior to then with the sales staff of the Firestone Tire Company.

From 1942 to 1945 Mayo served with the Navy as lieutenant senior grade and assistant to Admiral Rutledge Tompkins, chief of staff of an amphibious command. He holds five battle stars and the Navy Commendation Ribbon for action at Okinawa.

Moore Reappointed Rep For Crosley On Coast

(Continued from Page 1)

General Sales Manager for the Corporation.

Moore, who served in the same capacity during 1945 and 1946, will represent all broadcasting interests of the Crosley Corporation on the West Coast, including WLW, WINS, WLWT, WLWA and others.

Berle On WNJR Tomorrow

Milton Berle will be heard over WNJR, Newark, tomorrow, Thursday, from 5:00 to 5:30 p.m., when the Milton Berle Handicap is run at Monmouth Park race track. Station airs the feature race from the track every afternoon under supervision of Harry Nash, WNJR director of sports.

Subbing For King

Bill Cullen is subbing for John Reed King on WCBS' daily audience participation series, "The Missus Goes A-shopping" during King's Atlantic City vacation. Gil Fates has taken over the pinch-hitting duties for King on the CBS-TV version of "The Missus" on Wednesday afternoons.

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granito 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlfonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(August 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	83 3/4	83 3/4	83 3/4	+ 1/4
Admiral Corp.	133 3/4	133 3/4	133 3/4	+ 3/8
Am. Tel. & Tel.	153 3/4	153 3/4	153 3/4	+ 3/8
Farnsworth T. & R.	8	7 7/8	8
Gen. Electric	38 1/2	38 1/8	38 1/4
Philco	39 5/8	39 1/4	39 5/8	+ 2 7/8
Philco pfd.	88	88	88	- 2
RCA Common	12 1/4	12	12	- 1/8
RCA 1st pfd.	74	73 1/2	73 1/2	- 1/8
Westinghouse	28	27 3/8	27 3/8
Westinghouse pfd.	97	97	97
Zenith Radio	31 1/2	31 1/4	31 3/8	- 1/8

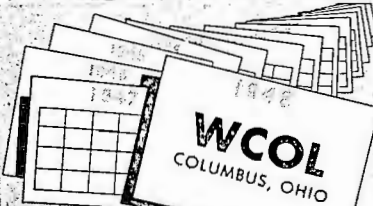
OVER THE COUNTER

	Bid	Asked
DuMont Lab.	12 5/8	13 3/8
Stromberg-Carlson	15 1/4	16 3/4
U. S. Television	2	2 1/2
WCAO (Baltimore)	26	29
WJR (Detroit)	8 3/4	9 3/4

BBC Official Making Tour

Richard Vallery, conductor and arranger for the variety department of the BBC in Manchester, England, arrived in New York last weekend for a tour of radio and television stations. Vallery plans to visit Philadelphia, Dayton, Ohio, and Chicago and then proceed to Canada for a vacation before returning to England in September.

INS has served



FOR 12 YEARS

'World Broadcasting' Acquired By Ziv Co.

(Continued from Page 1)

the purchase price will include the World Broadcasting System, Inc., name, World Features, World Feature Library and World Programs. At present the World service is contracted for by 670 AM, FM and television stations.

Expansion of the World service through the acquisition of more name artists, programs and clients was forecast yesterday by both Mr. Ziv and his associate, John L. Zinn. For the time offices will continue in New York, Chicago and Hollywood and later will consolidate with Ziv offices in the three cities.

All of the present World personnel will continue with the organization with Al Sambrook in charge of station relations, Maynard Marquard in charge of the west coast office and John Hutchins in charge of the Chicago office.



ZIV

Artists Listed

Herb Gordon, veteran orchestra leader and booking executive who was formerly associated with World in an executive capacity and now an administrative executive with Ziv, will be actively associated in the management of the World Library. Among the artists currently featured by World are Charlie Spivak, Russ Morgan, Ray Block, Les Brown, Monica Lewis, Lynn Murray, David Rose, Los Angeles Symphony Orchestra, Milt Herth trio, Bob Eberly, Nat Brandwyne.

The Ziv acquisition of World Library is the second important expansion move announced by the transcription company within the past month. Recently John Sinn announced that the company had acquired 13,500,000 feet of film for the Ziv television library.

Renew Wayne King

The Frederic W. Ziv Co. producers of transcribed radio shows, announces that their Wayne King Show has been renewed by the Will Sales, Inc. of Louisville, Ky., by radio station KVEC, San Luis Obispo, Calif. and by the McBride Refining Co. of LaBlanca, Tex., who airs the program over KRIO in McAllen, Tex.

KGW

PORTLAND, OREGON

MEMBERED NATIONALLY BY STANLEY PETERSON & CO.

'Most Important Innovation' In BMB Outlined By Feltis

Boston—The most important innovation in BMB second nation-wide study of station and network audiences according to Hugh Feltis, president, in his address before the 1st NAB meeting in Boston yesterday, will be the supplementation of station's total weekly audience figures, with information on frequency listening. The new study will be conducted in March, 1949, and in all probability will be reported as a station's daily audience separately for daytime and night time by county and city. This will answer the needs of small and medium stations who believe that while as many families in their markets listen to distant stations as to local stations in the course of a week more listen to the local stations on an average day.

Will Measure TV and FM

Feltis said that BMB also plans to measure FM and TV station audience. BMB's TV committee has been looking into the problem of TV ownership. Weekly and average daily audience and other summary information will be given. He reported that BMB now has over 700 subscribers.

The Tuesday session included a talk by Hugh M. P. Higgins, assistant director NAB broadcast advertising department, on the work of the broadcast advertising department and All Radio presentation. He described the All Radio presentation plan developed by his department to sell All Radio to all advertisers everywhere. The plan is born of necessity. AM and FM stations have so mush-

roomed into existence that stations formerly with a larger area are now getting a smaller slice of the advertising dollar. Cut-throat advertising sales methods have alienated a few advertisers, he said. It now remains the personal responsibility of everyone in the radio industry to personally sell radio everywhere, to stress the great role of radio in building and maintaining healthy business economy in small towns as well as in great metropolitan centers and to show that through radio only can entire markets be reached extensively and economically. He described the various devices developed by the NAB to assist in this work.

Luncheon Meeting Held

A. E. Spokes of WJOY, Burlington, Vermont, talked on the small stations' problems and Dr. Kenneth Baker, director of the NAB research department, showed the broadcasters how to make research work for them. The luncheon meeting had Walter Haase of WDRC, Hartford, Conn., who is a member of the NAB Music Advisory Committee as chairman. BMI's Carl Haverlin gave an address and conducted an open discussion of BMI, ASCAP and SESAC. The afternoon session was devoted to TV, FM, and Fax, with talks by Charles A. Bateson, director of NAB information dept. on television, and Kolin Hager, of SESAC.

MBS Executive Claims BMB Figures Outdated

In a pitch to popularize the "Listenability" studies of Mutual, E. H. James, vice-president of MBS, a letter to network clients yesterday indicated that the present audience measurement figures of BMB are outdated and that "we are unable to give our clients an accurate picture of Mutual nationwide coverage on the basis of the BMB findings." James said that "this situation will prevail until the publication of the next BMB study, which we understand will be some time during the winter of 1949-50." James then pointed out the availability of their "Listenability" measurements in ascertaining the network's coverage.

In concluding, the Mutual v.p. wrote:

"We subscribed to BMB because we believe in the principle for which it was established, but you will understand that in view of the serious out-of-dateness of the available material, we cannot continue to use existing BMB figures to present the story of Mutual's audience or coverage—and we have so notified BMB."

Name U. S. Representative

TGQ-TGQA, government owned stations at Quezaltenango, Guatemala have appointed the Pan American Broadcasting Company as their representative in the United States and Canada.

Emerson Regional Shows Held In Key Cities

Emerson, through their distributors, are holding regional showings of their 1949 radio and television lines up until August 12. Showings will be held this week in Wichita, Kansas, by the Mayflower Sales Co.; in Omaha, Nebraska by the Omaha Appliance Co.; in Baltimore, Maryland at the Lord Baltimore Hotel by Electric Products; in Indianapolis, Ind. by the Peerless Electric Supply Co.; in Atlanta, Georgia by the Hopkins Equipment Co.; and in Dayton, Ohio at the Miami Hotel by Hughes-Peters, Inc. Next week's showings will be held in Savannah, Georgia by the Hopkins Equipment Co.; and in Norfolk, Virginia by the Goodman Electric Supply Co.

Airlines Aid Commentator

Thomas Freebairn-Smith flew to New York last week on American Airlines' transcontinental plane, stopped off for a few hours, then boarded a London-bound plane to cover the Olympics for KFWB, in Hollywood. His first report travelled back almost the same way. It was channelled from London on Sunday via BBC, was recorded by BBC in New York, then the platter was put aboard the Mercury flight for Los Angeles. The report arrived in Los Angeles Monday morning, was aired that night.

LISTEN TONIGHT

to

HETHERINGTON OF WNJR

REPORT FROM BERLIN



Wm. G. Hetherington, the Newark News-WNJR ace correspondent - commentator, has made radio history with his broadcasts from Milan, Rome, Tel Aviv and Cairo for WNJR. Hear this new dynamic radio voice.

This brilliant reporter now available for sponsorship

Sundays—6:45 P.M.
Wednesdays—7:45 P.M.

Call John McNeil

WNJR

1430 on your dial
91 HALSEY STREET
NEWARK, N. J.
MArket 3-2700

LOS ANGELES

By RALPH WILK

Gene and Dick Wesson will be starred in their own half-hour comedy airshow, says manager "Bullets" Durgom, and Joe Bigelow, former J. Walter Thompson exec, will write, produce and direct the proposed program.

Frankie Carle is discussing plans with his attorney on opening his own Supper Club in the Valley. Carle would use spot as showcase for his band at least once a year.

Manager Bill Burton completed deal with Paramount Pictures to star Margart Whiting in a two-reel musical which will be filmed in Manhattan before the Capitol thrush returned to Hollywood on August 1. Miss Whiting will sing many of her late father's hits in the Paramount musical, including "Guilty," "My Ideal," "Till We Meet Again," "Beyond the Blue Horizon."

Alan Young, who has been mentioned as the most likely successor to Garry Moore on the "Breakfast in Hollywood" show, cannot accept the job due to his commitment at 20th Century-Fox as well as a prospective sponsor that agent Frank Cooper has lined up for Young's own 30-minute show.

NAB Confirms Mitchell As Broadcast Adv. Head

(Continued from Page 1)

next month, filling a post vacant since Frank Pellegrin left in March to become president and general manager of KSTL, St. Louis.

WTOP is slated to pass to the Washington Post this Fall, with the manager of the Post's present station, WINX, taking over from the 32-year old Mitchell.

Eleven FM Permits Deleted By The FCC

Washington Bureau, RADIO DAILY
Washington — The FCC yesterday announced deletion of 11 FM permits, most or all of them obviously for economic reasons. The secretary washed out KGBX-FM, Springfield, Mo.; WHIT-FM, New Bern, N. C.; KFVD-FM, Los Angeles; WEOI, Columbus, O.; KTVR, Turlock, Calif.; KSRB, Santa Rosa, Calif.; WEXT-FM, Milwaukee; WXTB, Glen Falls, N. Y.; KVGK, Keokuk, Ia.; KWKC, Abilene, Texas, and KVOX-FM, Fargo, North Dakota.

AVAILABLE SEPTEMBER 1st

Radio time salesman with outstanding record of results with one of America's leading stations; interested in making a connection in the New York area, with either an independent or network operation where strong agency and advertiser contacts and thorough sales experience will result in an income of \$10,000 or more a year. Write

Box No. 157, RADIO DAILY
1501 Broadway New York 18, N. Y.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: This is a long range rumor, but worth remembering. By Christmas, the FCC will ask the networks to limit the giveaway shows to one a day. . . . Over at ABC, they're still trying to figure out a way to stop the duplication and contradiction of news items as purveyed by Winchell, Parsons and Fidler on a given Sunday nite. During 1948, up to and including the month of June, 43 such gossip tidbits were given merry-go-round treatment by the three B'way and H'wood oracles. . . . Gene Autry planning to get legal decision on whether commercial video package can air a film made specifically for the movies. (Television Row will watch results of suit as implication is very important for future of commercial television) No announcement to the effect yet, but Red Barber's 1949 sked will be considerably lightened. It's even money that he'll do no daily Dodger baseball broadcasting next year. Talk also that Connie Desmond will be airing some sports for CBS in the fall. . . . Is Colgate eyeing CBS' house package, "Our Miss Brooks," for fall bankrolling? . . . Having had his fill as a disc jockey, Pops Whiteman is bent on invading the television field with a tremendous variety hour with his illustrious alumni as the guest backbone.



● ● ● Over at one of the ad agencies, they swear this is true. A new quiz show had just been recorded and the agency exec invited the prospective bankroller to a dinner party to hear the platter. Came time for the playing of the record and the potential check-payer leaped up and said: "Man, I'm not interested in how the show sounds. Just show me a list of the prizes!"



● ● ● THAWTS WHILE DIALING (and viewing): Each week Ted Mack's Original Amateur Hour is run off with smoothness and dispatch. May we make a little suggestion for the program? Take photographs of the participants—then the following week when the winners are announced, flash the shots. Otherwise, the viewing audience racks its collective brains trying to remember who was who. We mean well, Ted. . . . NBC's camera work at the N. Y. Giants' games is the best of television. Whoever is directing the cameras is not only on top of the play, but catches the little touches in the dugout and the sidelines that mean so much. For instance, a shot of Charlie Grimm, manager of the Cubs, clowning on the sidelines. Sports television, it must be emphasized, is not only reproduction—it's production, too. . . . "Try and Do It," the Maxwell House audience-participation show, tries, but does not do it. . . . Is it true that the radio and television guys who worked all three political events in Philly were merely slaves to convention? . . . "Places, Please," featuring Barry Wood, is a television show full of studied spontaneity and imagination. . . . Sudden thawt: If television had more close-ups, fewer shows would close up.



● ● ● SORRY, BUT IT'S TRUE: Somebody oughta tell those shows using laff-meters that most times the audience at home disagrees with the scores announced. Very often, a 700 sounds louder than the top 1,000. . . . Jack Carson needs a new format. . . . Summer replacements proved one thing this year—that they should be replaced.



● ● ● SID-BITS: World-Telly readying a piece on Bret Morrison—a video natural. . . . John Bradford preparing a special television version of his musicalogue, "Let's Take A Holiday." . . . It's a girl at the Ted (Wilding Pictures) Westermans. (Mom is the former Phylis Creore). . . . Four local TV stations will telecast a film (starting on the 9th) introducing the six candidates for title of "Miss Rheingold of 1949." . . . CBS hopes to sell Rob't Q. Lewis to Camels if Vaughn Monroe isn't renewed.

PROMOTION

From Shawnee-on-Delaware

Recorded interviews with people attending Fred Waring's Music Workshop at Shawnee-on-Delaware, Pa., are being used for local station promotion of "The Fred Waring Show" on NBC. The plan was originated by Batten, Barton, Durstine and Osborn, Inc., agency for General Electric which sponsors Waring on Thursday evenings. The first record was made for station WBRC, NBC outlet in Birmingham, Ala. Don Langan, Waring publicity chief, and his assistant, Libby Ogren, are setting up interviews at Shawnee. Scripts are prepared by Waring's regular writing staff, headed by Jay Johnson. The program is fed over the NBC line from Shawnee and recorded in New York. Stations are furnished with the records free of charge, while NBC pays the mechanical expenses. Present plans call for records being prepared for three NBC stations each week through August.

Kaye-Agency Co-Op

Regional promotion of Sammy Kaye's RCA Victor discs has been intensified considerably by means of a tie-in between the recordings company and Newell-Emmett, ad agency handling Chesterfield's NBC "Supper Club." Details of the promotion call for Kaye, in saluting the most beautiful co-ed of a leading college, to schedule on his broadcast the playing of a tune previously recorded by him for RCA Victor, and selected by the co-ed receiving the salute as her favorite Sammy Kaye waxing. RCA Victor distributors and dealers in the territories where the co-ed resides, or in the locality of the school where the polls took place, are using the tie-in for local promotion of the waxing chosen by the co-ed, with dealers setting up window displays and publicizing choice of the record.

Murphy Show Starts Today

A new women's series will begin today, over Fordham's FM outlet, WFUV, under the aegis of commentator Irene Murphy. Program, pegged "Chat a While with Irene Murphy," will be heard Wednesday mornings from 10:00 to 10:15 and will feature guests each week.

Tomorrow's visitor will be Harriet Kenney, 19-year-old skater now featured in the New Yorker ice show.

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

Radio Gives Salutes To U.S. Coast Guard

Radio stations and networks this week are giving support to the United States Coast Guard on the occasion of its 158th Anniversary with special programs and transcribed spots, Captain S. F. Gray, USCG, chief, public service division, announced yesterday.

The response for the appeal for assistance has been the greatest in the history of the Coast Guard, according to Captain Gray. The salutes are particularly welcome since the service just initiated an intensive recruiting drive to fill some vital positions in its enlisted ranks.

Among the leading programs saluting the service are: "Suspense," "Chesterfield Supper Club," "Fred Waring," "Stop The Music," "Can You Top This," Mel Torme Show, "Arthur Godfrey Show," "We The People," Horace Heidt, "Studio One," and Sigmund Romberg programs.

David Harding's "Counter Spy" devoted a whole half hour to the Coast Guard on Sunday, August 1, dramatizing the Coast Guard's intelligence work. Commander E. J. DeJoy, East Coast Operations Officer appeared on the program.

On Sunday, August 8, a special half hour program will originate from Hollywood over Mutual, featuring Phil Baker and Dick Stabile's orchestra saluting the Coast Guard.

The U. S. Army programs and the U. S. Navy Band program on Mutual will also salute their service this week, according to Captain Gray.

The Coast Guard had two programs on during 1948; one dramatic series, "This Is Adventure" over ABC, and "Coast Guard On Parade" on Mutual. The service has no immediate plans for returning to radio programming, but is currently making a series of platters for recruiting purposes.

WJR Replacement Set For Teen Age Web Show

"Make Way For Youth," CBS Saturday series, 5:30-6 p.m., featuring teenage musical talent, will be replaced for two weeks, August 14 and 21, by another program originating from WJR, CBS Detroit affiliate, entitled "Anything Goes." The program will feature Paul Lavoie's orchestra; Fred Kendall and Marion Gillette, vocalists, reporter Bud Guest and emcee Ron Gamble. "Make Way For Youth" will return on Saturday, August 28.

Decca Dividend

Consolidated net profit of Decca Records, Inc., for the six months ended June 30, 1948 amounted to \$427,212 (unaudited) after provision of \$261,139 for all estimated income taxes. This equals 55 cents per share on 776,650 shares of capital stock outstanding at June 30, 1948 and compares with net profit of \$369,149 or \$1.14 per share on the basis of a comparable number of shares outstanding in that period last year.

SOUTHWEST SIDELIGHTS

GENE REYNOLDS, announcer, on the staff of WBAP, Fort Worth is the proud father of a baby son.

Bill Wells has joined the staff of KLIF, Dallas as master of ceremonies on a record show. The airings will soon be made available on the Liberty Broadcasting Co. on a co-op basis.

Dottie Dodson is new femme vocalist on the new WOAI, San Antonio "Prelude To Evening" which will be heard for a quarter hour twice weekly. The new series replaces "The Old Spanish Trail." Featured male singer is Paul Renault with music by the WOAI staff orchestra conducted by Mel Winters.

Bob Bassindale has joined the staff of WBAP, Fort Worth as a re-write man on the news staff. He will also do some newscasting. He was formerly on the staff of WLBC, Muncie, Ind. At the same time the marriage of Bassindale to Jeanne Connell has been announced.

Aaron Allen, folk singer who is heard daily over KITE, San Antonio believes that he has the oldest folk song in existence. It dates back to 1450, and it's called "The Devil's Nine Questions."

Jack Hurt spinning the platters for a half hour nightly over the Texas State Network from the studios of KFJZ, Fort Worth is now well on the way into its third year for the same sponsor, Chesterfield Cigarettes. Program is known as the "ABC Roundup" and plays the top tunes of the day as requested by listeners from all over the state.

According to Harold Carr, program director of KABC, San Antonio, Ted Malone, the well-known ABC philosopher, is scheduled to make a per-

sonal appearance in San Antonio sometime during the month of Aug.

Yvonne Darrow is conducting "Something For The Girls" daily on KLIF, Dallas. As her guest last week she had Robert Feyti and Craig Timberlake of the State Fair Casino Operetta cast.

Application has been made to the FCC by the Falls County Public Service for a new standard broadcast station to operate at Marlin with 250 watts on 1,010 kilocycles daytime hours of operation. W. L. Pennington and M. S. Hagley are co-applicants.

Instead of the usual one man newscast used on most stations, KITE, San Antonio is utilizing two men. Alec Chesser reports on world and national developments, while Glen Krueger handles the local, state and weather stories. Instead of reporting the complete national news and then swinging over to the local and state happenings, Chesser and Krueger weave the stories together in their logical relationship. For instance, Chesser may give a story with a Washington dateline with Krueger adding the local aspects of the event.

Charles Harris, manager of KCOR, San Antonio has announced that arrangements have been completed to air a full one hour show each Thursday night, starting Aug. 5 from the stage of the Ritz Theater. The program will be divided into two parts, the first an amateur program featuring all Negro talent, the second portion will be an audience quiz program. The amateur program will offer prizes each week to winners with the final winner being offered a screen test for a role in an all Negro film to be made in Texas.

Special Polio Documentary For Broadcast on WNBC

In an effort to explain the work being done to aid the victims of infantile paralysis, WNBC will present "You Are Not Alone," a special program narrated by Arnold Moss, on Sunday, August 8, at 1:30-2:00 p.m., it was announced by D. L. Provost, program manager of the station.

The program will include in documentary style the story of one victim of the dread disease, and what is done to speed him on the road to recovery. In addition, the program will give listeners an idea of general symptoms which occur when the disease is in the very early stages.

"You Are Not Alone" is being presented on behalf of the National Foundation for Infantile Paralysis. The program will be directed by Scott Buckley.

Taylor To Speak

Davidson Taylor, CBS vice-president and director of public affairs, will deliver two addresses in Alabama on Tuesday, August 10. Mr. Taylor will address the Birmingham Kiwanis Club in the afternoon and

Wallace Support Drops, CBS Survey Reveals

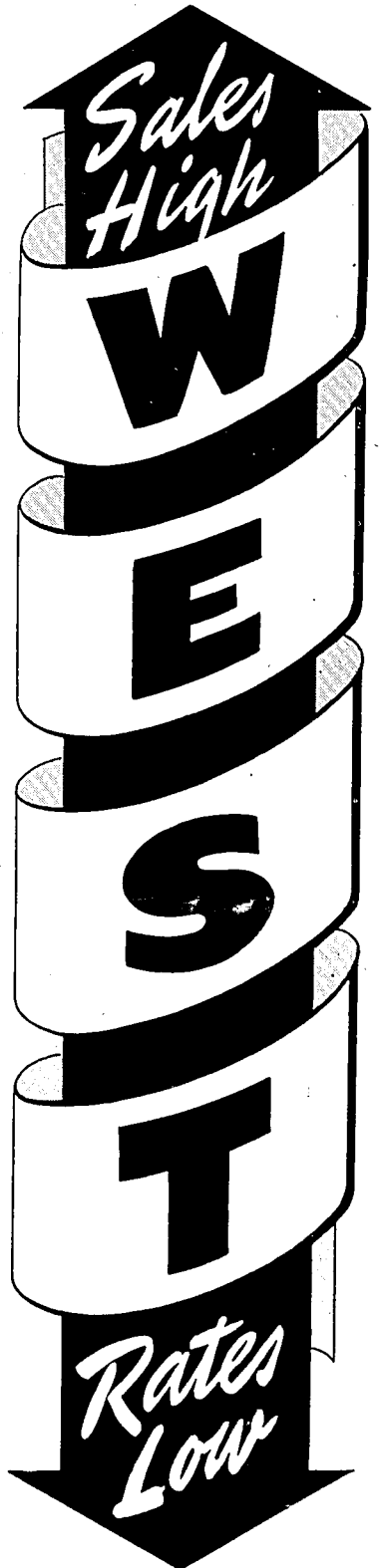
Henry Wallace's strong hold on young voters and among members of labor unions throughout the country, which registered its high point in April this year, has since suffered a sharp decline, according to Elmo Roper, public opinion analyst, in a report on a special poll taken for CBS, analyzed Sunday, on the network series, "Where the People Stand."

Dropped from 6 to 4 Per Cent
"Early in July, when we conducted a special CBS poll of election prospects in a Dewey-Truman-Wallace race," Mr. Roper reported, "we found that about four per cent of the voting population of America expected to vote for Henry Wallace. That figure represented a drop from the six per cent of the vote Wallace had held in April."

A substantial part of this loss, the poll showed, was among voters between the ages of 21 and 34.

in the evening he will speak before the Bank Study Conference of the Alabama Bankers' Association at the University of Alabama, Tuscaloosa.

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ROBERT MEEKER ASSOCIATES

New York • Chicago
San Francisco • Los Angeles



A STEINMAN STATION

NEW BUSINESS

WEEK, Peoria: Good Foods, Inc., Minneapolis, and Rosefield Packing Co., San Francisco, "Skippy Hollywood Theater," 9:30-10:00 p.m. Fridays, 52 weeks, through Garfield & Guild, San Francisco; Auto-Lite Distributors, Peoria, "Gasoline Alley," 7:00-7:15 p.m. Wednesday, 13 weeks; W. F. McLaughlin Co., Chicago, for "Manor House Coffee," five night chain breaks weekly, 52 weeks, through Sherman & Marquette, Chicago; Lever Brothers Co., Cambridge, for "Surf," 10 daytime minutes weekly, indefinite period, through Day, Duke and Tarleton; Procter & Gamble Co., Cincinnati, for "Drene," three night minutes weekly 52 weeks, through Compton Advertising; Star-Union Products Co., Peru, Ill., for "Star Model Beer," four night chain breaks weekly, 52 weeks, through Malcolm-Howard, Chicago; Walker Manufacturing Co., Racine, Wis., for "Walker Laminar," four daily minutes and one night chain break weekly, eight weeks, through Keeling & Co., Indianapolis.

WMAQ, Chicago: Blue Note Cafe, a 13-week renewal of a 15-minute segment of the Dave Garroway five-a-week show, also 13-week renewal of a five-a-week schedule of one-minute announcements on the "11:60 Club" program; Kaiser-Fraser Co., through B.B.D. & O., Inc., renewal station breaks weekly for 52 weeks; Procter & Gamble Co., through Dancer-Fitzgerald-Sample, Inc., two station breaks weekly for 52 weeks.

WGN, Chicago: Christian Reformed Church, Chicago, through Evans Associates Co., 20-week religious series, "Back to God," Sunday, 12:30-1 p.m.; Peter Hand Brewing Co., through B.B.D. & O., Inc., a renewal of "Boston Blackie" series, Sunday, 9:30-10 p.m., for 52 weeks from July 25; Lutheran Laymen's League, St. Louis, through Gotham Advertising Co., renewal of its Sunday series "The Lutheran Hour" 11:30-12 noon, for 52 weeks from September 26; General Motors Corp., through D. P. Brother & Co., Inc., for Oldsmobile, renewal of three weekly station breaks for 13 weeks; Johns-Manville Corp., through J. Walter Thompson, to sponsor "Bill Henry and the News," Monday through Friday, 8:55-9 p.m., beginning August 23.

Monica Lewis Subs For Eigen

Singer Monica Lewis is subbing for Jack Eigen on his "Meet Me at the Copa" disc jockey show over WINS, New York, while Eigen undergoes major dental treatment. Show originates from the Copacabana every night from 12:30 to 4:00 a.m.

E. J. Byrne

Montreal—E. J. Byrne, 47, secretary and assistant treasurer of Dominion Sound Equipment which he joined when the company was formed in 1935, died in Neurological Institute here Saturday. He was formerly

FCC "Port Huron" Hearing To Be Last For 2 Months

(Continued from Page 1)

sel Benedict F. Cottone, NAB general counsel Don Petty, CBS vice-president Joseph Ream, NBC general counsel Gus Margraf, attorney Louis Caldwell and assistant Texas Attorney General C. K. Richards will be the witnesses at the Port Huron hearing before the Harness special committee to investigate the FCC.

These are in the nature of "emergency hearings," counsel Frank T. Bow said yesterday, explaining that the subject matter seems sufficiently important to warrant study now, so long as Congress is in session. Further hearings are not to be expected until mid-September, he indicated—probably in Washington.

Will Continue Canada Survey

Bow said the only tele study thus far has been on the Canadian border agreement. He indicated the committee will continue to look into this pact, whereby limitations on TV channel assignments in the northern United States are set forth.

As for the Senate Interstate Commerce sub-committee, it was said yesterday that some statement might soon be forthcoming regarding the matters to be studied by the three-man group. But there will almost certainly be no hearings prior to the November election, it was said.

Kellogg Co. Returns With Spot Campaign

(Continued from Page 1)

which got the account was WCBS, New York, which began airing five participations a week in Bill Leonard's "This Is New York" series from 9:15-10 a.m. Commercials consist of transcribed jingles.

Although both Kellogg and its agency are silent on full details of the campaign, it's known that stations are still being lined up and that the account may not hit its peak until late in the year. It's also understood that the first phase of the campaign is mainly for test purposes.

A few months ago Kellogg announced that it would not renew its two daily strips on ABC, "Breakfast in Hollywood" and Galen Drake, thus bowing out of network radio entirely, at least for the time being. These two shows are no longer sponsored by Kellogg.

NAB Sets 2nd Series Of Regional Meetings

(Continued from Page 1)

the NAB official party Los Angeles, for the 16th District meet Sept. 14 and 15 at the Ambassador.

Sept. 16 and 17 are the dates for the 15th District meeting, at the St. Francis, in San Francisco.

A third series of District meetings through the South will follow.

with Northern Electric Co. in Montreal and Winnipeg and served with the Canadian Expeditionary Force in Siberia 1918-19.

U.N. Officials Confer With Web Executives

(Continued from Page 1)

son Taylor, program director, CBS; Niles Trammell, president, Ken Dyke and William Brooks of NBC; Mark Woods, president and Robert Saudek of ABC, and Robert Swezey executive vice-president of MBS representing president Edgar Kobak.

Attending from the U. N. staff were Peter Aylen, director of radio; George Ivan Smith, chief of the English division; Gerald Kean, supervisor of radio, and Dorothy Lewis, co-ordinator of women's activities.

Statement by Cohen

Mr. Cohen said the meeting was called to discuss the general subject of U. S. radio coverage of U. N. He added that a U. N. questionnaire recently sent to United States broadcasters indicated that 400 stations would like to receive regular U. N. programs. The meeting also discussed radio's plans for participation in U. N. Day on October 24.

As a sequel to the meeting it was reported that some interesting announcements would be forthcoming soon from the networks on their U. N. program planning.

Blum Is Philip Morris Controller

The appointment of H. R. Blum as controller of Philip Morris & Co. Ltd., Inc., has been announced by Alfred E. Lyon, Philip Morris president. Blum has been associated with the cigarette company since 1926.

AGENCIES

JEAN VIOLA has been appointed head of the radio-traffic department at J. Walter Thompson. She succeeds Louise Spalding, recently resigned.

CHARLES W. MILLER JR. and James A. Pancoast have joined the traffic and production department of Geyer, Newell & Ganger, Inc. Miller was formerly a member of the production department at J. D. Tarcher & Co. Before that he was associated with the production departments of H. M. Kiesewetter & Co. and Atherton & Currier Inc. During World War II, he served with the Army Air Forces. Pancoast was previously identified with the traffic and production department of Foote, Cone & Belding, and prior to that was production manager at Chernow Advertising Co., Inc. Before that he was publications manager of Fairchild Publications.

LOUIS MILANI FOODS, INC., Los Angeles and Chicago, announces the appointment of the Los Angeles office of C. J. LaRoche and Company to direct advertising on the complete line of Milani Products effective September 1. The new agency is already formulating plans for the introduction of Milani's newest product, De Cisco Garlic Dressing, in the California and Chicago markets during the next few weeks.

Shrewd Yankee Bankers know a good thing when they SEE it!

Since its first week on the air, WBZ-TV has carried a steady schedule of bank-sponsored time.

2½ hours per week!

You can depend on Yankee bankers to invest advertising dollars where they'll do the most good.

WBZ-TV BOSTON



WESTINGHOUSE RADIO STATIONS Inc

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

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

TELEVISION DAILY

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DU MONT SETS TRANSCRIPTION RATE

TELE TOPICS

By JIM OWENS
Associate Editor

ENNEN & MITCHELL has just put the finishing touches to a comprehensive survey of TV, considered by many in the trade to be one of the most "realistic" yet undertaken. . . . New Television on Parade package, "Tots, Tweens 'N Teens" preems on DuMont Sept. 2 (Thurs., 7 p.m.) First seven weeks of the stanza will be bankrolled by Macy's New York. Seg will attempt to fuse several themes, including entertainment, education, government, health, etc., into a commercial format aimed at the younger set. . . . Anent fashions and TV: Gotham couturiere Juliette Nicole on her way to Paris to scan new designs for Mary Margaret McBride's video appearances. La McBride did a couple TV shows at the recent Philadelphia conventions enclotted in Nicole creations.

CARL HAVERLIN, BMI prexy, does a guest stint on WABD's "Photographic Horizons" tonite (7-7:30) during which he'll demo the use of music as a background for TV shows. BMI researchers have created special background music for some prize-winning still photos to be shown on the program. . . . Ziv TV programs will follow its current baseball series with film packages of other major sports, such as football, boxing, golf, etc.

BOB EDGE, who's been gabbing the Dodger games on CBS, has set up his own shop under the firm name "Television Agency." He'll concentrate on sports greats, has Jack Dempsey and Lefty Gomez mulling show ideas. . . . Lorenzo Fuller, currently one of the bright lights of "Finian's Rainbow," packed for a 10-min. weekly stint in the NBC web starting tomorrow (7:50 p.m.) Fuller's recently snagged himself Doctor of Music degree at Juilliard.

NBC's excursion into the Museum of Science and Industry last Fri. nite was eminent special events stuff, and further projects Bob Stanton as a capable man with TV mike. Show, which devoted itself to a 30-min. dissection of A. Hitler's Wellesian Mercedes-Benz automobile, was a neat job of splicing education, information, entertainment, and drama, and provided another example of TV's ability to keep the eyes riveted on a topic that might ordinarily consume five minutes (at most) of interest. Stanton, a fine ad libber, jockeyed a swiss engr., a Mercedes-Benz rep, into a lively discussion of the car's ability to do this and that better than any other contraption on wheels, had a time doing it, too. Only flaw in the show was the regrettable choice of the young "Americana" student to take a whack at the mike. Kid was willing and earnest, but pitifully inept as an off-the-cuff gabber. Where it might have aroused a huzzah for youth, it evoked yawn.

Olympic Films On TV Via Life-NBC Tieup

Video further adds its special events laurels this week via a pact whereby the Olympic Games, currently in process in London, will be aired on film as the result of a deal between NBC, Life Magazine and J. Arthur Rank, British film magnate. Although details of the arrangement were not disclosed, it's understood the NBC-Life combo, which originally joined forces for the '48 political conventions in Philadelphia, calls for purchase of the films as made by Rank. Latter is said to be represented here by United World Films.

First official films of the Olympiad are scheduled to be aired on the NBC net this Friday, Aug. 6 (9:00-9:15 p.m.) with four subsequent airings to follow.

Ferrell In New GE Post

Syracuse—R. W. Ferrell has been appointed assistant manager of the receiver division in General Electric's department at Electronics Park, Syracuse, N. Y.

Former counsel for the electronics department at Syracuse, Ferrell has been manager of employee and community relations for G. E.'s affiliated manufacturing companies since February of 1947.

WJZ-TV Opener Set For Palace Theater

ABC will lift a page from vaudeville history to officially launch TV operations of its New York flagship, WJZ-TV, August 10 by holding its premiere at the famed Palace Theater on Broadway. Inaugural will include many of the top names of show business, such as Ray Bolger, Bea Lillie, James Barton, Pat Rooney, Sr., Ella Logan, Buck and Bubbles, Paul Whiteman and a host of other headliners.

Show will also plug the Golden Anniversary of the City of New York, amid the trappings of a Hollywood opening.

WTVJ Asks Hearing

Washington Bureau, RADIO DAILY

Washington — WTVJ, Miami TV outlet whose license the FCC called in last week, yesterday filed a request for hearing — automatically staying revocation proceedings until after the hearing is held. Revocation was ordered last week when the FCC determined that control over the station actually passed to the Wometco Theater Circuit in May of 1947, although it was not until April of this year that the FCC was asked to approve a shift in control.

Schedule To Cover Network Shows, Commls, Etc.

Du Mont Network yesterday unwrapped the price tag on its "teletranscription" service for advertisers, agencies and other clients, feature of which is a clause which provides the web buyer a free print for each three affiliates selected to air a given program.

Schedule, worked out by the teletranscription department headed by Mortimer W. Loewi, exec assistant to Dr. Allen B. Du Mont, covers the following use of a teletranscription (live program filmed off the face of a video tube): Transcriptions of live shows to be used as an extension of networking; transcriptions of live shows to be used for reference and file purposes only; transcriptions of auditions, test and other closed circuit recording sessions for reference and file purposes only; transcriptions of one-minute commercials for future TV purposes.

System, which has been in the works at the web for some time, and which was officially demonstrated to the industry at a showing last May, is expected by Du Mont execs to hasten network operation while at the same time reducing the costs to the advertiser. It's pointed out that a sponsor, using the teletranscription process, can air a show in markets now serviced by cable or micro-wave at a lower rate than that available on the latter. Sponsor aiming at network coverage via the process can buy time on Du Mont affiliates, including WABD, and the web will transcribe the show as aired by the flagship, free of charge, supplying the sponsor with one transcription for each three affiliates chosen. Net will carry out the traffic operation, and attendant details, at its own expense.

If a sponsor desires to air a show in all selected markets within a shorter space of time than possible with one print for three stations, additional prints will be made at approximately one dollar per minute. Charge to a sponsor for a first print of a show to be used for reference or file purposes is based on \$8 per minute, with a minimum charge of \$40.

WAVE-TV, Joins ABC

WAVE-TV, Louisville, Ky., has become a TV affiliate of ABC, it was announced yesterday by Lee Jahncke, director of station relations. The addition of WAVE-TV brings the total of ABC video outlets to 15, which includes five owned and operated stations scheduled to go on the air this year. The Louisville TV station is the 10th affiliate to join ABC.

VIDEO VIEWPOINTS

TELEVISION DAILY presents herewith the first of a series of opinions offered by a cross-section of the nation's top movie critics, representing both the newspaper and radio fields, on the eventual effect of TV on motion pictures.

QUESTION:

In your opinion, what will be the effect of Coast-to-Coast television, when it comes, upon the motion picture and the motion picture theater?

THERE ARE two big "ifs"—improvement in television programs and lowering of costs to place sets within the means of the general public.

MAE TINEE, Chicago Tribune

AUDIENCES will still be drawn to wherever the best entertainment is being offered. If television offers the best, that's where you'll find the family. In favor of large screen movies and movie theaters is the fact that there is no substitute for that feeling one gets when the walls begin to close in at home. Getting out and going to a movie will still figure in the family budget. Audiences will still pay for shows providing the Hollywood product improves. The time for improvement is now, before television takes over.

ERNIE SCHIER, Washington Times-Herald

THE American public still—and always will—want to go out for its entertainment. They want theaters, and television, or radio, will never keep them home.

JIMMY STARR, Los Angeles Herald & Express

Religious Radio Group Protest FCC Ruling

(Continued from Page 1)

mission to clarify its stand on atheist broadcasts.

The association claimed that under an opinion rendered by the FCC in 1946, broadcasters could be justified in assuming that whenever they made time available for broadcasts of "church services, prayers, bible readings and other kinds of religious programs" they would also be obliged to make comparable time available for answers by atheists.

The text of the letter to the Commission follows:

"The members of the Religious Radio Association, an organization consisting of men and women of the three major faiths interested in the religious use of radio, have authorized me to address you with reference to the pending WHAM case, which relates, in turn, to your 1946 decision in the Robert Harold Scott case.

Atheist's Viewpoint

"In the latter case Mr. Scott complained that certain stations had refused to accord him time to reply to programs with which he was in disagreement and to which he felt he was fully entitled to reply. He described these programs as 'direct statements and arguments against atheism' and 'indirect arguments against atheism.' He went on to explain that by indirect arguments against atheism he meant broadcasts of 'church services, prayers, bible readings, and other kinds of religious programs.'

"In the Scott opinion, FCC declared that, 'In making a decision with fairness, the licensee must, of course, consider the extent of the interest of the people in his service area in a particular subject to be discussed. . . . Every idea does not rise to the dignity of a 'public controversy,' and every organization, regardless of membership or the seriousness of its purpose, is not *per se* entitled to time on the air. But an organization or idea may be projected into the realm of controversy by virtue of being attacked. The holders of a belief should not be denied the right to answer attacks upon them or their belief solely because they are few in number.'

Might Eliminate Broadcasts

"Taken by itself, we feel that this is unexceptionable language. But taken in juxtaposition with Mr. Scott's definition of 'indirect arguments against atheism,' we fear broadcasters could construe it to mean that they must make a right of reply available to atheists every time they broadcast 'church services, prayers, bible readings, and other kinds of religious programs.'

"Any broadcaster who so construed the decision of FCC, and who acted accordingly, would undoubtedly arouse widespread opposition among his believing listeners, with the probable result that, for sake of peace, he would tend to keep broadcasts of 'church services, prayers,

COAST-TO-COAST

KMYR Loses Three

Denver, Colo.—Among those leaving KMYR are Dolores Pledsted, program director, who will do freelance writing in the Rocky Mountain Empire, and Hazelle Beaver, scripter and actress, who has been added to the staff of the Glenn Brill Ad Agency in Denver; Lowell Bamlett Switzer, continuity director, who has become production director of Tom Barbe Film Productions. The former's replacement is Mack McGrane, formerly with KOB in Albuquerque.

KMOX Appointment

St. Louis, Mo.—KMOX general manager, Wendell B. Campbell, has announced the appointment of Robert S. Holcomb, former account executive at the station, to the post of director of press information. Prior to joining KMOX, Holcomb was associated with the St. Louis Star-Times.

"Let The Music Play On"

Staunton, Va.—Fulton King, program director of WTON, has scheduled a new program in the thirty-minute slot following "Stop The Music." It is appropriately titled, "Let The Music Play On."

Spanish Club On The Air

Nanticoke, Pa.—The Wilkes College Spanish Club has gone on the air with thirty minutes of cultural and educational efforts dedicated to the better understanding of our Latin-American neighbors, their customs, language and music. Entitled, "On Wings Of Imagination To South America," programs are heard each Saturday morning at 10:00 a.m. over WHWL.

The "Collegians" Join WFAA

Dallas, Texas—A new male vocal group called the "Collegians" has been added to the staff of WFAA and will be heard on the "Early Birds" broadcast heard Monday thru Saturday over that station. Group is composed of J. T. Adams, Bill Sorrells and Joe McKenna and has appeared on KSST, Sulphur Springs, and KRRV, Sherman-Denison.

To Carry Arizona "U" Games

Phoenix, Ariz.—KOOL, will, this fall, carry the play-by-play broadcasts of the University of Arizona football games. Broadcasts will be fed to the station via KCNA, Tucson, where most of the games will be played and will also be carried by KCKY, Coolidge, newest link in the Radio Network of Arizona. First broadcast will be on September 25.

bible readings, and other kinds of religious programs' at an unavoidable minimum, or avoid them completely if he could.

"This would be a poor service of the public interest, convenience, or necessity. We sincerely hope that the Commission will clarify this language, making it clear that no such burden was meant to be imposed on broadcasters."

To Sign Off At Eight

Norwalk, Conn.—WNLK, which at present operates as a daytime station, signs off the air at 8:00 p.m. this month. An application for unlimited night-time operation is pending with the Federal Communications Commission.

Elected City Ad Club Prexy

Akron, Ohio—WHKK general manager R. W. Richmond, and vice-president of the United Broadcasting Co., has been elected president of the Advertising Club of this city for the term of 1948-1949. Richmond is one of the charter members of the club and is also on the board of directors.

WBEN Sales Appointments

Buffalo, N. Y.—Nicholas J. Malter, sales representative with WBEN for three years, has been appointed assistant sales manager of WBEN, WBEN-FM and WBEN-TV. He will specialize in television advertising. Other sales appointments include those of Randolph Swift, former account executive with the Moss Chase Co. and Albert E. Messersmith, until recently affiliated with WEBR.

To Cover Big-7 Football Confab

Kansas City, Mo.—KCKN has made arrangements to cover the Big-7 Football Conference this fall with an 11-game broadcast schedule. Sponsoring the games which begin September 18 are 7 Kansas City Dodge Dealers. Handling the play-by-play will be Larry Ray, KCKN director of sports.

Musical Show For Kids On WPAT

Paterson, N. J.—"Musical Playland," a take-off on Adele Hunt's summer feature, "Music For Minors," will be heard over WPAT beginning August 7. The 15-minute broadcast will feature the latest children's "song-stories" record releases with appropriate commentary by Mrs. Hunt. As the show goes into the Fall season, it will be lengthened into a half-hour program with new features added including audience participation and story-telling contests.

Coming And Going

Oklahoma City, Okla.—On vacation in Colorado are Don Estes, singer, announcer and disc jockey at KTOK and Mrs. Estes, the former Kathryn Cochran, who is KTOK musical director. Returning to that station from his vacation is Ray Kernaghan, KTOK engineer, who has spent his allotted time in Texas.

Proud Papas

Richmond, Va.—Added to WRVA's roster of proud papas are Barron Howard, station business manager and Sam Fouts WRVA continuity chief. Former is the father of a boy, Guerard Wallace Howard, while the latter is glowing over arrival of his daughter, Stefani Kay Fouts, who weighed 7 lbs., 8 ounces at birth.

Markham Gets Award For Agricultural Aid

(Continued from Page 1)

stowed on Mr. Markham for his pioneer work in the field of agriculture, for helping to develop farm broadcasting, and for his pioneering in farm television shows.

The award is given annually in honor of Reuben Brigham, a nationally known agricultural leader and assistant director of the Extension Service in the U. S. Department of Agriculture at the time of his death.

Mr. Markham, a native of Binghanton, came with General Electric in 1923 and two years later transferred to WGY. In his first year with the station he established the Farm Forum and the Farm Paper of the Air, both of which are still regularly broadcast by WGY and are now recognized as two of the oldest farm programs on the air. With the advent of television, Mr. Markham was responsible for the inauguration of farm programs seen and heard over WRGB.



MARKHAM

Mickey Rooney Program Believed Folding In Sept.

Despite reports that CBS's "Hollywood Showcase," the Mickey Rooney airer, may stage elaborate talent hunts, with an added gimmick of screen tests for top winners, the real story is that a tentative decision has been made to drop Rooney late in September. Current cycle runs through Sept. 26 with the show broadcast Sundays at 10 p.m., EDT.

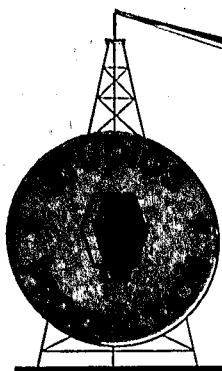
One strong reason which may bring a final decision to axe the show is Columbia's discovery that the program so far has been lacking as a commercial property. Rooney came on early this year, in a newspaper story of "Shorty Bell," but despite considerable effort by CBS, the show never got on to solid ground. Rooney shifted from "Shorty Bell" to emcee of "Hollywood Showcase" early in July.

Named Mgr. Of KTFS

Texarkana, Texas—Les Eugene has been named manager of KTFS here. He was formerly the outlet's program director. Eugene was formerly with WROX, Clarksdale, Miss., prior to joining KTFS.

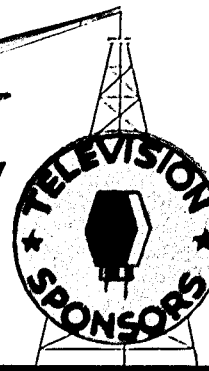
Form AAAA Chapter

St. Louis members of the 4-A have formed a new St. Louis chapter. Oakleigh R. Finch & Associates has been appointed temporary chairman pending election of governors and officers. Membership includes all seven offices of 4-A agencies in St. Louis.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 25

NEW YORK, THURSDAY, AUGUST 5, 1948

TEN CENTS

GIVEAWAY CYCLE TO CONTINUE ON WEBS

Seven AM Stations OK'd By Commission

Washington Bureau, RADIO DAILY
Washington—A batch of seven new AM stations was okayed by the FCC yesterday, including two with unlimited hours. The two with nighttime permits as well as daylight include stations to be erected by the Fairmount Broadcasting Company, Fairmont, Minn., at a cost of \$34,812 to operate on the 1,370 band with one kilowatt, and one to be erected in Pikeville, Ky., by the Eastern Kentucky Broadcasting Company at a

(Continued on Page 3)

Crosley's New York Sales Show Substantial Increase

Total sales volume by Crosley Distributing Corporation, New York, during the first six months of the 1948 fiscal year is higher than at any other time in its history, and is more than double the volume attained during the first half of last year, Bert Cole, vice-president and general manager, disclosed yesterday.

Cole said that Crosley television receivers, radios, and refrigerators provided the major portion of sales volume. Other important contributors were the home freezers, washers, gas and electric ranges.

Radiodiffusion Gives WOV Paris-Made Italian Series

First programs of an Italian language series, prepared in Paris by the Italian department of Radiodiffusion Francaise, were presented yesterday to WOV, New York, as the initial move in an expanding operation by the French radio. Ralph

(Continued on Page 2)

Guesting

Elizabeth T. Bentley, key witness in the current government probe into Communist spy activities, will be the guest of Mutual's "Meet the Press" Friday, August 6, at 10:00 p.m., EDT. Mrs. Bentley will be interviewed by correspondents Nelson Frank, Elizabeth Mae Craig and Joe Loftus; and American Mercury editor Lawrence Spivak.

Diehm's Day

Vic Diehm, who completes 20 years service in the radio industry of Pennsylvania next week, will be saluted by civic leaders of Lancaster and state officials over WAZL during the week of August 9-19. The radio salutations were arranged by associates on WAZL as a tribute to the civic leadership of Diehm over his long period of service in Pennsylvania. Diehm left Baltimore in 1928 to become associated with Ray Gaul at WRAW, Reading, Pa. He became manager of WAZL in December, 1932, and later became associated in the ownership of WAZL and WMGW in Meadville, Pa.

Met Opera May Close; Affects Web Program

Labor difficulties encountered by the Metropolitan Opera Association of New York may cause them to abandon the 1948-49 season and will affect two network programs heard on the ABC web. The two network programs originating with the Met are Metropolitan operas, sponsored on Saturdays by the Texaco Com-

(Continued on Page 5)

Ciggie Sponsor Set For Football On WINS

Chesterfield cigarettes yesterday signed with WINS, New York, to sponsor broadcasts of seven games in the Columbia University football schedule this fall. Don Dunphy will call play-by-play for the series which

(Continued on Page 3)

N. Y. and Jersey Broadcasters Gather For 2nd Dist. Meeting

Rochester, N. Y.—Two hundred broadcasters will gather here today for the meeting of the Second District, NAB, which embraces New York and New Jersey with Michael Hanna, WHCU, Itacha, presiding at the two day gathering as district chairman.

Speakers who will be heard will include Justin Miller, president of NAB; Hugh Feltis, president of BMB; Carl Haverlin, president of BMI and

Indicates That Audience Participation, Giveaway Shows Will Hold Over For Fall And Winter Season

New NAB Exec. Post On Internat'l Affairs

Appointment of a new staff director of NAB to assist in formulating international policy as it relates to the allocation of international channels and frequencies will be announced soon, Justin Miller, president of NAB, disclosed yesterday.

Judge Miller said the appointment would be made in compliance with a recent directive of the NAB board

(Continued on Page 2)

Decca Named Defendant In Gov't Anti-Trust Suit

Decca Records, Inc., was named defendant in a civil anti-trust suit filed by the Department of Justice in United States District Court in New York on Tuesday. The government charges that Decca and two British concerns, Decca Record Co., Ltd., and Electric & Musical Industries, Ltd.,

(Continued on Page 5)

Airing Of Political Confabs Planned By CBC Network

Montreal — CBC will broadcast some of the speeches from the Liberal, Progressive-Conservative and CCF Party conventions and will

(Continued on Page 5)

By VAL ADAMS
Staff Writer, RADIO DAILY

Radio's giveaway cycle, which zoomed to unprecedented heights this summer, is headed for a longevity test in the upcoming fall and winter program schedule when the big productions and major names return to the air. Question of how long the giveaway craze can hold its peak has been given serious discussion in trade circles within recent weeks but no one's yet come up with a crystal ball answer.

Preview of the coming air shed

(Continued on Page 8)

CBS Six-Month Net Slightly Under 1947

CBS board of directors in a consolidated income statement, which included Columbia Records, announced yesterday that net income for the first six months of 1948, ending July 3, was \$2,288,237 compared with \$2,919,507 for the same period last year. This amounted to a net income drop of \$631,270. Earning

(Continued on Page 3)

Petrillo Asks Assistance In Federal Tax Repeal

Repeal of the 20 per cent federal amusement tax was urged yesterday by James C. Petrillo, president of AFM, because of the current decline in the entertainment industry which

(Continued on Page 3)

Accolade

Washington—NAB's "Operation Traffic Flow," sent all members during the past couple of weeks, "would be my Bible were I back in a retail store," Howard P. Abrahams, sales promotion chief of the NRDC, wrote NAB this week. Mailed with "Operation Traffic Flow" were copies of "Checking Results from Radio Advertising," by Walter Dennis, of Allied Stores.

executives of the NAB organization including Charles Batson, Hugh Higgins and Richard Doherty.

Among the topics which will come up for informal discussion will be enforcement of the new code, the second BMB audience measurement as it applies to the New York area, and negotiations with ASCAP.

The advance reservations for the two day meeting which will be held

(Continued on Page 8)



★ COMING AND GOING ★



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 Hoodley-Road

F. H. BRINKLEY, general manager of WILM, American network affiliate in Wilmington, Del., is in New York for conferences with officials of the web.

THEODORE C. STREIBERT, president of WOR, has returned from a vacation spent at Seal Harbor, Me.

EARL H. SMITH, manager of WLCS, the ABC outlet in Baton Rouge, La., is in Gotham on station and network business.

PATRICIA LONG, wife of band leader Johnny, is in town from Sylvania, Ohio, to discuss a recording deal.

AL SCHACHT, back from his Bedford Village benefit appearance, is resuming his video assignment before the Giant games.

IRENE BEASLEY, of the CBS musical quiz program, "Grand Slam," will go on her vacation August 16, and will have, for the second successive year, competent substitute in the person of Diane Courtney.

DAVID CARPENTER, manager of WCON, Atlanta, Ga., and B. CRENSHAW BONNER, sales manager of the station, are conferring at the New York headquarters of ABC, with which WCON is affiliated.

HENRY WEFING, assistant director of news broadcasts at CBS, will leave tomorrow for three weeks on the Jersey shore.

LEE OTIS, day news editor at CBS, is expected back tomorrow from Lakeside, Ohio, where he spent a three-week vacation.

JO STAFFORD, having completed a five-week engagement at New York's Paramount Theater, leaves today for Hollywood, where on Sept. 28 she'll resume her Chesterfield program.

VICTOR H. LINDLAHR, noted dietitian heard on MBS Monday through Friday, is home from a six-week trip to Europe. He arrived yesterday on the Queen Elizabeth.

DICK RUBIN, back at Music Corporation of America, after having come in by plane from Lake Tarleton.

HOWARD PHINEAS ABRAHAMS, manager of the sales promotion division, National Retail Dry Goods Assn., has left for a one-month vacation in the West, but will take time out the week of August 16 to conduct a "Radio for Retailers" course at Denver University.

JOHN REED KING, emcee of "The Missus Goes A-Shopping" on CBS, is vacationing in Atlantic City.

New NAB Executive Post On International Affairs

(Continued from Page 1) of directors. The executive chosen for the position will be named by Miller and will act as an assistant to the NAB president and executive vice-president, A. D. Willard, Jr., in dealing with international problems.

Doris Day On Hope Show

Hollywood — Bob Hope has announced that vocalist Doris Day has been signed as the first member of his 1948-49 cast. Miss Day will join the NBC "Bob Hope Show" when it returns to start its 11th year on the air Tuesday, Sept. 14, 10:00 p.m. EDT. Miss Day became popular as vocalist with the Les Brown orchestra before that group played on the Hope show last season. In 1947, she was featured with Frank Sinatra on NBC's "Your Hit Parade" program, leaving that spot for a featured role in the motion picture, "Romance on the High Seas," in which she scored an instant hit. She made several guest appearances with Hope last season.

10 YEARS AGO TODAY

(From the files of Radio Daily) Atlantic Refining Co., through N. W. Ayer, bought exclusive radio rights to all the 1938 Yale home football games, plus out-of-town Penn-Yale, Cornell-Dartmouth and Duke-Pittsburgh games. General Mills signed for exclusive airing of the Cardinal professional football games as well as all pro Bear games. . . . Philco Television & Radio Corp. applied to FCC for a license to construct a new TV station. . . . Study made by the Pan-American Union revealed approximately 1,054,300 receiving sets in use in Latin America, with 600,000 of this number located in the Argentine.

Radiodiffusion Gives WOV Paris-Made Italian Series

(Continued from Page 1) Weil, manager, and Arnold Hartley, program director, accepted the programs for WOV from Pierre Crenesse, director, and Edward Gruskin of Radiodiffusion Francaise.

Series of programs, to be aired regularly by WOV, will give particular attention to activities of Italians and Italian-Americans in French diplomatic, social, cultural, sports and business circles. Types of shows include narrative, musical and dramatic format. They will be sent to WOV from Paris both by shortwave and by transcription.

While WOV is the first station to schedule the series, it has no exclusive. Programs are to be offered to other Italian language outlets and WOV is assisting in expanding the coverage.

WEVD 5000 WATTS 1330 K.C. DISTINGUISHED FEATURES in ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA Send for WHO'S WHO Among Advertisers on WEVD WEVD 117-119 W. 46th St. HENRY GREENFIELD, Mgr. Director N. Y. 19

Vol: 44, No. 25 Thu., Aug. 5, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES Ralph Wilk, Manager 6425 Hollywood Blvd. Phone: Granlte 6607 WASHINGTON BUREAU Andrew H. Dider, Chief 6417 Dahlonga Rd. Phone: Wisconsin 3271 CHICAGO BUREAU Nat Green 155 No. Clark St. Phone: State 2332

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

FINANCIAL

(August 4)

NEW YORK STOCK EXCHANGE

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

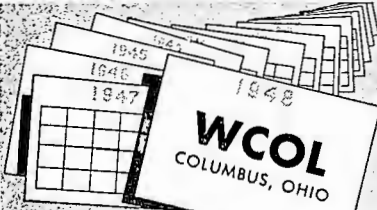
OVER THE COUNTER

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

Hank Warner Does It Again

Hank Warner, copy chief in the CBS Press Information Department, has sold his seventh script to Columbia's "Inner Sanctum" series, sponsored by Emerson Drug Co. through BBD&O. Script, "Only the Dead Will Know," is set for airing Monday, Aug. 23, at 8:00 p.m., EDT.

INS has served



FOR 12 YEARS

CBS Six-Month Net Slightly Under 1947

(Continued from Page 1)

per share was \$1.33 compared with \$1.70 for the first half of 1947.

The Columbia board announced a cash dividend of 50 cents per share on Class A and B stock of \$2.50 par value. Dividend is payable Sept. 3, 1948, to stockholders of record at the close of business on August 20.

Gross Income Listed

CBS gross income for the first six months of 1948 was \$48,816,986 against \$51,411,368 in the same period last year. Gross less time discounts, agency commissions, record returns, allowances and discounts amounted to \$34,763,526 for the first half of '48. Comparable figure in the same period in '47 was \$38,208,724.

Cooke In Chicago

Chicago—As the windup of a ten day Western broadcast and lecture tour, forum chairman Dwight Cooke will steer a round table discussion on "Would Price Controls Bring Food Costs Down," on "People's Platform," from his native city, Chicago, Sunday, August 8, at 12:30 p.m., EDT, over CBS. Spokesmen for the farmer, the retail grocer, the consumer and the average citizen will argue the pros and cons of the timely and controversial topic.

Versatile

Dick Redmond, program and publicity director for WHP, CBS affiliate in Harrisburg, Pa., is the author of the new song, "Just For Now," which will be featured in the forthcoming motion picture, "Whiplash." It's the first song ever written by Redmond.

Petrillo Asks Assistance In Federal Tax Repeal

(Continued from Page 1)

has affected the employment of musicians.

Petrillo in a directive to all local unions asked them to contact their Senators and Congressmen urging repeal of the amusement tax at the present special session of Congress.

Two factors are reported to have been considered by AFM officials in taking their stand on the tax. Bookings of name dance orchestras in theaters, night clubs and hotels have been on the decline and many musicians in New York, Chicago and Los Angeles have been unemployed in recent months because of the Petrillo recording ban.

Heads WGNB Library

Chicago—Estelle Barnes, with the FM division for eight years and former program director of WGNB, will be in charge of the transcription library and the building and programming of recorded shows.

Ciggie Sponsor Set For Football On WINS

(Continued from Page 1)

runs from Oct. 9 through Nov. 20. Agency for Chesterfield is Newell-Emmett. The cigarette company signed last week to sponsor telecasts of the Columbia games over WCBS-TV.

WINS coverage of the gridiron contests includes two games away from home—one on Oct. 9 at New Haven and another on Nov. 6 at Hanover, N. H. Columbia opponents, starting Oct. 9, will be as follows: Yale, Penn, Princeton, Cornell, Dartmouth, Navy and Syracuse. All games except the Yale and Dartmouth encounters will be played at Baker Field in New York.

Signing of the Columbia games completes the WINS football schedule. WINS also will broadcast 12 games to be played by the New York Yankees of the All-America Football Conference, starting Aug. 27 and running through Dec. 5. Mel Allen and Russ Hodges will be at the mike. Broadcasts are sponsored by Ballantine beer through J. Walter Thompson.

Sheldon Resumes Today

Herb Sheldon, comedian-emcee of the daily Latin Quarter audience participation shows, who has been on vacation, during which time Allan Funt has been pinch-hitting for him, resumes his Monday through Saturday assignment at that club today.

Seven AM Stations OK'd By Commission

(Continued from Page 1)

cost of \$16,800 on the 1,240 band with 250 watts.

Okayed for Webster City, Iowa, on the 1,570 band with 250 watts daytime, at a cost of \$23,788, was the application of the Laht O'Corn Broadcasting Company. Assigned the 1,540 band with one kilowatt daytime were the Sarasota (Fla.) Broadcasting Company, with cost estimated at \$15,499, and the voice of Little Rhodney, Newport, R. I. with cost set at \$21,485.

For Center, Texas, the Center Broadcasting Company was assigned the 130 band with one kilowatt, cost \$19,300, and for Carmi, Ill., the Carmi Broadcasting Company was assigned the 1,460 band, one kilowatt, at an estimated cost of \$43,961.

Fisher Leaving WLW

Cincinnati—The Crosley Broadcasting Corporation has accepted the resignation of Hank Fisher, one of the station's top commercial announcers, effective today. Fisher will become advertising manager of the Effingham, Ill., Daily News on August 9. Fisher was born in Effingham and entered radio there. He came to WLW on May 10, 1945, after his Navy discharge. Prior to that he was with WDZ, Tuscola.

beauty and the east...



Barbara Welles can wrap up the whole eastern seaboard for participating sponsors

THE GIRL:

beautiful. Complete with brains, warmth, showmanship. A mike manner that has housewives hanging on her words. Has the rare knack of doing a commercial as if it were a personal, from-the-heart endorsement (which it is). That's WOR's Barbara Welles. (Off-stage, she's well-known Helen Hall.)

THE SHOW:

All the intimacy of the usual woman's program... PLUS. Guest interviews, glamour news, a panel to discuss topics near to a woman's heart, AND a false-fact gimmick that we'd like to tell you more about. That's WOR's "The Barbara Welles Show".

Want to sell a product fast in the East? Phone LOnagacre 4-8000 and ask for Sales today.

—heard by the most people
where the most people are

WOR

mutual

AGENCIES

RICHARD H. ROFFMAN, instructor in public relations and promotion at the City College of New York and lecturer on public affairs for the American Lecture Bureau, has been appointed publicity consultant to the Moss Associates advertising agency, New York, it has been announced by Joseph H. Moss, president. For 10 years a writer for the New York Journal American, Roffman was more recently associate editor of THIS MONTH magazine and an executive assistant to the publisher of Hillman periodicals.

HERBERT LORENTZEN is joining the account executive staff of Birmingham, Castleman & Pierce, Inc. as of August 9, 1948.

THE BRANHAM COMPANY has been appointed by WDEF, Chattanooga, Tennessee, as national representatives.

JOHN R. MARPLE AND CO., INC., national distributor for Betty Gaylord Products, has engaged French & Preston, Inc., New York, to handle advertising for Betty Gaylord Pie Mix.

MARTIN SELIGSON, formerly an account executive with Roberts & Roberts, Denver, has been appointed manager of program sales for Gainsborough Associates.

BOB SHAW, erstwhile art supervisor for Young & Rubicam, has been named art director of Doherty, Clifford & Shenfield.

'Medical Office' At CBS To Serve Web Personnel

A CBS medical office, free services of which will be available to all employees of the network, will be put into operation today, August 5. Located in Room 701, 485 Madison Avenue, the office will function daily from 9:00 a.m. to 5:00 p.m., will be in the professional hands of Dr. Jack Nelson, private practicing physician, and Marjorie Oldorp, registered nurse.

CBS said that the medical office has been instituted to aid any employees who become ill or suffer mishaps during working hours, and to be of service to those who seek advice on health problems. It also was pointed out that the medical office will be responsible for the development of a general CBS health program.

CUSTOM BUILT RADIO AND PLAYBACK FOR SALE

AM and FM radio with Webster interchangeable 78 rev. playback for commercial records and separate 33 1/3 turntable for transcriptions. Large modern walnut cabinet. Frequency range flat from 30 to 12,000 cycles. Special GE heads for both turntables. A real buy for agency or station.

Call MR. BRATTAIN
LE 2-8700 for appointment.



Windy City Wordage. . . !

● ● ● Harry Le Tang, New York dance director, who will serve as choreographer for a couple of Chicago night club revues this fall, also plans to whip together a television troupe. . . . Jim Hanlon of the WGN

Chicago

press department was on vacation when announcement of his promotion to public relations director was made, and he was slightly flabbergasted when Bruce Dennis phoned him the news. . . . August 9 has been designated "Tom Mix Day" for the Wisconsin Centennial, and George Herro, Mutual midwest publicity director, is in Milwaukee laying the groundwork for the special doings. . . . Don Lavery, in the music department of WJJD the last four years, has been appointed music director of the station, effective this week. He replaces Ken Nelson, who resigned to take a position with Capitol Records in Hollywood.

★ ★ ★ ★

● ● ● WIND announces it is spending \$10,000 for special baseball broadcasts covering out-of-town Cub games in Philadelphia, New York, Boston, Pittsburgh, and Cincinnati. Special lines bring the broadcasts to WIND. Bert Wilson, WIND sportscaster, left last week-end to spend three weeks on the coverage.

★ ★ ★ ★

● ● ● Those who know Deems Taylor will appreciate his remark at the Walter Schwimmer cocktail party to introduce the new Deems Taylor disc jockey show. Said Taylor, "I'm probably the only hairless 'long-hair' disc jockey in radio." . . . Everett Holles, WBBM news editor, back from a week's vacation in Michigan, is pinch-hitting for Julian Bentley, newsman, who left last Friday for a two-week vacation in Gallatin Valley, Montana. . . . Radio actor George ("Call the Police") Petrie is reported opening an office in Chicago. . . . Crooner Jack Owens introduced his 13-year-old daughter, Mary Ann Owens, to her first theater appearance when they opened July 30 at the Ramona Park Theater in Grand Rapids, Michigan, for a three-day engagement. . . . Judith Waller of NBC has been named to the educational standards committee of the NAB. . . . Starting this week, Mutual's "Revere All Star Revue" will use guest stars each week, with the King Cole Trio leading off on the August 5 broadcast.

★ ★ ★ ★

● ● ● When Ernie Simon and his disc jockey cohorts, Eddie Hubbard, Linn Burton and Dave Garroway, cavorted on the stage of the State-Lake Theater last March they set new attendance records, although comments of many of those who saw the show were not complimentary. But B. & K. must think the boys are a box-office attraction, as they have been booked for a two-week stint at the Chicago Theater, starting August 13.

★ ★ ★ ★

● ● ● Skee Wolf's CBS half-hour Sunday music program "Make Mine Music" has so impressed Lowell Johnson, instructor in radio writing at Syracuse (N. Y.) University, that he has requested copies of Wolf's scripts to be used in his classes as examples of good writing. . . . George Ramsby, WBBM singer-musician, was married recently to Joyce Sellers. . . . Tele station WGN-TV evidently is finding standard vaude acts popular with its viewing audience, as Gene Shelton, veteran pantomime artist and banjo-playing star of the old vaude days, is playing a return engagement this week on "Club Television." . . . The CBS program "People's Platform" will be broadcast from the WBBM studios Sunday.

★ ★ ★ ★

NEW BUSINESS

KNX, Los Angeles: Rexall Drug Company, Los Angeles, has contracted for six quarter-hours of time each week beginning September 6. "Nelson Pringle, News" will be heard during the time which cover the 11:00 to 11:15 p.m. period, Mondays through Saturdays. Contract was placed by Batten, Barton, Durstine and Osborn, Los Angeles, and extends for 52 weeks. Meredith Pratt is KNX account executive. Owl and Rexall stores in the Los Angeles metropolitan area will be promoted by the program which has been a regular KNX feature for several years.

George Fisher began a new film news program on KNX and the Columbia Pacific Network on Monday, August 2 from 12:05 p.m. to 12:15 p.m. Monday through Friday. The new show, Fisher's third on Columbia, brings to 11 per week the number of broadcasts he's handling on the regional network. It follows immediately after "Broadway & Vine With Radie Harris" which is heard from 12:00 noon to 12:05 p.m.

The Reno Open Golf Tournament will be reported in a series of special broadcasts over the Columbia Pacific Network on September 4, 5, and 6. Tom Hanlon will handle the shows.

Bickford Heads AP Group In New England Area

Boston—The New England Association of Associated Press Broadcasters was formed here Tuesday, with Leland C. Bickford, Editor-in-Chief of the Yankee Network News Service, as its first chairman.

The group consists of Associated Press radio members in Massachusetts, Rhode Island, Vermont, New Hampshire and Maine.

Arthur Rothafel of Radio Station WFEA, Manchester, N. H., was elected vice-chairman.

Cy Douglass, chief of the Boston bureau of The Associated Press, was chosen secretary.

Elected to the Board of Directors, which includes the officers, were the following:

Al Spokes of station WJOY, Burlington, Vt.; Murray Carpenter, WPOR, Portland, Me.; and Bernard Morley, WPRO, Providence, R. I.

The officers and directors will comprise a news committee to study the AP radio news report and make recommendations for the betterment of service.

David Richman of Radio Station WHOE, Gardner, invited the group to hold its next meeting at the Weldon Hotel, Greenfield.

Bickford has been editor-in-chief of the Yankee Network news service since the organization was started in 1934. Before that he was a radio writer in New York and had a program over NBC. He is a native of Jonesport, Me., and received his early news experience on the Springfield Daily News.

EQUIPMENT

New Sound System

A new "deluxe" portable sound system, which employs a 15-watt amplifier and high-efficiency components to provide acoustical output equivalent to that of a 30-watt portable sound system incorporating two average permanent-magnet speakers, will be ready for shipment shortly, it was announced by the RCA Engineering Products Department.

This compact, portable sound system, designated as RCA Type SP-15A, consists of an aerodynamic microphone, a low-distortion, high-output amplifier, a heavy-duty alnico permanent magnet-type loudspeaker, and two-tone luggage-size carrying case. It is designed for use in such locations as moderate size auditoriums, bus terminals, night clubs, taverns, restaurants, auction rooms and conference rooms. Two loudspeakers can be attached to the SP-15A amplifier to give the same high output for large auditoriums or locations requiring greater coverage than can be provided by one loudspeaker.

Callow On WCBS Sales Staff

John Callow has joined the sales staff of WCBS. For 18 months he had been associated with the research department of Radio Sales, radio stations representative, CBS.

Decca Named Defendant In Gov't Anti-Trust Suit

(Continued from Page 1)

were engaged in a conspiracy and cartel agreement in restraint of trade in phonograph records.

"There is today a great public demand for phonograph records," the government anti-trust division said in a statement. "In 1947, the sales at retail in the United States alone amounted to more than \$190,000,000. This case is intended to remove the restraints on trade and commerce in records in order to permit the American defendant to compete in foreign markets, and at the same time open the domestic market so as to provide the American purchaser a wider selection of records at competitive prices."

Decca Official Comments

Milton R. Rackmil, executive vice president of Decca Records, Inc., commenting on the action issued the following statement:

"The government yesterday filed a civil anti-trust action against Decca Records, Inc. The government is questioning our relationship with foreign companies. Our income from this source is negligible and our operations in this country are in no wise affected.

"These foreign agreements have been in existence since 1934 when our business had barely begun and they have not until now been criticized. The purpose of the government appears to be to require the same free-

Met. Opera May Close; Affects Web Program

(Continued from Page 1)

pany and the Met Opera Auditions sponsored by Farnsworth Radio and Television Corp., Sundays from 4:30 to 5:00 p.m.

In the case of the latter program, however, total abandonment might not be necessary. It is possible that this program would be continued even if the opera season be cancelled.

It also is possible that, if the venerable institution at Broadway and 39th Street closes its doors, ABC still will broadcast an opera from its studios or by some other opera company each Saturday afternoon, as it has done for so many years.

Local 802 Asked 20% Raise

Officials of the Met said that they have been unable to get together with 12 unions seeking salary increases for the new season. The local musicians union, 802, according to Met officials have been asking a 20 per cent salary increase, but indicated they might settle for 10 per cent.

If the present plans to suspend opera for the coming season are carried out it will be the first time in 50 years the Met has not given performances.

dom of action for us abroad as we enjoy here, and we are hopeful that we shall be able to adjust any allegedly restricted practices which, upon fuller consideration, may be found to exist."

PROMOTION

Using Blotters

William Smythe, commercial manager of KCOR, San Antonio, is sending a novel blotter to its clients and prospective clients in their trade area. The legend on the face of the 9 x 3 1/4" blotter states that "Like a good blotter . . . You can absorb the large Spanish speaking market in the San Antonio area with . . ." This is followed by the new sig cut of the station showing its call letters placed along the new bank of five towers gracing the city skyline. The new power, 5,000 watts day and 1,000 watts on 1350 kilocycles with office location and telephone number are included.

Airing Of Political Confabs Planned By CBC Network

(Continued from Page 1)

provide some special broadcasting time to the Social Credit Party during the next two months, A. D. Dunton, chairman of the CBC board of governors announced yesterday. The main speeches will be broadcast from the Liberal convention in Ottawa today, Friday and Saturday, and from the Progressive and Conservative convention which will be held in Ottawa, Sept. 30, Oct. 1 and Oct. 2.

Limited time will be provided for broadcasting of some speeches from the regular CCF bi-annual confab.

HOW VERSATILE CAN YOU BE?



**STAR OF... VAUDEVILLE
NITE CLUBS
MOVIES
RADIO
TELEVISION**

AND NOW!

**SPORTS EXPERT
FASHION EXPERT**

**HEAR MILTON BERLE . . . TODAY . . .
OVER VERSATILE WNJR . . . ON**

"THE SPORTS EXPRESS"

EVERY DAY . . . Monday through Friday . . . The WNJR Sports Express brings you "the feature race from Monmouth race track, Oceanport, New Jersey . . . with Harry Nash, WNJR sports director . . . and Horace Wade . . . nationally known racing expert . . . and today . . . listen to the Milton Berle handicap . . . Milton Berle, sports expert . . . and at 5:15 p.m. Milton Berle, fashion expert with Peggy Munroe direct from the track . . . on "Fashions at Five" . . .

VERSATILITY . . . DESIGNED FOR NORTHERN NEW JERSEY RADIO AUDIENCES . . .

To be sure, Milton Berle does not appear daily on WNJR but we do have dozens of programs custom tailored to the tastes of North Jersey residents. radio's leading artists as our guests almost daily. In addition WNJR has To get the most out of prosperous northern Jersey use

WNJR—Newark

FOR AVAILABILITIES CALL JOHN McNEIL Market 3-2700

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.

A Great Ballad!

THE THINGS I LOVE

CAMPBELL MUSIC, Inc.

1619 BROADWAY NEW YORK CITY

A Great Rhythm Ballad

CONFESS

OXFORD MUSIC CORPORATION

1619 Broadway New York City

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.

1650 Broadway New York City

TWIN SONG HITS From M-G-M's
"A DATE WITH JUDY"**IT'S A MOST UNUSUAL DAY**

JUDALINE

ROBBINS MUSIC CORPORATION
799 SEVENTH AVENUE • NEW YORK 19
MURRAY BAKER, Gen. Prof. Mgr.**WORDS AND MUSIC**

By PINKY HERMAN

Lest We Forget . . .

• • • While emceeing the "Midnite Dancing Party," on WBT back in October, 1941, George Monaghan received a phone call from a listener in Boise, Idaho, asking him to play "My Buddy" for her son, at that time on Army maneuvers in South Carolina . . . two weeks ago, George, who now does an early morning platter series on WOR, received another phone call from the Boise mother, asking him to again play that song in memory of the same soldier who was killed in action in 1945.

★ ★ ★

• • • **TIN PAN ALLEY OOPS:** When Dinah Shore flies to London August 27 to play the Palladium there, she'll take along her daughter Melissa Ann. . . • Archie Levington, Leeds Chicago pro. mgr., and his charming frau Fran Allison (Aunt Fanny of the "Breakfast Club") spending a few days in Gotham. . . • Baritone Warde Donovan will have the singing lead in the musical "Live A Little" which Lew Kessler will produce at Easthampton Aug. 16. . . • A letter from Frank Silver advises us that Signature Records has just released a new version of "Yes, We Have No Bananas" . . . Shapiro-Bernstein would give the country a lift by reviving this great comedy song. . . • The Sept. issue of Esquire carries an interesting profile on tuner Harold Arlen by Keith Monroe . . . Arlen wrote, among others, "Stormy Weather," "Wizard of Oz," "Blues In The Night" and "Accentuate The Positive." . . • When callers ring the doorbell of Fred Robbins' new home in Manhasset the chimes ring out "Robbins' Nest," theme song of Fred's deejay programs. . . • Having turned over "Need I Say?" to BVC, Adrienne Music starting work on another commercial ditty, "My First Lady and Me," penned by Eugene West, Bert Mann and Jack Mahoney.

★ ★ ★

• • • There is a new London Record release on the ballad, "You're The One I Care For," so look for Santly-Joy to revive this great Bert Lown ditty. . . • After several weeks in Gotham, Buddy Bernard leaves next month for the coast to represent Richard Himer's new RH radio song logging service. . . • Wall Streeter Clem Tamraz has written several ditties . . . his latest, a fine ballad, titled "Believe Me," is already a hit in Italy. . . • Duly acclaimed a top emcee-announcer, Ed Herlihy will start a series of WNBTelecasts Monday night at 8 . . . program, "What'll They Think Of Next?" will depict Herlihy as bait for screwball inventors and glib salesmen which should add up to plenty of comedy situations. . . • Carl Lampl, Cleveland's millionaire songwriter, and Buddy Kaye are collabbing on the score of Morey Amsterdam's "Hilarities of 1949" . . . show will open on Broadway next month and will be produced by Stan Arnold. . . • A year ago a grease monkey in a local garage, Andy Roberts was asked to sing at a Vet hospital . . . he clicked . . . encouraged, he took a job for five dollars a nite to sing at a Greenwich Village bistro . . . Morton Downey heard the lad, established a trust fund to further his vocal training and the boy, currently doing a fine job with Skitch Henderson's Orchestra, is headed for the big time. . . • Songstress Jacqueline Stuart, heard twice weekly on Mutual from the Sky Gardens of the St. Moritz Hotel, is as easy on the orbs as on the ears.

★ ★ ★

• • • **ON AND OFF THE RECORD:** Benny Goodman Sextet offers two oldies "Cherokee" and "Love Is Just Around the Corner" in newest Capitol release . . . both rhythmic instrumentals feature vibes, piano and guitar solos in addition to B.G.'s clarinet magic. . . • Columbia's new songstress Toni Harper shows versatility in pairing the novelty "Tabby The Cat" with the smooth sophisticated oldie, "You're My Everything" . . . Eddie Beal's Sextet backs up instrumentally . . . deejays will go for this one. . . • Tru-Tone has just released two Hymn Albums, "Songs Of Comfort" and "Songs Of Cheer" featuring Richard Maxwell . . . music libraries can't afford to be without them.

PLUG TUNES

On Records and Transcriptions

"TELL ME A STORY"

LAUREL MUSIC CO.

1619 Broadway New York 19, N. Y.

Soaring Into Best Seller Class!

FOR HEAVEN'S SAKE

DUCHESS MUSIC CORPORATION

ON RECORDS and TRANSCRIPTIONS

"I'M WAITING FOR SHIPS THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.

1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois#1 in the Juke Boxes
In the Country**"I'LL HOLD YOU IN MY HEART"**

Till I Hold You in My Arms

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

Revived

BY POPULAR REQUEST!

"LADY OF SPAIN"

Sam Fox Music Pub. Co.

RCA Bldg. New York City

From Walt Disney's
Technicolor Musical,

MELODY TIME:

BLUE SHADOWS ON THE TRAIL
PECOS BILL MELODY TIME
LITTLE TOOT

SANTLY-JOY, INC.

1619 Broadway, New York

Eddie Joy, Gen. Pro. Mgr.

TELEVISION DAILY

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

TV BOOM TOPS OWN FORECASTS

TELE TOPICS

By JIM OWENS
Associate Editor

FCC has earmarked Oct. 11 as the date for discussion of its proposal to require TV b'casters to locate main studios in the city for which they're licensed. Plenty new networks are expected, since space—and high costs of rent, construction, etc.—are high among the reasons for bypassing a commercial sector for the suburbia. . . . American Tobacco (Luckies) has renewed a spot sked on WLWT (Cincinnati) for another 13 weeks. Crosley outlet, incidentally, will be the site of "Boston Blackies'" video debut next Tues. nite. NBC's a Ziv package, and the TV preem may occasion the package outfit's filming the show as regular sight-sound series.

"BALTIMORE SINGS," half-hour glee club program, originating from WBAL-TV. The Hearst station, proved to be an entertaining half-hour on WNBT, Tuesday night. Selection of popular and semi-classical vocals and production effects of singing attractive girl pantomist to illustrate the songs reflected with credit to WBAL producers. Buffalo's WBen-TV now using puppets for commercials. Got the idea from a local dept. store show, sold Philco dealers on the idea of integrating the wooden moppets as a plug. Convinced, the client built a small set, used a miniature refrigerator as the comm'l gimmick. . . . NBC and Life-Time Olympic film tied tees off on the net tomorrow nite (9-15 p.m.)

"HOLLYWOOD'S KFI-TV has sounded an urgent call for video talent in prep for a fall lineup of topflight entertainment fare. . . . New Havenites are simply a-razee about "Fashions on Parade," which is networked to them via WHNC-TV. . . . George Abbott, the legit impresario, got a gander at gorgeous Rita Colton on the ABC Playhouse last Sunday nite, immediately buzzed her re an audition for his new play "Shotgun Wedding." . . . Jackie Miles, who shutters a sock-o three-week stint at the Roxy this week, does a kay-o bit on a guy dropping into a movie. Guy discovers the pic is distilled with time, mutters: "Huh, this thing's so old you could see it on television."

Champ On TV

Joe Williams, New York World-Telegram sports editor and columnist, will interview Jack Dempsey on "The Swift Show" tonite (8:30 p.m., EDT) on WNBT and the NBC East Coast network. Interview will be based on the Manassa Mauler's battle with Tom Gibbons in 1923 at Shelby, Mont. It will mark Dempsey's first appearance on television.

FCC Postpones Hrgs. On TV Re-Allocations

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday continued to an indefinite date oral argument scheduled for August 16 on its TV Channel Reallocation plan. Session had been asked in addition to the hearing last month, with the FCC Bar Association a prime mover. It was believed here that the argument might have been deferred in order that it be held off until after the hearing on the use of UHF TV bands, slated for September 20.

ABC Sets Documentary For Fall, On ERP Work

ABC will air a video documentary, "The Marshall Plan, A First Report" dealing with all phases of the European Recovery Program, some time this fall, under production of the web's department of public affairs. Programs, which will combine live production and film, will be prepared with the assistance of the International Film Foundation, Julien Bryan, author and exec director of IFF, is currently in Europe directing filming of portions of the work designed to show conditions in European nations.

NBC Realigns News To Mesh AM & Tele

Growing emphasis on TV has occasioned a realignment of key staffers in the NBC news department, it was announced yesterday by William F. Brooks, vice prexy. Under new setup Frank McCall, formerly head of operations in news, is director of news and special events. Ad Schneider is now director of tele news and special events, and Joseph O. Meyers, assistant to Brooks, is manager of operations. Changes are expected to streamline news department's operation and permit integration of AM and TV news.

"Peace" On Tele

"Peace or Anarchy" by Cord Meyer, Jr., will be the subject for debate on the "Author Meets the Critics," Sunday, Aug. 15 (8:00 p.m., EDT) on WNBT and the east coast NBC video network. Alan Green, of the World Federalist Organization in which the author is a leader, will defend the book, while Harold Lehrman, former war correspondent and author of "Russia's Europe" will provide the opposition. John K. M. McCaffrey will be moderator.

Folsom Sees 60 Sta. 850,000 Sets By 1949

San Francisco—Current video boom has skyrocketed to even greater heights than predicted by the most optimistic leaders in the industry, with result that by the end of this year more than 850,000 sets will have been produced and more than 60 stations will be in operation. Such is the considered opinion of Frank M. Folsom, executive vice president of RCA, who addressed 1,000 distributors and dealers at the Western Radio and Appliance Trade Dinner here last night. RCA exec, who's been associated with RCA video development since its earliest stages, averred there are about 500,000 sets now in the hands of the public, serviced by 31 stations on the air. Public's quick and enthusiastic acceptance of TV to date indicates that '49 will see production of approximately 1,600,000 receivers, representing a potential retail business of "more than \$400,000,000," Folsom said, terming even this figure "a conservative estimate." Discussing the 'Frisco video picture specifically—a market which will have three stations on the air before the end of the year—Folsom disclosed that an RCA survey indicated the city can expect a TV receiver business approximating \$10,000,000 at retail in '49.

Further to indicate the spiraling importance and acceptance of TV, Folsom said, is its treatment in the nation's consumer and business press. "Complete coast-to-coast television networks are expected to be in operation by the end of 1952," the RCA official said, "but even before that time, regional links will connect San Francisco with its municipal neighbors. With the west and east linked by networks, national advertisers, no longer restricted to individual local programs or shows on film, will present even finer talent in programs too costly for individual station showings," he predicted.

VIDEO VIEWPOINTS

TELEVISION DAILY presents herewith the second of a series of opinions offered by a cross-section of the nation's top movie critics, representing both the newspaper and radio fields, on the eventual effect of TV on motion pictures.

QUESTION:

In your opinion, what will be the effect of Coast-to-Coast television, when it comes, upon the motion picture and the motion picture theater?

EACH SHOULD prove stimulating to the other. Television will emulate the artistry and technical proficiency of the motion picture. The movies must, and will, produce better pictures to meet the competition of televised Broadway plays and original stories. . . .

EDWIN HOWARD, The Memphis Press-Scimitar

TV WILL cause a revolution in show business of all kinds. Unless Hollywood takes quick and drastic steps to adapt itself to these changes, it will lose perhaps as much as half its audience and theater outlets. Up to now, Hollywood has been incredibly blind and stupid in its attitude. I speak from personal knowledge. I have had an interview show on the air here since February, and have not been able to persuade a single movie person to appear on it. As a result this fast-growing medium has been forced to play up the legitimate theater in Baltimore, vaudeville, and live theatrical entertainment of all kinds. . . .

DONALD KIRKLEY, The Sun and The Sunday Sun (and Television Station WMAR-TV), Baltimore.

IN ORDER to get people out of the house, movies will have to improve. If not, they'll feel it at the boxoffice.

NIKKI KAYE, WCFL, Chicago.

City Hall Bows

Mayor William O'Dwyer, and Gotham's greeter par excellence, Grover Whalen, will be on hand to extend official felicitations to WJZ-TV when the ABC flagship opens its TV operation next Tuesday night. Mayor and Whalen will be scanned from the station's main studios in Radio City, as part of a special program which will also include Edward J. Noble, chairman of the board of ABC.

Giveaways Will Stay Thru Fall And Winter

(Continued from Page 1)

shows it to be a close duplication of last season with the exception of new giveaways which turned up during the summer. Most of the latter—some commercial, others sustaining—are expected to ride on into the fall season, which will renew, with even greater vigor, the battle for Hooperatings.

Talent vs. Giveaways

A major encounter which is likely to bring a conclusive answer next season is the one of Charlie McCarthy and Fred Allen (NBC) versus "Stop the Music" (ABC). McCarthy returns Sept. 5 and Allen on Oct. 3. Nothing really conclusive could be drawn from the Hooper story during Allen's last few weeks on the air before going off for the summer, but a significant tale is inevitable when the comedian returns in October. Cast of the Allen show will probably remain the same but the format may be changed slightly.

NBC Sked Ready

Looking over the fall program line-up, NBC is almost fully set for the evening hours. George H. Frey, director of the network sales department, said the only half-hour available for a sponsor is the 10:30 p.m. period on Monday. Sealtest, which has the 9:30 p.m. spot on Thursday, has not decided on a show. N. W. Ayer will make a presentation to the advertiser within a few days.

NBC program department feels its over-all schedule for 1948-49 has been bolstered by Friday night's new line-up which includes Jimmy Durante, Eddie Cantor and Red Skelton. "Ozzie and Harriet" show, switching over from CBS, has been added on Sunday nights just before Jack Benny, both programs resuming October 3.

Radio-TV Interest

Charles C. Barry, ABC veepee in charge of programs and television, said that advertisers, in considering fall plans, want to discuss radio ideas in relation to video. First, they want to know how adaptable a radio show is for TV, and second, they show a strong tendency to hold back a part of the broadcasting budget for television use in case they decide to make the plunge. Barry said there have been "floods of new inquiries" from sponsors in the last two weeks about available shows for fall.

With one or two exceptions, the special summer replacements now carried by ABC will not continue into the coming season. One of these exceptions is "Go for the House," a giveaway, which may stay on. A new program which ABC picks up in the fall is the Meredith Willson show, sponsored by General Foods, starting Tuesday, Oct. 5, at 7:30 p.m., EST. "Theatre Guild" resumes Sept. 12 and Bing Crosby Sept. 29. Starting date for the Groucho Marx show has not been set. "Greatest Story Ever Told" comes back Sept. 12.

CBS Package Picture

Biggest question at CBS is to determine what happens to its own flock of package shows. Morey Amsterdam

COAST-TO-COAST

Conserv. Contest Judges Named

Lawrence, Mass.—William H. Ridings, WLAW's "Trapper Bill" on the "Rod and Gun" club program, has announced the names of the three judges who will award a long list of sports prizes to the winners of the station's Conservation Contest. They are Lenox E. Bigelow, member of the staff of the Massachusetts Development and Industrial Commission; Ernest Tucker, columnist and editor of the "Rod and Gun" column of the Beverly, (Mass.) Evening Times, and Henry Lyman, editor of the Salt Water Sportsman.

To Broadcast From Centennial

Milwaukee, Wis.—This state's 1948 Centennial Exposition at State Fair Park in Milwaukee will be described to listeners of the station by WISN's popular personalities, Ann Leslie, women's commentator, and the special events man, Jack Raymond. Miss Leslie will air her "Scrapbook" program from the women's building at 3:45 p.m., Monday thru Friday, while Raymond will handle twice-daily, 15-minute, man-on-the-street interviews scheduled to take place Sunday thru Friday. Centennial broadcasts will begin August 7th and conclude the 29th of this month.

New WKAB Morning Disc Show

Mobile, Ala.—WKAB, local independent station, is airing a new disc jockey show which opens the day's broadcasting at 5:15 a.m. Titled, "Let's Dial 840 and Start the Day Later With Ater," show features Tom Ater as chief platter spinner.

Conducts Denver 'U' Radio Clinic

Grand Junction, Colo.—KFXJ general manager, Rex Howell, who was recently named chairman of the NAB Freedom of Radio Committee, is conducting the second week of the second annual radio clinic on small market station operation which ends tomorrow at the University of Denver. Topic will be "Radio and Public Relations."

show will cease its co-op status early in October but will remain a part of the fall season sked, according to Hubbell Robinson, Jr., program veepee. At present Robinson doesn't know the future status of the hour-long giveaway, "Sing It Again," now heard at 8:00 p.m., EDT, Saturday. It's understood, however, that the hour-long "Let's Dance America" on Saturday nights will be taken off.

Helen Hayes Starts Oct. 3

Helen Hayes bows in over CBS on Oct. 3 for Electric Companies Advertising Program. She'll be heard Sundays at 9:00 p.m., EST, opposite Walter Winchell on ABC. Arthur Godfrey's "Talent Scouts," Lux "Radio Theater" and "My Friend Irma" all return to the Monday night line-up on Columbia Aug. 30. It's reported that Bob Hawk, now on NBC, will be switched to CBS by Camels on Oct. 4 to follow "My Friend Irma" on Monday night.

One of the outstanding develop-

WFAA Features Hugh Waddill

Dallas, Texas—WFAA, each Tuesday and Thursday, is airing a new program of organ interpretations, featuring Hugh Waddill and entitled "Dream Nocturne." Waddill, WFAA staff organist and novachordist, is also heard in afternoon quarter-hour programs over that station and has recently completed a series of 55 musical numbers for a leading transcription company.

New Mystery Series On WTAG

Worcester, Mass.—WTAG and WTAG-FM, through special arrangements made with the British Broadcasting Corporation, will carry exclusively in the Central New England area a series of mystery dramas entitled, "Appointment With Fear." Penned by John Dickson Carr, the plays will be heard Saturdays at 7:30 p.m.

To Honor Larry Ray

Kansas City, Mo.—A Larry Ray Committee has been formed to honor the Blues baseball announcer, who is the director of sports for KCKN, on Radio Appreciation Night, August 11, at Blue Stadium. Group consists of a United States Senator, two state governors, four city mayors, two judges, two magazine editors, two newspaper editors, two columnists and two newspaper sports writers. Many city civic leaders will also be on the honoring committee.

WCHV To Erect New Facilities

Charlottesville, Va.—WCHV has contracted with the Van Laer Construction Company for the erection of a new air-conditioned studio and transmitter building to be located on a 20-acre site, a half-mile from the center of the city. In addition to the 21-room building, a 391-foot, self-supporting, tower has already begun to rise on the same site. This installation, which is scheduled to go into operation in January, is capable of supporting a television antenna at a later date.

ments in Mutual's fall schedule is the sponsoring of "Great Scenes from Great Plays" by the Episcopal Churches. Series premieres Friday, Oct. 1, from 8:00 to 8:30 p.m., EST. Bill Henry, who was shifted over from CBS, will pick up his sponsor Johns-Manville again Aug. 23. Another new sponsor for MBS—Volupte, Inc., compact manufacturer—begins sponsorship of "The Better Half" on Sept. 16.

"Summer Madness" Nearing Peak

Generally speaking, the "summer madness" is about to reach its peak in the mad scramble of networks to sell shows and sponsors to buy the right properties. At the same time, as one exec described it, agencies are "television mad," an enthusiasm they have spread to their clients, at least to some extent. As for spot broadcasting, there are many test campaigns being conducted preparatory to decisions on national campaigns in the fall.

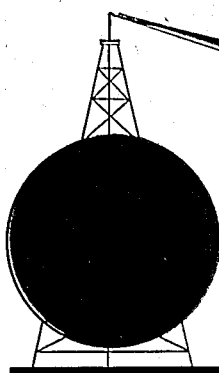
Rochester NAB Meet Draws Large Crowd

(Continued from Page 1)

at the Hotel Sheraton are as follows: Adams, William J.—WHEC, Rochester, N. Y. Albertson, Roy L.—WBNY, Buffalo, N. Y. Alford, William R.—WSYR, Syracuse, N. Y. Balson, Charles A.—NAB, Washington, D. C. Baker, Kenneth H.—NAB, Washington, D. C. Barker, C. G.—Magnecord, Inc. Bell, Lido—WBNX, N. Y. C. Bingham, George W.—WKIP, Poughkeepsie, N. Y. Broughton, William G.—General Electric Co., Syracuse, N. Y. Brown, H. Stillwell—Rural Radio Network, Ithaca, N. Y. Brown, Thomas L.—WGVA, Geneva, N. Y. Cardinal, Ralph M.—WICY, Malone, N. Y. Cook, Nathan W.—WBX, Utica, N. Y. Churchill, Clinton—WKBW, Buffalo, N. Y. Clark, Richard A.—WRUN, Rome, N. Y. Cott, Ted—WNEW, N. Y. C. Doherty, Richard P.—NAB, Washington, D. C. Conato, Nat V.—N. Y. C. Derrrell, W. Ward—C. E. Hooper, Inc. Essex, Fred L.—WARC, Rochester, N. Y. Felts, Hugh M.—BMB, N. Y. C. Forman, Maurice R.—WGVA, Geneva, N. Y. French, Byron E.—WENE, Endicott, N. Y. Gaines, James M.—NBC, N. Y. C. Gamble, E. R.—WBTA, Batavia, N. Y. Geist, Henry J.—Winchberg Corp. Goldman, Harry L.—WROW, Albany, N. Y. Goldman, Si—WJTN, Jamestown, N. Y. Hager, Kolin—SESAC, Inc., N. Y. C. Hall, William—WKRT, Cortland, N. Y. Hanna, Michael R.—WHCU, Ithaca, N. Y. Hayes, Arthur H.—WGBS, N. Y. C. Henzel, John R.—WHDL, Olean, N. Y. Heslop, S. N.—WNBF, Binghamton, N. Y. Higgins, Hugh M. P.—NAB, Washington, D. C. Hovey, Nat Roy F.—Fairchild Camera & Instrument Co. Howe, Jim L.—WCTC, New Brunswick, N. J. Hubbell, A. G.—WNBF, Binghamton, N. Y. Keese, Fred L.—WBBO, Auburn, N. Y. King, Cy—WEHR, Buffalo, N. Y. Krough, Bill—WGLN, Glens Falls, N. Y. McFadden, Thomas B.—WNBC, N. Y. C. McHugh, Thomas R.—WWNY, Watertown, N. Y. MacMillan, Lowell—WHEC, Rochester, N. Y. Maillefert, William—WVET, Rochester, N. Y. Markham, G. Emerson—WGY, Schenectady, N. Y. Martin, Paul—WKBW, Buffalo, N. Y. Martin, Thomas E.—WRUN, Rome, N. Y. Mastin, Cecil D.—WNBF, Binghamton, N. Y. Meachem, J. R.—WELM, Elmira, N. Y. Meyer, Harold H.—WXXW, Albany, N. Y. Miller, Edward—RCA, N. Y. C. Miller, Paul—Gannett Newspapers & Radio, Rochester, N. Y. Moore, William I.—WBNX, N. Y. C. Nickels, J. L.—RCA, N. Y. C. O'Brien, Bernard C.—WHEC, Rochester, N. Y. Pace, Earl C.—WGLN, Glens Falls, N. Y. Phillips, C. F.—WFBL, Syracuse, N. Y. Ryder, Steve W.—WENE, Endicott, N. Y. Saiff, Louis—WWNY, Watertown, N. Y. Scala, E. M.—WNBF, Binghamton, N. Y. Smith, David H.—Graybar Electric Co., Buffalo, N. Y. Soule, E. R.—WFBL, Syracuse, N. Y. Soule, O. F.—WFBL, Syracuse, N. Y. Soule, R. G.—WFBL, Syracuse, N. Y. Tackley, Mitchell—WICY, Malone, N. Y. Tallcott, John—SESAC, Inc., N. Y. C. Taplin, Preston L.—WELM, Elmira, N. Y. Thomas, Eugene S.—WOR, N. Y. C. Townsend, S. W.—WARC, Rochester, N. Y. Vadeboncoeur, E. R.—WSYR, Syracuse, N. Y. Weed, Joseph J.—Weed & Co., N. Y. C. Weil, Ralph N.—WOV, N. Y. C. Wheeler, Clarence—WHEC, Rochester, N. Y. Wheeler, LeMoine C.—WHEC, Rochester, N. Y. Wiig, Gunnar—WHEC, Rochester, N. Y. Wilde, Russell B.—WABY, Albany, N. Y. Wilder, Harry C.—WSYR, Syracuse, N. Y. Wilson, Thomas W.—Washington, D. C. Wood, Helen (Miss)—WBX, Utica, N. Y.

Dinsmore Is Emcee

Buffalo, N. Y.—Ed Dinsmore is the new emcee of WBEN's afternoon "Luncheon Club." He was formerly a disc jockey at WCOP, Boston, where he handled his own three-hour show.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 26

NEW YORK, FRIDAY, AUGUST 6, 1948

TEN CENTS

FCC IN MOVE AGAINST GIVEAWAY SHOWS

Politicians Still Avoid Campaign-Time Buys

Prospects of early time sales to both the GOP and Democratic national committees were not bright in either New York or Washington this week with both parties still uncertain as to their agency representations, their budgets and the plans for use of networks, regionals and stations throughout the country, RADIO DAILY learned yesterday.

Gossip in the trade yesterday in-
(Continued on Page 8)

Web Radio Executives On Committee Of Vets

Executives of the four major networks were yesterday named to membership on the board of directors of the Veterans Hospital Camp Shows, now serving 107 Army, Navy and VA hospitals throughout the country.

Radio executives appointed were William Paley and Donald W. Thornburgh, CBS; Edgar Kobak, MBS; Justin Miller, NAB; Niles Trammell and Sidney Strotz, NBC, and Edward J.
(Continued on Page 3)

Religious Radio Seminar In Missouri Sept. 7-8-9

Springfield, Mo. — Speakers for night sessions of the religious radio seminar to be held in Springfield, Mo., Sept. 7, 8 and 9, have been announced by Thos. F. Zimmerman, radio director of the Assemblies of God churches, sponsors of the seminar.

On Tuesday night, Sept. 7, Dr.
(Continued on Page 6)

Amateur Innovation

Boston—Listeners to the Lowell Institute's "Our Weather" radio course, WBZ, Wednesdays, 7:30 p.m., may become amateur weather forecasters by taking advantage of the special aid being offered on this adult education series at the present time. Six sets of plans for building a home weather station are offered. A set is being offered each week to listeners.

The Sol Dance?

Rep. Sol Bloom, New York Democrat, yesterday declared that he knows the "mystery tune" on ABC's "Stop the Music" is "The Sun Dance," because he wrote it back in 1901. Leo Friedman, he said, collaborated. The network, on its part, remained non-committal, saying only that it will remain the "mystery tune" until identified on the air, with \$19,500 in prizes awaiting the successful contestant.

FCC Permits WHN To Become WMGM

With the FCC granting WHN permission yesterday to change the station's call letters to WMGM, Herbert Pettey, director of the New York indie, announced that the station would formally open in its new quarters at 711 Fifth avenue on September 15. The station will begin moving from its present quarters atop Loew's State Theater Building immediately and actual broadcasting from the new location is expected to begin about August 16.

Commission endorsement of the
(Continued on Page 3)

Eisenhower To Speak On Special CBS Program

With General Dwight Eisenhower as the principal speaker, the CBS network on Tuesday, August 17, 10-11 p.m., will present "Crusade For Children," a full-hour gala variety program in behalf of the American Overseas Aid—United Nations Ap-
(Continued on Page 2)

Urge Supreme Court Survey Of FCC 'Port Huron' Decision

Washington Bureau, RADIO DAILY
Washington—Congressional action, with an eventual decision by the Supreme Court to follow, is the only means of settling the Port Huron controversy, the Harness committee investigating the FCC was told yesterday by witnesses for and against the Commission's decision of June 30. FCC Chairman Wayne Coy, General Council Benedict Cottone, Attorney

Proposed Rule Holds Them In Violation Of Sec. 316 Of Communications Act; Sept. 10 Deadline For Briefs

WMAQ Broadcasts Phone Recordings

Chicago—WMAQ scored a "first," Monday when it made a radio broadcast of recorded telephone conversations under the new ruling permitting such recording provided an electric "beep beep" warning is sounded. The demonstration of the new telephone recorder-connector was made before a group of Chicago radio editors and trade press representatives and was extremely interesting from several standpoints.

Leonard O'Connor of the NBC-
(Continued from Page 6)

FCC Okays Jackson Bid; Turns Down City Mayor

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday proposed to grant the application of the Jackson Broadcasting Company for a new AM station in Jackson, Tenn., on the 1490 band with 250 watts unlimited. Turned down were
(Continued on Page 2)

Mississippi Broadcasters Complete Football Plans

Members of the executive committee of the Mississippi Broadcasters' Association met in the Heidelberg Hotel, Jackson, Miss., last week
(Continued on Page 2)

Washington Bureau of THE FILM DAILY
Washington — Many of the leading giveaway shows will be forced off the air if the FCC adopts the rules regarding lottery programs it proposed yesterday for AM, FM and TV. All programs where the award of money or other gift is dependent upon "lot or chance" will be held in violation of the Act,
(Continued on Page 3)

CBS Sets New Series On U.N. Activities

A new Saturday series of United Nations programs timed to coincide with the opening of the General Assembly in Paris on September 21, will be presented by CBS under the title of "Memo From Lake Success." The series will make its debut from Paris and will be heard from 6:15 to 6:30 p.m., EDST.

"Memo from Lake Success," giving
(Continued on Page 3)

Standard Brand Sales Show Sharp Increase

Standard Brands, Inc., who sponsor the Charlie McCarthy show and One Man's Family on NBC in addition to using considerable spot business on stations throughout the country, reported a sharp increase in net income
(Continued on Page 8)

No More Cash

Mutual's "What's The Name Of That Song" show, a radio audience participation program, will modify its jackpot prize format to favor a cumulative merchandise jackpot effective with its network broadcast Saturday, Aug. 14, 7:30 to 8:00 p.m., EDT. The program, since its inception as a West Coast broadcast feature in 1938, currently builds up a cash prize jackpot.



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

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WASHINGTON BUREAU
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Nat Green
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FINANCIAL

(August 5)

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, RCA Common, 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-Corlison, U. S. Television, WCAO (Baltimore), WJR (Detroit).

10 YEARS AGO TODAY

(From the files of Radio Daily) RFC Chairman Jesse Jones, revealed that requests for loans to the radio industry would, if asked, receive careful consideration of the Reconstruction Finance Corp. ... The L. D. Wertheimer Co. and Buchanan Co. amalgamation was completed with all Wertheimer execs working out of the Buchanan offices in N. Y. and Chicago. ... Md. Circuit Court denied an injunction restraining ABC from erecting two WOL transmitter towers adjacent to Queens Chapel airport. Court held that hearing on the matter would be held if airport counsel insisted but that no action would be taken on injunction plea.

★ COMING AND GOING ★

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS, will leave Monday for Alabama, where on Tuesday he will make two addresses, one before the Birmingham Kiwanis Club and the other at the bank study conference held by the Alabama Bankers Association.

HUGH FELTIS, president of BMB, is attending the meeting of NAB's District 2 in Rochester, N. Y., and will follow up this with a trip to French Lick, Ind., for the association's next regional.

JOE DURSO, news chief at WINS, is expected back Monday from Island Trees, where he spent a two-week vacation.

ELSIE DICK, director of religious and educational programs for the Mutual network, will sail today aboard the S. S. Jamaica for Cuba, Panama and Guatemala. She plans to be back August 23.

BOB KESTEN, manager of CJBC, Toronto, Ont., is in town for conferences at ABC, with which the station is affiliated.

MARTHA ROUNTREE, producer of "Meet the Press" on Mutual, is in Washington, D. C., for tonight's program, which will feature Elizabeth T. Bentley, whose revelations concerning alleged Communist infiltration in Governmental departments is furnishing plenty of headlines.

DWIGHT COOKE, moderator on "The People's Platform" over CBS, will return to New York Monday after having broadcast the Sunday stanza from Chicago.

LEE BLAND, director of special events at CBS, is back on the job after three weeks of idleness on the Jersey shore.

DAVE GORDON, head of the transcription library at WOR, is resting up for four weeks. He'll be back August 23.

Eisenhower To Speak On Special CBS Program

(Continued from Page 1) peal for Children. The broadcast will originate from New York, Hollywood and other cities.

Norman Corwin is aiding in the preparation of the script, but will not appear on the program since he is sailing for Europe on August 14. Invitations to artists to appear on the broadcast are being extended by Lee Marshall, chairman of the board of the Continental Baking Company and national chairman of AOA-UNAC.

The program will be under the supervision of Guy della Cioppa. William N. Robson will direct the Hollywood portion; John Dietz the New York origination.

FCC Okays Jackson Bid; Turns Down City Mayor

(Continued from Page 1) the applications of two other parties, the Hub City Broadcasting Company and Mayor George Arthur Smith, both seeking the same permit for Jackson.

Mayor Smith last year had seemed set to win the grant, but upon re-examination he lost out. His occupation as mayor, as well as half-owner of the Smith Funeral Home, raised substantial questions as to the time he could put into direction of the station, the Commission held. Commissioner Rosel H. Hyde, dissenting, held that a new issue was thus brought to the FCC when the Jackson Broadcasting Company challenged the propriety of Smith's serving as mayor and running a broadcasting station.

"Faced with this new issue," Hyde said, "Smith petitioned for modification of the same to permit him to testify regarding his plans. He had stated in an affidavit that he was prepared to resign his offices. His request was denied. This ruling limited the further hearing to the legal question as to whether Smith's duties as chief executive of Jackson excluded him from other occupations, professions, or callings. The effect, in my opinion, was to raise a new issue, and at the same time, deny the

Mississippi Broadcasters Complete Football Plans

(Continued from Page 1) and completed plans for state wide coverage of the State College and Ole Miss. College football schedules which will be carried by member stations this fall.

The committee selected Biloxi for the MBA semi-annual meeting which will be held October 9-10.

Those attending the meeting were: Hugh Smith, president, Station WLAU, Laurel; Bob Wright; vice-president, WTOK, Meridian; Bob Evans, secretary-treasurer, WELO, Tupelo; Wiley Harris, WJDX, Jackson; Bob McRaney, WCBI, Columbus; Mac Sepaugh, WSLI, Jackson; Chuck Wright, WFOR, Hattiesburg; Emmett McMurry, WJPR, Greenville, and Gene Tibbett, WLOX, Biloxi.

Open Personal Serv. Office

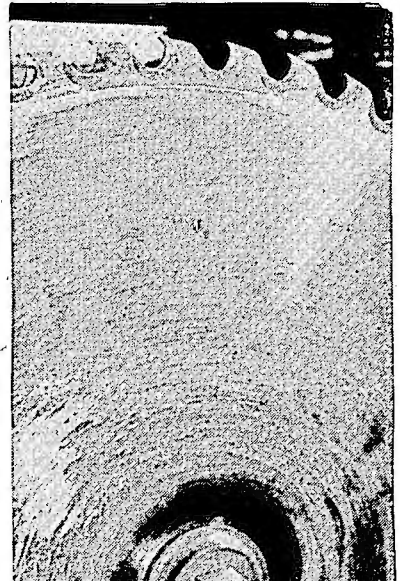
Lillian Stewart, former assistant to Dorothy Lewis during her administration of NAB women's affairs, and Mildred Roselle, radio artist and former Overseas Red Cross worker, have formed a new organization called "P.S."—(personal service) designed to give shopping, and secretarial service to radio executives and artists. During the second World War Miss Stewart and Miss Roselle handled the sale of War Bonds and savings stamps to radio personalities with headquarters in the RCA Building.

Frank Witmark

Frank Witmark, formerly a member of the firm of M. Whitmark & Sons, music publishers, died Tuesday while visiting in Weehawken, N. J. He was the youngest of the six Witmark brothers and lived at 336 Central Park West, New York. He was unmarried.

The Witmark organization was taken over in 1929 by Warner Brothers and now is a part of Music Publishers Holding Corporation.

applicant a fair opportunity to meet it. There should be a re-statement of issues and a further hearing before a determination is made upon the merits of the applications under consideration."



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.

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

FCC Moves Against Giveaway Programs

(Continued from Page 1)
 the Commission said. Taking official notice of the growing number of giveaway shows, the Commission said it will welcome statements or briefs on the matter if they are filed on or before September 10.

At the same time the Commission refused to dismiss a lottery charge against WARL, Arlington, Va., even though the offending program is no longer on the air. The show was entitled "Dollars For Answers," with cash awarded persons who answered their questions and replied to questions put to them. WARL was ordered to file a reply to the FCC hearing examiner's recommendation that the program be found in violation of the Communications Act.

The Commission explained that it hopes to devise a rule which will, at the least, assist itself and licensees in determining the acceptability of various programs which might be offered them in the future. It said, "The determination as to whether a particular program violates the provisions of Section 316 of the Communications Act of 1934 depends on the facts of each case. However, the Commission will, in any event, consider that a program is in violation of Section 316 if in connection with such program a prize consisting of money, or thing of value, is awarded to any person whose selection is dependent in any manner upon lot or chance, if as a condition of winning such prize:

"(1) Such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question, or

"(2) Such winner or winners are required to be listening to, or viewing, the program in question on a radio or television receiver, or

"(3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question, or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly, or

"(4) Such winner or winners are required to answer the phone or write a letter if the phone conversation or contents of the letter (or the substance thereof) are broadcast by the station."

Kaney Becomes Grandfather

Newest grandfather in the NBC Chicago headquarters is A. W. "Sen" Kaney, manager of the Central Division station relations department. A seven-pound, three-ounce son, Dwight Alexander, was born to Kaney's daughter, Mrs. Joseph A. Koop, at St. Joseph's Hospital.

FCC Okays WHN Change Of Call Letters To WMGM

(Continued from Page 1)

call letter change indicates that Metro-Goldwyn-Mayer's Hollywood studios will henceforth take an active part in the station's programming and commercial planning. The call letter change to WMGM also involves WHN's 18,000 watt FM station which is being renamed WMGM-FM.

Equipped with every known new facility for the advancement of radio transmission, WMGM will launch its new career on the site formerly occupied by the National Broadcasting Company. WMGM signed a ten-year lease with the owners of the Fifth Avenue building. The rent for the new quarters will be in excess of \$1,000,000 for the period of the lease.

Will Occupy Four Floors

The station's new quarters will be located on the 13th, 14th, 15th and 16th floors with approximately 36,000 net square feet of space for the six studios, artists' quarters, news rooms, library, audition, recording and sponsor rooms and other office space. Studios, as well as executive offices, and the sales departments will be housed on the 13th and 15th floors. The master control room will be on the 14th floor. All offices and studios will be equipped with air conditioning systems.

John J. McNamara, New York architect, designed the studios. The

'Shirt' Program Aids Hospitals

Two New York hospitals will divide \$2,115 in contributions as a result of the first three broadcasts of WNEW's new show, "You Can Lose Your Shirt." This amount includes losses by contestants plus the fees of announcer Jerry Marshall, emcee Jack Barry, account exec Burt Lambert and WNEW's time sales to the sponsor, Bendix Home Laundries. Hospitals which get the jackpots are Maimonedes Hospital of Brooklyn and New York Eye and Ear Hospital.

Restaurant Buys 2 On WQXR

Little Shrimp Restaurant at 226 West 23rd St., Manhattan, has revised its WQXR schedule to include sponsorship of two weekly afternoon shows—"Modern Rhythms" on Tuesday and Thursday from 5:15 to 5:30 p.m. and "Program Favorites" on Friday from 2:05-2:15 p.m. The 13-week contract was placed direct.

J. G. Proctor Co., for State Laundry, has renewed participations in Alma Dettinger's "Other People's Business." Show is aired across the board at 11:05 a.m.

Spotlighting New Rochelle

WMCA, New York, will spotlight New Rochelle, N. Y., as the third of its "City of the Week" series, starting Aug. 7. Prominent residents of the city who will appear on broadcasts during the week include songwriter J. Fred Coots, and Frank Frisch.

Rheinstein Construction Company were the builders working under the supervision of Harry Moscowitz of the Loew's, Inc., construction department. Acoustical treatment was done by Johns-Manville under the supervision of James Dunbar. John Volkman was the consulting engineer on acoustical work. Studio and master control room equipment was custom-built by the RCA Engineering Products Department with Paul Fuelling, chief engineer of the station, supervising. Frank Marx, vice-president of ABC, was the consulting engineer. Frank Roehrenbeck, general manager of the station, coordinated the multiphased switchover from the Loew's State Theater Building to 711 Fifth Avenue.

Originally 250-Watter

Originally a 250-watter, the station was acquired by the Marcus Loew Booking Agency in 1923. From its original site, it was moved to the Loew's Building on Broadway and in 1932 several small stations were merged with WHN on the 1010 kc frequency and the station became a 500-watter operating full time. In 1934, it was granted a boost in power to 1,000 watts and two years later it became a 5,000-watter daytime. In March, 1941, it moved up to 1,050 on the dial and on December 1, 1941, its power was stepped up to 50,000 watts.

Old-Record Show For WMCA

Joe Franklin and his collection of 25,000 rare old records starts a new five-a-week series over WMCA, New York, under the title "Antique Record Shop," effective Aug. 9. Show will be heard Monday through Friday from 8:30 to 9:00 a.m. Guest star policy has been established with the premiere next Monday featuring Georgie Price, Belle Baker and Gus Van. Franklin also produces and directs "Echoes of the Big Time" over WMCA nightly at 8:30 p.m.

CBS Sets New Series On U.N. Activities

(Continued from Page 1)

an authoritative review of the most important developments of the week using the recorded voices of delegates themselves, as well as documentary re-enactment, has been one of the most widely used productions of U. S. radio and is now being broadcast by the Canadian Broadcasting Corporation.

A number of American radio stations have expressed a wish to carry the program if it were made available to them in their communities. Benjamin Cohen, Assistant Secretary-General for Information of the U.N., presented this problem to the heads of the four networks on Tuesday. Frank Stanton, president of CBS, responded with the offer to broadcast the program over the Columbia network.

This program is in addition to "United Nations Politics" and "U. N. In Action," now being broadcast on Fridays and Sundays respectively by CBS U.N. correspondent Larry L. Sauer and other CBS news reporters assigned to the United Nations.

"Memo From Lake Success" will be produced by the radio department of the United Nations, of which Peter Aylen is director. Robert Hudson, CBS director of education and opinion broadcasts, will supervise for the Columbia network.

Web Radio Executives On Committee Of Veterans

(Continued from Page 1)

Noble of ABC. Ken Carpenter and George Heller were named to represent AFRA; Deems Taylor, ASCAP and Lawrence Tibbett, AGMA.

Other representatives of the entertainment industry, including theater movies, night clubs and allied fields are serving on the board. The organization, set up by show business, is furnishing high quality "live" entertainment to hospitalized veterans on a regular schedule.

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PROMOTION

KYW Radio Workshop

KYW has just put out an informative booklet on its sixth annual Radio Workshop, a co-operative training program for teachers and students conducted by the Philadelphia Board of Public Education and the Westinghouse radio station. Booklet gives full curriculum and description of courses which consist of a script-writing laboratory, school workshop laboratory, television lecture series, scriptwriting for radio (lecture series), acting, production and broadcasting techniques and the Junior Radio Workshop which gives a basic coverage of microphone technique, interpretation, music, production, scriptwriting and organization of school workshops. Workshop, which is held for one month from 9:30 a.m.-5:00 p.m., with the Junior Radio Workshop starting at 3:00 p.m., is conducted by Westinghouse Radio Stations, Inc., in an effort to promote education by radio.

Radio Fan Magazine

A new national magazine built around ABC's Bride and Groom program will be released in October.

Tentatively titled "Happy Marriage," the magazine will be designed primarily for young housewives. It will be published by the Farrell Publishing Corporation which also publishes "The Woman," "Everybody's Digest," and "Tom Breneman's Magazine."

Idea for the new magazine originated with John Masterson, who also originated the "Tom Breneman's Magazine." To date, "Tom Breneman's Magazine" has proved to be one of the most successful magazines in its field; published only six months, it already has a circulation of over 500,000.

Two Join NBC Press

Gratton P. McGroarty, formerly with United Press, has joined NBC's press department in New York as assistant copy editor. Michael H. Dann, previously publicity director for the New York, New Haven and Hartford Railroad, has become a staff writer, it was announced by Thomas E. Knode, director of the department. McGroarty was with UP for seven years in Washington, New York and overseas bureaus as a foreign correspondent. Dann was public relations director for Hy-Grade Food from 1945-47 and once served as staff writer for WMCA.

Buys Hollywood Program

Hollywood Star Records has bought a half-hour audience participation show entitled "Talking Picture Time," from Abbott, Kimball and Co. The program will go on the air the middle of October over a coast-to-coast network and will be utilized to plug Hollywood Star Records' "talking pictures," involving intimate chats with the leading personalities of the screen and radio.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Just to give quiz program sponsors a bigger headache than ever, come next winter the Internal Revenue Dep't and Attorney-General will be carefully checking possibility of violations of the law. . . Eversharp's aiming to load "Take It Or Leave It" with a heavy jackpot format this fall. (That is, providing the station hasn't been given away as a prize by then). . . Speaking of giveaways, the Ziv package, "Col. Stoopnagle's Academy," directed by Jeanne Harrison, has a cute opener whereby they give away billions in stage money for silly questions answered by the studio audience. . . Martha Rountree, the go-getting radio gal, has snared Eliz. T. Bentley (who figured so heavily in current spy investigations) for her "Meet The Press" round table tonite. . . A local radio press agent, incidentally, will be named shortly in those investigations. . . Josef Cherniavsky off to Johannesburg, So. Africa, where he'll produce and be guest conductor at the Colosseum theater there, which runs stage presentations a la Radio City Music Hall. . . Milton J. Cross forced to quit his television activities. Seems he suffers from nose-bleed under those lights. . . Frank Buck, observes Gary Stevens, is the only guy in show biz with a dollar to his name.

★ ★ ★ ★

● ● ● If you don't think that television has snuk up around that there corner, try this one on your Hammond organ. ABC, in a recent inter-office memo, offered its personnel a chance to go on record as wanting to switch over into the video field. To a man, everybody in the news room (with the possible exception of the office boy) turned in their John Hancock and wanted to hop on the bandwagon.

★ ★ ★ ★

● ● ● **SID-BITS:** Dwight Weist doing a special film series for N. Y. State Youth Commission. . . Deal cooking for Eddie Dunn to headline a new e.t. series. . . Lisa Kirk's rendition of "All Man, All Mine" has talent buyers blowing their tops. . . It's now official. A group of mountains in Penn. will be named "Damone range" as a result of work by exploiter Sid Ascher, who felt his client, Vic Damone, was being slighted by the state, which has a Lake Como and a town by the name of Crosby. . . Carolyn Rolland, associate ed of Seventeen mag, giving it all up on the 15th when she weds Ed Pettit. . . Jane Evans and Lillian Okun to judge the 44th annual Asbury Park Baby Parade on the 25th. . . Tommy Tucker coming out of retirement to prepare a show, "Sing For Your Supper," for ABC-TV. . . Henry Jerome's ork getting three CBS wires a week from the Edison.

★ ★ ★ ★

● ● ● **GENE SCHOOR'S** kid sports show, aired over WINS for two and a half years, has a total membership of over 50,000 youngsters. With Jack Barry's help, the show has been completely revised and will hit the networks sometime in Sept. to be known as "The Joe DiMaggio Show," starring the Yankee Clipper himself. Program will attempt to curb juve delinquency, and a committee including Walter Winchell, J. Edgar Hoover, Joe DiMaggio, and Jack Barry has been set up to award a weekly medal of honor.

★ ★ ★ ★

● ● ● **LUV 'N' KISSES:** Goody Ace's wonderful satire on "Mr. Ace and Jane." . . Barry Wood's "Places, Please" via CBS-TV. . . Red Benson's breezy style on "Movie Matinee" via Mutual. . . Moe Gale's "Swingtime at the Savoy," summer replacement for Dennis Day. . . The Four Tunes' Manor waxing of "Confess." . . Danny Webb's reading of the comics on "Teen-Age Canteen" over WPIX. . . John Tillman's handling of the WPIX telecoverage of the "Babe Ruth Story" preem. . . Judy Gershwin doing "Do It Again" (at ruban bloo).

AGENCIES

EDMUND SHEA, radio director of the James Thomas Chirurg Co., advertising agency of Boston and New York, is one of the speakers at the current meeting of District 2, NAB, now being held in Rochester, N. Y.

W. CLEMENS BENTLEY has joined Morris F. Swaney, Inc., as vice-president and account executive. Formerly he held a similar position with a Badger, Browning & Hersey, Inc.

ANDERSON F. HEWITT has been named president of Benson & Mather, Inc. He had been associated with J. Walter Thompson Co. in Chicago. Incidentally, it was announced that the name of the agency will be changed to Hewitt, Ogilvy, Benson & Mather.

FLINT ADVERTISING ASSOCIATES has engaged Ruth Delan as director of public relations in charge of television.

DONALD COOKE, INC., national station representatives, will take over, effective immediately, the accounts of WUSN, Charleston, S. C., and WXRA, Buffalo, N. Y.

MARVIN B. FAUERBACH, president of the Production Men's Club of New York, has been appointed production manager of Charles M. Storm Co., Inc., advertising agency. Fauerbach, who served as instructor in advertising production last year at the College of the City of New York, was formerly with J. D. Tarcher & Co., Inc. and with Lambert & Feasley, Inc., as production manager.

Revere Expands MBS Show

Revere Camera Co. is expanding its weekly "All Star Revue" on Mutual from a quarter-hour show to 25 minutes, effective Aug. 12, it was announced yesterday by Jess Barnes, web veepee in charge of sales. Agency is Roche, Williams and Cleary. Show is heard Thursdays at 9:30 p.m., EDT. "All Star Revue" features Andy Russell, Marion Hutton, Pied Pipers and Ray Sinatra's Orchestra. It originates in Hollywood. Program started on Mutual last Feb. 12.

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Comedy	Hill Billy	Quiz
Co-op	Hollywood Atmosphere	Sports
Cultural (Forums, etc.)	Interview	Variety



TO BE PUBLISHED

AUGUST 19



Ask High Court Action On 'Port Huron' Edict

(Continued from Page 1)

and Rep. Charles Elston, Ohio Republican, that they firmly believe the FCC to be completely wrong in its decision that broadcasters should be exempt from state and local libel and slander laws insofar as political utterances over their stations are concerned. Elston kept pounding at the theory that nothing in the legislative history of Section 315 of the Communications Act—the censorship section—is intended to nullify State law, while Coy and Cottone

KPRC Case Noted

FCC officials were unable yesterday to comment upon the Houston Federal Court action refusing jurisdiction in the KPRC injunction suit against the Port Huron decision. Indicating their intent to back up the words of Attorney Max Goldman, who represented the Commission in Houston last week, they were unable to explain the report that Goldman had said the Port Huron decision was "obiter" and therefore not necessarily binding. It was on this assertion that the court refused jurisdiction, it was said here.

insisted as stoutly that nothing in the legislature history implies any reluctance on the part of Congress to do just that.

Coy admitted he was not certain how a court would finally act on the Commission's decision. It is the Commission's opinion, he said, explaining that he thought it would be upheld in a court, but that Congressional action is still called for. As to the possibility that the Commission might revoke a broadcaster's license for ignoring the decision to observe state libel laws instead, Coy said it is likely revocation would not be ordered—but that it very definitely could result.

Coy Supports Broadcasters

The Commission's purpose in issuing the decision was largely, Coy said, that it "may contribute to a final solution of the problem which would benefit the broadcaster. We think he should be relieved of legal liability because once he has carried the speech of one candidate for public office, he then becomes a common carrier obligated to carry the speeches of other candidates."

So long as there is no Congressional or judicial action to supersede the decision, Coy said in response to a question from committee counsel Frank Bow, the Port Huron decision shall be the "guide of

WMAQ Does Radio Broadcast Of Recorded Telephone Talks

(Continued from Page 1)

WMAQ news and special events staff, recorded telephone interviews with several news personages, and broadcast the interviews on his "News On The Spot" program at 5:05 p.m.

As was to be expected, some difficulties were encountered. An attempt to reach a personage in England was stymied when the operator was told that Monday was a bank holiday and no call could be put through. Attempts to reach Moscow brought word that the lines were out of order. William Ray, NBC news and special events manager, scanned the news reports for some interesting stories that might provide material for interviews, but it proved to be a very dull day as far as important news was concerned. One story that yielded an interview was that of Mrs. Charles E. Summers, 30-year-old wife of a chemical company worker in Akron, Ohio. Mrs. Summers had been in the news by reason of having given birth to three sets of twins in 27 months, and O'Connor got an interview that would have been of interest, but for the fact that Mrs. Summers' voice was so thin that it did not come through clearly. It was decided that calls would be made to several widely separated spots to obtain a story on the weather, and this provided some interesting material. First such call completed was to Mayor Luther Dunbar, of Nome, Alaska, coldest spot that could be reached. The mayor informed O'Connor that the temperature was 45 degrees, which he said

broadcasters in political campaigns."

Pierson said it is "unfair of the Commission to put broadcasters in such a dilemma of self-destruction," but that no matter what the FCC does or does not do "confusion will reign until Congress or the Supreme Court moves." As things stand presently, he said, the public is certain to be the loser.

The "natural tendency" of broadcasters today, he said, is to keep political broadcasts to a minimum in order to keep to a minimum the possibility that they may be faced with either revocation proceedings from the FCC if they ignore the Port Huron decision or criminal libel action in the event they observe the Port Huron decision and run afoul of local libel laws.

Web Representatives To Testify

As the hearing opened Harness announced that it was his purpose "to consider possible legislation to correct what appears to be an intolerable situation and one that seems to be in conflict with the public interest." Representatives of the major networks and NAB are due to testify today.

Cottone and Richards discussed the legal right of Congress to "take over" the field of radio law, superseding state law which might conflict. Cottone held that such has already been done by the Communi-

was about normal. Asked as to his politics, the mayor said he was a Republican, and predicted Alaska would vote Republican this fall. To a query as to whether a Republican victory would mean statehood for Alaska, Mayor Duncan replied he hoped not. Alaska, he said, did not have sufficient population to support statehood.

There were some laughs when the Phoenix, Arizona, Chamber of Commerce was contacted, and Henry Behoteguy, director of the C. of C., did a great job of hedging and sidestepping when O'Connor began to question him on the weather in Phoenix. He finally admitted that the temperature was "around 100." A number of other calls were made during the afternoon and sufficient material was obtained for the broadcast.

William Ray said the use of the recording device will mark another step forward in speedy and colorful news reporting. He said he intends to make full use of the device to record eyewitness accounts and telephone interviews with prominent news sources for broadcast on WMAQ news.

The conversations, made on both local and long distance telephone calls, are fed into a wire recorder direct from the Illinois Bell Telephone Company line, using the recorder-connector device attached to the phone. The conversations are then dubbed onto a record for radio broadcast.

Religious Radio Seminar In Missouri Sept. 7-8-9

(Continued from Page 1)

Theodore Elsner will speak on "Radio, the Missionary." Dr. Elsner is president of National Religious Broadcasters and pastor of the Philadelphia Gospel Tabernacle of Philadelphia, Pa.

Dr. Sherman Lawton, coordinator of radio of the University of Oklahoma at Norman, will speak at the night session of the seminar on Wednesday, Sept. 8. The speaker for Thursday night, Sept. 9, will be Dr. Eugene R. Bertermann, director of radio, the Lutheran Hour.

The religious radio seminar sponsored by the Assemblies of God will offer an intensive short course in radio to all ministers interested in gospel broadcasting, regardless of denomination. Included in the three-day educational meeting will be discussions of programming, production, music for gospel broadcasting, station relations and radio religious codes.

ation's Act, while Richards maintained that although Congress has the right it has not exercised it. A clear statement of intent is required, he said. In the meantime, the Texas libel laws apply to broadcasters, he vowed.

New Magnavox Line Displayed In Chicago

Chicago — The Chicago public got its first look at the Magnavox Company's new line of television receiver this week, when Magnavox dealers in the city displayed for the first time models ranging from table sets to elaborate television-radio-phonograph combinations.

"Magnavox is now in the television business with a line of models that in quality, styling, selection and value, is second to none in the industry," said Frank Freimann, Magnavox executive vice-president. "Four fundamental improvements which we have achieved are: better picture quality, fine furniture styling, high fidelity sound reproduction and the elimination of eye fatigue."

Describes "Magnascope"

"Perhaps the unique feature of Magnavox television," Freimann continued, "is the Magnascope. It is a real technical improvement in picture quality, which the public will recognize the instant it sees a picture."

Freimann explained that this screen achieved these qualities because of its unique construction. It is a combination, he said, of a flat-faced aluminumized tube which produces twice the brightness of the conventional tube, plus a new type of mask containing a polarized filter. This "more than needed" brightness of the aluminumized tube, Freimann stated, compensates for the light loss of the filter and still leaves a bright picture with more contrast than any television picture previously shown.

Whiteman To Conduct

Montreal — Paul Whiteman, vice president and director of music of the American Broadcasting Company, will come to this city on August 18 to conduct an all-Gershwin concert. Whiteman will appear with a special orchestra at the Forum.

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TELEVISION DAILY

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NETS SCRAMBLE FOR AFFILIATES

TELE TOPICS

By JIM OWENS
Associate Editor

"TEXACO STAR THEATER" clicked with 40.5 Hooper on the July report—top of all sponsored shows checked for the week. Demo confab tabbed a 46.4. . . . Chairman Wayne Coy will join the ranks of officials doffing their hats to WJZ-TV's debut Tuesday nite. Coy'll be heard from the studios of WMAL-TV, NBC's O&O station in the Capital. . . . Life films of the Olympics will preem Friday nite. Seg had been scheduled for Friday nite but cancelled in a last min. . . . A Chi. court order by Gene Kelly, the vocal cowhand, has iced a plan for a TV series based on an ancient serial made for a H'wood outfit years ago.

TELECAST FILMS, INC., which marks its first anniversary in the biz today, uses occasion to market five feature movies on TV. Batch includes such slicks as "Pinky Sharpe," "Nothing Sacred," and "Side For Each Other,"—all box office bays when they came out of H'wood. . . . fit, incidentally, supplied a total of 11 hours of film programming to stations last year.

WABD's "Photographic Horizons" has effected a tie-up with the Herald's annual snapshot contest, will scan first of a batch submitted to the gram daily on next week's show. Deal is ironic, however, since those shots used in the program will not necessarily be selected for awards by the H-T because: photos adjudged excellent photographically are not suitable for TV. . . . Fall Yerxa, Trib's photo ed, will emcee the week's program.

WIO of Guedel-Linkletter AM production, "People Are Funny," "House-ly," and "You Bet Your Life" are facing simultaneous TV scanning come fall if tent plans jell. . . . A non-technical (unk Gawd!) discussion of the cathode-tube—the guts of TV—has been brought by Allen B. DuMont Labs. It's primarily for high school and technical course texts, but has been shorn of the tongue-twisting phraseology usually clothing such thesis.

15,500 In D. C.

Washington — Report issued this week by the Washington Television Regulation Committee states that there were 15,500 television receivers operating in the Washington metropolitan area as of August 1. . . . committee, representing the three operating stations in the District of Columbia, formulates its estimates in sales figures furnished by the Washington Electric Institute and other sources.

Milwaukee Ad Men Enthusiastic Re TV

Milwaukee—Television has a strong impact which advertisers can no longer afford to overlook. That was the consensus of opinion among officials and account executives of 25 Milwaukee advertising agencies at a "shirt-sleeve" session held by WTMJ-TV, The Milwaukee Journal station, at Milwaukee's Radio City last week. The agency executives viewed with considerable interest the results of a recent survey of television set owners in Milwaukee which showed high sponsor identification figures among WTMJ-TV viewers and audiences averaging more than 40,000 nightly. "When you look over these figures, you can no longer sit back and wait to see how far television will grow," one agency official remarked. "When you can go out and show an advertiser that more than 40,000 will both see and hear his message, you have something." He considered the costs of television comparatively low.

Transvision Sets Exhib.

Transvision, Inc., one of the first manufacturers to produce a video set in kit form, will hold its second annual exhibit at the Waldorf-Astoria, August 16 thru 18. Display, featuring new models, will be held in the Astor balcony of the hotel, from 11 a.m. to 9 p.m. daily.

Canada TV May Start Before End Of Year

Montreal—Arrival of TV here and in Toronto by the fall months—via construction of privately-owned stations—was foreseen this week by K. R. Patrick, manager of the engineering products division of RCA Victor Ltd., who indicated that the first move in this direction may result from a meeting of the CBC board of governors in October. Decision on applications for video in both cities will be issued at this time, he added. If CBC gives video the green light, RCA will have receivers on the market "within one year" so that public reception will be possible soon after service begins, Patrick said.

Youngman On Texaco

Henny Youngman will return as headliner of the NBC, "Texaco Star Theater" Tuesday, Aug. 10. The comedian, who has appeared on the show several times previously, will exchange quips with another comic, Bert Lahr, who recently finished a two-year run in a revival of "Burlesque."

Also on the bill will be ventriloquist Paul Winchell and his "Jerry Mahoney," Fred and Susan Barrie, musical comedy dance act; the Three Dunhills, fast-tempo dance team, and Sue Ryan, comedy singer and star of a recent "Ziegfeld Follies."

Race To Line Up Stations Seen On Increase

Network sweepstakes to line up affiliates against the arrival of live web programming on a more than regional basis (as now exists) is expected to approach the tug-o-war stage come fall and the expected spiral in sponsor TV budgets, according to current trade indications. Network toppers, who for some time have been predicating forecasts on the coast-to-coast angle, are becoming more realistic in the appraisal of TV's actual physical growth and are currently laying plans on the piecemeal spread of video via the regional expansion route. Latest illustration of the new concept of "nation-wide" networking is the statement made this week by RCA's Frank Folsom to the effect that western regions, with San Francisco as one of the focal points, would begin servicing each other in another year, to be connected with eastern regions later as TV spanned the continent via cable or micro-wave.

NBC, with some 16 affiliates (not including O&O stations WNBZ and WNBW) pacted thus far, is currently out front in this regard, and it's expected the total will spiral to 25 before year's end. Web is reportedly at the contract stage for affiliation with WSB-TV, Atlanta, bringing the "in shop" total to 17.

CBS Has Thirteen

CBS, with 13 already pacted, is reported to have at least half again that many ready to join the affiliate ranks by early fall, bringing its tie-up total to well over 20. Net, in fact, is reportedly about to spring an announcement momentarily on elaborate plans via its future web setup on a nation-wide basis. ABC, whose flagship, WJZ-TV preems in N. Y. next Tuesday, has a total of 15 outlets signed (including its five owned-and-operated) at the moment, but this figure's also considered to be below the actual number. DuMont, which only recently struck out after affiliates, has pacts (or working agreements) with four outlets plus its three owned stations. Mutual, when it debuts its TV net as such, will have a groundwork web of six outlets, including WOR-TV (N. Y.) and WOIC-TV (Wash.). Net, however, has 36 affiliates with TV applications pending, most of which are expected to the line up with the parent chain.

Guedel Moves Office

Hollywood—Expansion into TV by the John Guedel Radio Productions package house has necessitated removal of headquarters to larger quarters.

VIDEO VIEWPOINTS

TELEVISION DAILY presents herewith the third of a series of opinions offered by a cross-section of the nation's top movie critics, representing both the newspaper and radio fields, on the eventual effect of TV on motion pictures.

QUESTION:

In your opinion, what will be the effect of Coast-to-Coast television, when it comes, upon the motion picture and the motion picture theater?

A PERIOD of budget-watching on the part of moviegoers is imminent, and it probably will coincide with the advent of coast-to-coast television.
WILLIAM LEONARD, Chicago Journal of Commerce

I THINK coast-to-coast television's effect on the motion picture will be definite and sweeping, though it is too soon to make detailed predictions. "Spheres of influence" may have to be assigned. Studios may have to make separate "tabloid" versions of major pictures for home sets. New techniques may develop new acting opportunities. Television should be healthy competition for motion pictures. In time the two may come to work together, and yet be competitors.
HELEN BOWER, Detroit Free Press

A DVENT of television will hurt the movie theaters principally. People will find it more convenient (and cheaper) to stay home and be entertained. Motion picture producers, however, will stand to gain in furnishing films to television.
CHARLES MACKO, The Wall Street Journal, New York, N. Y.

Politicians Still Avoid Campaign-Time Buys

(Continued from Page 1)

icated that the Biow Agency, New York, which has handled the Democratic radio budget in previous campaigns, had resigned the account. In Washington, a spokesman for the Democratic National Committee indicated that the Biow rumor was true and that the committee would have an announcement to make within a few days on a new agency affiliation.

It was stated in some quarters that the Biow Agency declined the account because of the lack of working capital by the Democratic party at the present time. Biow, it was said, had been asked to temporarily finance some of the party's radio planning until the radio campaign fund was available.

GOP Mulls Agency Field

The situation in GOP circles differs somewhat from that of the Democratic party. Some of the party leaders had practically decided on an agency which represents some Wall Street firms to handle their radio business. Opposition to this agency affiliation is reported to have developed among some of the party leaders because of its Wall Street business associations, and as yet the GOP have not decided on their agency.

Progressives In Tough Spot

The Progressive Party's predicament is not encouraging to time salesmen. The party is reported to be short of funds and while very radio minded has less than \$100,000 available at this time for either network or station programming. The Progressives hope to raise additional funds for their radio campaign from regional meetings at which time party leaders will pass the hat in the same fashion that William Gailmour did during the party convention at Shibe Park in Philadelphia recently. On that occasion around \$50,000 was raised for the Progressives' radio fund.

\$1,000,000 Budgets Planned

While the radio plans of the major parties have been slow in crystallizing it is certain that both the GOP and the Democratic groups will spend more than \$1,000,000 each for radio between now and the November elections. Some of this will be spent on networks and TV with additional money allotted to state-wide regional hookups, and the use of ET's for spot campaigns in key center cities. Both parties have been canvassing the networks and television stations for time availabilities, but as yet have not bought any time.

P.A.'s Better Half

Jacki Reubens, wife of Beryl (CBS Press Info) Reubens, copped the woman's division of the World Telegram's annual Westchester Hole-In-One Tournament at Leewood Golf Club, Tuckahoe, yesterday. Mrs. Reubens, playing golf for only a year, plunked the ball to a point 11 feet 7 inches from the cup on the 160-yard hole.

COAST-TO-COAST

On Sanitary District Directorate
Tucson, Ariz.—KVOA account executive, W. R. "Duey" Dubois, has accepted another civic duty in addition to being president of the Amphitheater School Board and district governor of The Lions Club. He is new chairman of the board of directors of the Pima County Sanitary District, No. 1.

WTIC's "Cinderella" To Bermuda
Hartford, Conn.—Mrs. Roger Dumaine and her husband, of this city, are off to Bermuda to be guests at the famous Rowley's Guest House until Sunday, through the courtesy of WTIC, which selected Mrs. Dumaine as "Cinderella Week-end's" anniversary program "Cinderella." The audience-participation show is heard Monday through Friday at 9:00 a.m., and offers its daily winners, in addition to valuable prizes, an invitation to return on Friday to compete for the major week-end prize, ordinarily a glamorous all-expense trip for two to New York City.

Disc Jockey Feud On WING

Dayton, Ohio—WING is now featuring "Lonesome Gal" and Gene Barry in its newest daytime program, "The Battle of the Disc Jockeys." Heard Monday through Friday at 3:30 p.m., the hour show is aimed at polling the listening audience on their taste in music; sweet and dreamy as per "Lonesome Gal" or full of variety as done up by Gene Barry. Each contestant gets a half-hour, broken into 15-minute alternating segments for his choice in records. Letters by listeners determine the winner, who will get the one-hour show as his or her own.

WMBL Celebrates First Birthday

Morehead City, N. C.—WMBL recently celebrated its first birthday with one of the longest anniversary programs ever promoted by a 1,000-watt independent station. The seven-hour show featured interviews, congratulatory messages and entertainment by the station's staff off and on station programs.

WOL Expands News Coverage

Washington, D. C.—Anticipating the forthcoming elections and campaign activities, WOL and Mutual in Washington have expanded their news coverage by naming Arthur S. Feldman, director of news operations for the WOL and Mutual news and sports events activities, and Hollis Seavey, co-ordinator of Mutual programs in Washington, as director of special events for WOL and Mutual. Albert L. Warner will continue as chief Washington correspondent.

"Favorite Woman Commentator"

Philadelphia, Pa. — KYW "Home Forum" conductor, Ruth Welles, has been named Philadelphia's "Favorite Woman Commentator" in the "Local Stars Contest" featured by Radio Best. Mrs. Welles is also the subject of a feature article in the September issue of that magazine.

New WFUV Disc Offering

Johnny Intorica, campus favorite, recently introduced a new disc show over WFUV, Fordham University station, heard Mondays through Fridays from 10:30 to 10:55 a.m. Program, entitled "Blue Serenade," features soft, sweet music for morning listening pleasure. Johnny has been heard on such network radio shows as "Tomorrow's Tops" and on the television program, "Doorway To Fame."

Hyland In Charge of FM Sales

St. Louis, Mo.—KXOK's Robert F. Hyland has been appointed assistant sales manager in charge of FM sales. He will be responsible for FM and Transit Radio sales.

To Broadcast From Exposition

Milwaukee, Wisc.—WISN's popular teen-age forum program, "Your Question, Please," will broadcast direct from Radio Hall at State Fair Park, scene of the great 1948 Centennial Exposition opening this week at Milwaukee. Program will be aired on four successive Saturdays starting tomorrow. Narrator for the WISN show is program director, Jack Raymond.

Peters Joins KONO

San Antonio, Texas—New addition to the staff of KONO is Jay Peters, who will be heard as co-master of ceremonies on the nightly "Cowboy Jamboree" in addition to his other regular stints at the mike.

Added to "Circle Arrow Show"

Cincinnati, Ohio—New additions to the talent lineup on NBC's "Circle Arrow Show," originating from WLW, are the "Swanee River Boys." The boys, who have appeared on WODD, Chattanooga; WSB, Atlanta, and WBT, Charlotte, N. C., have been regulars on CBS' "Carolina Calling" and on their own Saturday afternoon NBC sustainer. Aside from the "Circle Arrow Show," the group will be seen and heard on WLWT programs.

WASL Airs Debate On The Devil

Annapolis, Md. — Tonight, WASL, this city's independent, will air a debate on the existence of the devil and hell. The program, to be heard at 7:00 p.m., will feature Alexander W. Andrews, local hotel owner, and Protestant clergymen including Rev. James L. Smiley, Vicar of St. Anne's Episcopal Church; Rev. Robert C. Smoot, North Ave. Presbyterian Church, Baltimore, and Mr. Ben H. Atkinson, evangelist of the Church of Christ, Sunbury, Pa.

WEAM To Increase Power and Time

Arlington, Va. — WEAM has been granted permission by the FCC to change from daytime broadcasting to unlimited time and to increase its power from 1,000 to 5,000 watts, thus making it the most powerful independent station in this area. Construction work on the station's four towers and transmitter site will begin immediately and the station expects to broadcast on fulltime very shortly.

Standard Brand Sales Show Sharp Increase

(Continued from Page 1)

for the six month period ending June 30.

The net income for the first six months of this year was \$5,019,241, or \$1.46 a common share, on net sales of \$146,117,305, against a net income of \$3,834,536, or \$1.08 a share for the same period in 1947 when net sales totalled \$135,057,791.

For the second quarter of 1948 net income was \$2,105,913, or 60 cents a share, against \$646,401, or 14 cents a share, for the same quarter in 1947. Sales for the three month period ending June 30, 1948 totalled \$73,232,690, against \$64,422,955 for the same quarter in 1947.

CP Granted KSL

A television construction permit has been granted to station KSL by the Federal Communications Commission, in Washington, D. C. Ivor Sharp, vice-president and general manager of KSL, said that the FCC has designated channel five as the one which KSL will utilize in its television operations. Technicians at KSL have been experimenting for the past three years to determine the best location for transmitters which will get the most satisfactory results and offer the widest video coverage. The site specified by the FCC is atop the Union Pacific Building, although some other locations are being considered.

Send Birthday Greetings To—

August 6

Louella Parsons Jim Ameche
Jackie Kelk Walter Valentine
Jack Armstrong Arthur Fields

August 7

Al Goodman Robert Laurence
Hildred Price Torrence E. Danley

August 8

Victor Young William Elmo Tanner
Michael E. Kent Ross Graham
Joe Kapps John Facenda
Charles Boyer Bill Connor
Robert L. Simpson Helm Holm
Jimmy McKibben

August 9

Charlie Speer Frances Head
Ken Dolan Daniel S. Samuels
W. A. Wilson

August 10

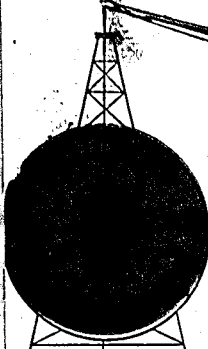
Frank E. Mullen Jack Haley
Jane Pickens Mort Nusbaum
Larry Fisk Ethel Dietz
Duke Rorabaugh
Stuart Kelly A. A. Schechter

August 11

Carl Landt Val Adams
Fred Barron John W. Dolph

August 12

Arthur Sinsheimer V. A. Weber
Carlo De Angelo



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 27

NEW YORK, MONDAY, AUGUST 9, 1948

TEN CENTS

TO PROBE COMMUNICATIONS MATTERS

Urge Port Huron Action At Harness Hearing

Washington Bureau, *RADIO DAILY*
Washington—The Harness Committee investigating the FCC found itself firmly hooked Friday in the middle of Port Huron, with the FCC, three of the networks, the one spokesman for independent stations which appeared before it and the NAB all putting the issue of political censorship squarely up to Congress. FCC Chairman Wayne Coy flatly refused committee pleas Friday afternoon
(Continued on Page 8)

NAB Technical Confab Planned By Committee

Washington Bureau, *RADIO DAILY*
Washington—The NAB engineering executive committee has begun to plan the agenda for next April's third annual NAB engineering conference, Royal V. Howard, NAB engineering department director, said late last week.
The engineering conference will have three days devoted to its technical papers, panels and demonstrations, to begin on April 5. It will be held in conjunction with the NAB convention.

In meeting last week, the committee
(Continued from Page 6)

Radio Is Given Credit For Aid To Adv. Council

Radio was credited with giving substantial support to the Advertising Council's nationwide nurse recruitment campaign during the first seven months of 1948, in an announcement from T. S. Repplier, president of the Council, reviewing the services given by all media.

Circulation for the first 28 weeks of
(Continued from Page 6)

Honoring Hoover

The address by Herbert Hoover, only living ex-president of the United States, as he accepts the degree of Doctor of Humanities from Coe College, Iowa, will be broadcast over WOR, MBS, on Tuesday, from 5:00 to 5:15 p.m. Ex-president Hoover will speak from his birthplace at West Branch, Iowa, at a special homecoming ceremony honoring his 74th birthday.

Confidence Game

Latest approach of an unethical trade school to get pupils is said to include the use of newspaper want ads seeking persons with knowledge of electronics to fill job vacancies. Persons answering the ads are invited to come in for an interview. The interview usually results in the prospective employer selling the applicant on the need of additional schooling before becoming qualified for a job. The applicants, in many cases, have signed up for a course of instruction either in the radio or television fields.

Flanagan To Direct Station-Reps' Assn.

Thomas F. Flanagan, formerly president of the Penn Tobacco Co. and an enthusiastic exponent of spot broadcasting, has been appointed managing director of the National Association of Radio Station Representatives, it is announced by Paul H. Raymer, president. The association has also established a permanent office at 101 Park Avenue, New York. Flanagan's appointment was agreed
(Continued on Page 4)

Survey Funds Raised For 2nd BMB Study

Boston — Revealing the Broadcast Measurement Bureau has the money to conduct its second nationwide study of station and network audiences next March, Hugh Feltis, president, told the 2nd District NAB broadcasters that additional subscribers will in
(Continued on Page 5)

FCC Objection To Giveaways Draws Varied Web Comment

No bets were being made Friday on the future of giveaway shows in the absence of lucid and official interpretation of new barriers proposed by the FCC in reference to programs awarding prizes to listeners. Immediate reaction to the FCC's announcement of a proposed set of new rules might be comparable to an unexploded bomb resting in Times Square.
One network and a New York key web outlet announced that they wel-

Tobey Committee Will Investigate NAB Legislative Activities In Study Of FCC Affairs

Tibbett Takes Steps To Save Met. Opera

In an effort to bring about a reversal of the Metropolitan Opera Association's decision to cancel its 1948-49 season, Lawrence Tibbett, president of the American Guild of Musical Artists, has called a meeting of the 12 unions involved in negotiating new contracts, to be held today. Suspension of the opera season might result in two ABC network programs suspending as operatic programs.

At the meeting today, Tibbett will
(Continued on Page 5)

Web Files In High Court Re WSAY vs. ABC-MBS

Washington Bureau, *RADIO DAILY*
Washington—There is no reason for the Supreme Court to take jurisdiction in the case of WSAY, Rochester, N. Y., vs. MBS and ABC, ABC said Friday in a brief filed at the High
(Continued on Page 2)

Masterson Resigns Post As Mgr. Of Coast Program

Announcement of his resignation as manager of Breakfast in Hollywood program was made by John Masterson. Masterson, who man-
(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
Washington — A sweeping study of NAB's legislative activities and its possible obligations under the Congressional Reorganization Act's lobby registration provisions was promised over the weekend by the three-man Senate Interstate Commerce subcommittee which will probe communications mat-
(Continued on Page 5)

National Radio Week Plans Crystalizing

Cooperative community advertising via press and radio by the nation's 30,000 radio dealers during National Radio Week, Nov. 14-20, will be urged by the RMA advertising committee this year to focus public attention on broadcasting's 28th birthday, RMA said Friday.

Radio Week advertising copy will be made available to all daily and
(Continued on Page 5)

Harrison Named Member Of RCA-NBC Directorates

George L. Harrison, Chairman of the Board of the New York Life Insurance Company, was elected a member of the Board of Directors of Radio Corporation of America at a meeting Friday, it was announced by
(Continued on Page 5)

McCarthy's Rival

The Westinghouse Electric Corp., which manufactures everything from toasters to 1,000-ton generators, has added a singing ventriloquist to its sales promotion staff. Roy Douglas, known for his ability to sing a duet with his dummy, is being featured in sales meetings and promotion's sponsored by the company's appliance division, Mansfield, Ohio.

comed the FCC action and two other networks said they believed their current giveaway shows do not violate any section of the Communications Act.

An NBC statement, which followed a company meeting headed by President Niles Trammell, said "NBC welcomes the action of the FCC in proposing definite standards for the determination of the legality of 'give-'
(Continued on Page 4)



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

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WEST COAST OFFICES
Ralph Wink, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief, 6412 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 ★

CARL HAVERLIN, president of BMI, and **ROY HARLOW**, director of station relations, back from Rochester, N. Y., where they attended the NAB regional.

HERB LONDON, radio publicity director for Kenyon & Eckhardt, has left on a business trip to Chicago and Milwaukee.

JOSEPH CARLETON BEAL, public relations director of City College's Midtown Business Center and the Annual Radio and Business Conferences of CCNY, is expected back next Sunday from a trip to Europe. On Sept. 1, he'll open his own public relations outfit, with "CC" as a client.

TOM MOORE and the ABC "Ladies Be Seated" program company, will spend next week in Springfield, Ill., where they'll originate five broadcasts at the Exposition Radio Hall of the Illinois State Fair.

LARRY LOWENSTEIN, publicity manager of WINS, who has been sojourning at Atlantic Beach, is expected back today.

JOHN FENSTER, account executive at WOR, is vacationing in Canada.

ABRAHAM LEVITAN, former New Jersey jurist and now a Florida resident and radio commentator whose "Yiddish Classical Hour" is broadcast in the Miami area, is visiting New York on a short vacation.

C. L. MENSER, owner and operator of WEAT, Lake Worth, Fla., is expected today at the Westchester Country Club, but will combine business with pleasure by conferring at the headquarters of NBC, his station's network.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, is spending his vacation in Canada.

SYLVIA ANSEN, account executive at WLIB, sailed Friday for Guatemala, where she plans to visit for a month.

ELLIOTT M. SANGER, executive vice-president of WQXR, and **ELEANOR N. SANGER**, program director of the station, who are cruising the Caribbean and visiting Guatemala, are expected back next Monday.

ROY I. BACUS, commercial manager of WBAP, American network outlet in Fort Worth, Tex., arrived in New York last Friday on station and network business.

HAL DAVIS, publicity director for Kenyon & Eckhardt, leaves today for Manchester, N. H., in connection with promotion on County Fair's "Junior Achievement" drive.

ELINOR INMAN, director of religious broadcasts at CBS, leaves next Sunday via American Airlines for Chicago.

AL WILDE, of the Moe Gale agency, is whiling away some time at Lake Tarleton.



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.

W-I-T-H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Healey-Red

Web Files In High Court Re WSAY vs. ABC-MBS

(Continued from Page 1)

Court by former trust-buster Thurman Arnold and Franklin S. Wood. It was stated that the lower court had found no evidence of conspiracy or concert between the two nets, that complaints that the networks were trying to fix the price of WSAY time were unjustified, and that there was no violation of the chain broadcast rules of the FCC. Both nets had once used WSAY, but have turned to new Rochester stations since the war.

Says Station Wanted Preference
ABC, the brief said, not only was willing but "constantly endeavored to do business with petitioner (WSAY) on a non-discriminatory basis, only to be met by petitioner's insistence on preferential treatment. They were not thereby prohibited from contracting with other affiliates when they became available. Nor were they thereafter under any obligation to do business with petitioner. "For, as has been previously established, not only are the networks entitled to the right of the private trader to determine with whom they will deal and when, but considerations of public policy, as reflected both in the FCC's expressions and regulations, support the practice of the networks to maintain only one regular affiliate in any given locality."

It was maintained that observance of the WSAY position that affiliates must be permitted to dictate the price of their time "would preclude any possibility of the operation of a network as a cohesive unit by committing the determination of vital matters of business judgment and policy to hundreds of widely separated individuals concerned primarily with the welfare of their isolated enterprises. An end would thus be put to the networks as independent going concerns."

Masterson Resigns Post As Mgr. Of Coast Program

(Continued from Page 1)

aged show since its inception seven and a half years ago, is also one of package's owners and will retain his ownership interest. He arrived in New York last week for meetings with ABC, agency and client heads regarding replacement of Garry Moore, program's emcee. Moore is leaving air shortly on his doctor's order.

Masterson announced his reason for resigning breakfast managership as press of other activities. He is head of radio and television firm of Masterson, Reddy and Nelson, owners of, among other properties, Bride and Groom. He is also one of heads of Video Broadcasting Company, recently granted television station KTVU in Portland, Oregon, and applicant for television stations in other cities.

Acting Mayor O'Dea

New Jersey State racing commissioner, Dick O'Dea, is serving as acting mayor of Paterson, New Jersey. Mr. O'Dea, a station operator for 25 years, is part owner of WNEW and WOV.

Emerson Names Knoxville Rep

Announcement has been made by Charles Robbins, Emerson Radio's national sales manager of the appointment of Bomar Appliance Co., Inc., as Emerson's Knoxville distributor.

Stork News

Michael O'Duffy, WOR's Irish tenor recently imported to this country, became the father of a nine and one-half pound son born Aug 6 to Mrs. O'Duffy in Dublin, Ireland. Boy is named Alan Brian.

FINANCIAL

(August 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	85 3/8	81 1/4	81 1/4	- 3/8
Admiral Corp.	14 3/8	14 1/4	14 1/4	- 1/8
Am. Tel. & Tel.	153 1/2	153 1/4	153 1/4	- 1/4
CBS A	26	25 1/2	25 1/2	+ 3/8
CBS B	25 1/2	24 3/4	24 3/4	+ 1/4
Farnsworth T. & R.	8	7 3/4	8	+ 1/4
Gen. Electric	39 1/8	38 1/2	39 1/8	+ 1/2
Philco	40	39 3/8	40	- 1/8
RCA Common	12 3/4	12 3/8	12 3/8	+ 1/4
RCA 1st pfd.	72 7/8	72 1/2	72 1/2	+ 1/8
Stewart-Warner	13 3/4	13 5/8	13 5/8	+ 3/8
Westinghouse	28 3/4	28 1/8	28 3/4	+ 3/8
Westinghouse pfd.	91	90	91	+ 2 3/8
Zenith Radio	33 1/2	33 1/8	33 1/8	- 7/8

OVER THE COUNTER

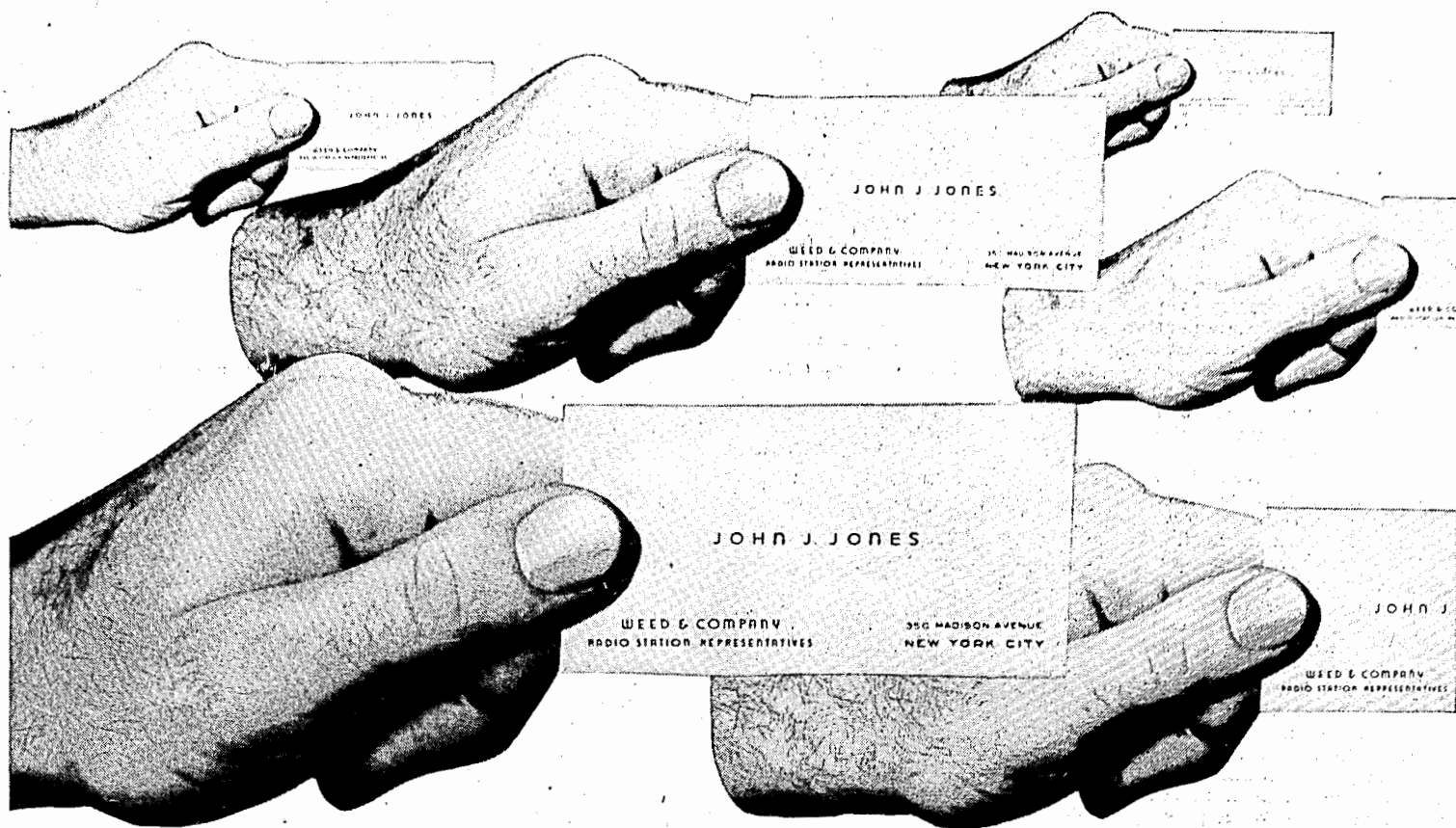
	Bid	Asked
DuMont Lab.	12 1/4	13 1/4
Strömberg-Carlson	13 1/2	15
U. S. Television	2	2 1/2
WCAO (Baltimore)	26	29
WJR (Detroit)	8 3/4	9 3/4

Takes Public Relations Post At Westinghouse Electric

Hobart C. McDaniel has been appointed manager, Technical Press Service in the Public Relations Department of Westinghouse Electric Corporation, Pittsburgh, Pa. Mr. McDaniel will be responsible for the Company's publicity in the technical and trade magazines. He will succeed Carl E. Nagel who has resigned to join McGraw-Hill Book Company in New York as editor of mail sales books.

AGENCIES:

Network studio engineer seeks change. Working top-flight shows, thoroughly knows all types of programs and scripts—dramatic, musical and comedy. Familiar with talent, sound and recording. Nine years radio, one year television. Write Box 158: RADIO DAILY 1501 Broadway New York City



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

In business there's a lot more to that calling card than formal presentation of a name. It means someone no farther away than your receptionist is *here ... right now ...* to see you personally.

And if the card carries the name of a Weed and Company representative, it means even more. It tells you:

1. that the product represented is Spot Radio — one of the most profitable and most flexible of all forms of advertising.
2. that the salesman of that product has taken the trouble to learn about *your* business before coming to talk about his own.
3. that — like all Weed and Company men — he has over 250 years of combined experience behind him ... with all it implies in terms of practical skill in an enormously complex medium where skill is at its highest premium ... and ...
4. that this skill was produced by two basic factors: extensive *knowledge* and plain *hard work*. They *always* pay off ... in *any* business. They are indispensable in Spot Radio. They are, in short, the two major reasons why Weed and Company service has proved so valuable to so many successful advertisers.

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

FCC Giveaway Ruling Draws Web Comment

(Continued from Page 1)

away' programs." Statement pointed out the section of the Communications Act on lotteries has always been filled with legal uncertainties which have troubled the industry ever since its enactment. The statement continued, "Until the Commission has had an opportunity to clarify the situation by the adoption of final rules or other procedure, NBC will accept no additional programs of the type questioned by the FCC."

Although it was not revealed in the announcement, it was reported that NBC had three giveaway shows which it planned to debut in the fall, all of which were sold to a sponsor. These plans will be held up.

Streibert "Welcomes Clarification"

Theodore C. Streibert, WOR president, was another who said his station "welcomes a clarification and interpretation of the laws related to lotteries on the air as proposed by the FCC. There is no question," Streibert stated, "but that the giveaway craze of large prizes has begun to overshadow the entertainment value of programs." The WOR president said that such over-emphasis is not healthy for radio and if it reached undue extremes it would kill itself off in any event.

A spokesman for Mutual said that "until we have received and had an opportunity to consider the official text of the proposed regulations of the FCC we will not be able to determine our exact position with reference to that." The spokesman added, "It is our present opinion, from examinations in the form in which they appeared in the press, that very little of our programming would be affected in any respect."

ABC Spokesman Comments

There was also a comment from an ABC spokesman who said the rules would be studied and that his network would make its detailed comment and suggestions in due course. He further stated that "all the contests being broadcast on ABC facilities have been examined carefully by counsel and are in full accord with the Communications Act."

CBS's immediate answer to the new development was "no comment."

While there has been strong disapproval by individual radio artists in recent months of the growing giveaway trend, George Heller, AFRA national executive secretary, said his union had never protested the matter before the FCC. Heller did state that the trend, however, was a "threat not only to radio actors but to the whole radio industry."

Developments in this regard are

CUSTOM BUILT RADIO AND PLAYBACK FOR SALE

AM and FM radio with Webster interchangeable 78 rev. playback for commercial records and separate 33 1/3 turntable for transcriptions. Large modern walnut cabinet. Frequency range flat from 30 to 12,000 cycles. Special GE heads for both turntables. A real buy for agency or station.

Call MR. BRATTAIN
LE 2-8700 for appointment.



California Commentary

● ● ● A. E. Joscelyn, director of KNX operations, flew to Minneapolis Tuesday, where he was formerly manager of WCCO, to pick up his family and personal belongings to move them out here. . . . Sportscaster Bob Kelly of KMPC was awarded the Veterans of Foreign

Hollywood

Wars "Citizenship Medal" at Wrigley Field between games of a double-header played by the Los Angeles and San Francisco Pacific Coast League clubs. It's the highest award any V.F.W. post can grant and was given to Kelly in recognition of his outstanding sportscasting and for his innumerable visits to veterans hospitals. . . . By the way, Bob Hope, Al Jolson, Jimmy Durante and Mickey Rooney will again sponsor kid football teams that will play between halves of the Los Angeles Dons' football games at the Los Angeles Coliseum. . . . Radio actor George Petrie, who was the defense lawyer in "Boomerang," is juggling more movie offers.

★ ★ ★ ★

● ● ● Comedian Phil Baker is spending all his spare time this summer writing the story of his 30 years in show business. Already half-complete, it will contain hundreds of heretofore untold anecdotes about the great and near-great who made Broadway. . . . Mrs. Curtis Albro, Police Commissioner and community leader, was Georgie Sibley Glenn's guest on her program over KFWB Aug 2. Georgie Sibley Glenn has just recently come to Los Angeles after an active life in Washington, D. C., and will have distinguished guests on her weekly program. . . . The Jay Stewarts (he's emcee on ABC's "Surprise Package"), after house hunting for more than three years, have finally bought a home in Cheviot Hills. Big feature is that it is near (walking distance) three golf courses—and Jay doesn't play. . . . Frank Bull of Smith, Bull and McCreery, has flown East to line up Eastern radio and television programs for agency accounts. He will remain in the East four weeks and will confer with Mayfield Kaylor, the agency's program director, who has been making a complete survey of the Eastern market on radio and video.

★ ★ ★ ★

● ● ● Lou Fulton has revised the format for "Comedy Of Errors," starring Jack Bailey, and which was previewed a few days ago at NBC. Bailey is represented by the Sam Jaffe office and MCA represents the package deal. . . . KCMJ's news department gave the station's audience and the CBS news bureau in Hollywood the first comprehensive report on the recent exaggerated flash flood in Palm Springs. The damage was not severe, but was extended over a large area, and Dick Joy and Roland Vaile of KCMJ gave RadOasis listeners a factual review of the storm. CBS news relayed the report through its Pacific network newscasts. By the way, Joy, general manager of the Palm Springs station, is taking a dividend vacation in the mountains and at the beach, with time out to continue his chores as announcer on the CBS "Sam Spade" show.

not expected to have much effect on video programming, network-wise at least, at the moment—but it will probably prevent any trends in the medium inherited from AM. Only a very small percentage of most programs now on the air can be vaguely classified as "giveaways"—those even so remote in similarity as to discount the need for scrutiny.

Small percentage of those shows aired on the TV networks have an award gimmick, but most remunerations are in the form of merchandise,

the remaining number in small "token" cash awards, such as silver dollars, etc.

Perhaps the single TV airt that might be affected is CBS' "Winner Take All," but here only the contestants on the show, actually present in the studio audience, are eligible for competition. Net's other show that has any similarity to the giveaway idea is "Missus Goes A-Shopping" but here again merchandise—mostly of the grocery variety—is the award.

Flanagan To Direct Station-Reps' Assn.

(Continued from Page 1)

upon at a meeting of the reps last Thursday. It's understood that he was hired at a very substantial salary in the higher brackets for radio execs.

Flanagan was president of Penn Tobacco before its recent merger with another tobacco firm. He was one of the organizers and chairman of Associated Tobacco Manufacturers, a post he is resigning to join NARSR.

When Flanagan headed Penn Tobacco, the company spent some \$1,000,000 annually for spot broadcasting. Campaigns made use of play-by-play baseball broadcasts, news, sports and live talent programs. In the air campaigns, spot radio was used exclusively. Some years ago, Flanagan received and accepted an invitation from the NAB to tell the story of some of his campaigns before broadcasters at an annual convention.

Will Have Staff of Six

A staff of six people is expected to be set up at the Association's new permanent office on Park Avenue. Staff will include researchers whose job will be to compile material for promotion purposes. In fact, the association will shortly release, under Flanagan's direction, a presentation on spot radio.

It's agreed that attorney James Lawrence Fly, member of the firm of Fly, Fitts & Shuebruk, which is general counsel for NARSR, will meet weekly with Flanagan for general business discussion every Tuesday. Fly will personally represent NARSR next October in Washington when the FCC opens hearings on the setup of national spot sales.

Thomas To Speak

CBS newscaster Lowell Thomas will be the speaker at the 83rd annual commencement exercises of Rider College, Trenton, New Jersey, on Friday, August 20. At the close of the ceremonies the College will confer upon Mr. Thomas an honorary degree of Doctor of Laws.

Going To Wisconsin

CBS' "County Fair," sponsored by the Borden Co., will help celebrate Wisconsin centennial anniversary as a member of the Union, when it originates its CBS broadcast from the State Fair Grounds at Milwaukee, Wednesday, August 18, 9:00-9:30 p.m., EDST.

"BRIGHT REMARKS"

Selling radio time is like wooing a pretty girl — it's not so much How Much Time You Have To Offer, BUT WHAT YOU OFFER TO DO WITH THE TIME.

by **BOB BRIGHT**
WVJ — NEWARK, N. J.

National Radio Week Plans Crystalizing

(Continued from Page 1)

weekly newspapers in the United States by the RMA advertising committee with the suggestion that they solicit all radio dealers to sponsor the advertisement jointly. Spot announcements and program scripts keyed to Radio Week will be supplied by the NAB to all radio stations for similar dealer sponsorship.

Advertising will stress the technical advancements in today's radio receivers, the variety and excellence of current radio programs, and the availability of radios "for every room" and "for everyone," according to Stanley H. Manson, chairman of the RMA advertising committee.

Two major projects are scheduled for National Radio Week this year. The "Voice of Democracy" contest for high school students, which will be directed locally in each community by chapters of the U. S. Junior Chamber of Commerce with the aid of local broadcasters and radio dealers. Four national winners will be selected following local and state elimination contests and will be brought to Washington by RMA and NAB to receive college or university scholarships.

The second project, said RMA, will bring to a climax RMA's year-round "radio-in-every-room . . . radio-for-everyone" sales campaign, in which broadcasters are cooperating. Robert K. Richards, NAB public relations director, is chairman of a sub-committee in charge of the "Voice of Democracy" contest, and Herbert F. Guenin, Jr., of the RCA-Victor division, is head of the sub-committee of the National Radio Week committee directing the "radio-in-every-room" program.

Harrison Named Member Of RCA-NBC Directorates

(Continued from Page 1)

Brig. General David Sarnoff, President and Chairman of the Board. His election fills the vacancy created in July by the retirement of Bertram Cutler as a director of RCA. Mr. Harrison also was elected to the Boards of Directors of RCA's wholly-owned subsidiaries, the National Broadcasting Company and RCA Communications, Inc.

HAL TATE
RADIO PRODUCTIONS,
Chicago, producer
of the "Who's Talking" Show,
DEMANDS UNIVERSAL
FOR THE BEST IN
TRANSCRIPTIONS.

Universal
Recording Corp.
20 N. Wacker Drive CHICAGO, ILL.

Tobey Group To Investigate NAB Legislative Activities

(Continued from Page 1)

ters. A comprehensive study of the FCC and its policies in the broadcast field and in the allocation of frequencies was also indicated, although Chairman Charles W. Tobey said the primary purpose of the group will be an investigation of International Common Carrier Communications.

A press release issued by the committee said that "one phase of the agenda indicated that the subcommittee would give particular attention to lobbying. Committee members refused to discuss the matter in detail, but it was learned that Chairman White as well as several members of the committee were interested in the position taken by the NAB on legislative matters and that questions had been asked from time to time as to the extent of which the association had the right to speak for the more than 2000 radio broadcast stations in the United States as well as the question of whether its spokesmen should be registered as a lobbyist."

Reference was obviously to President Justin Miller.

It was recalled here that Don Petty, general counsel, and Jess Willard, assistant to the president, did register under the Lobby Registration Act last January. At the time, they recorded their conviction that such registration was unnecessary.

Below is the extremely broad agenda for investigation of the FCC and of broadcast matters, with other agenda sections devoted to common carrier problems, treaties and conventions (including frequency agreements) and wire tapping. It was said no committee hearing is slated for the near future.

Investigatory work will be going on during the Congressional recess.

Agenda Revealed

The agenda section devoted to broadcast matters follows:

1. Commission procedure and broadcast problems.

A. Preliminary survey of Commission operation by a member or members of committee.

1. Prepare outline of organization, functions, personnel and workload of Commission.

2. Outline of Commission's procedure in handling applications for licenses—broadcast, common carrier, safety and special service.

3. Survey of Commission authority and policies in determining qualifications, character and performance of new applicants and existing licensees in connection with public interest clause of act, including digest of specific cases bearing on these points: can "public interest" be defined; should scope of authority be narrowed or broadened?

4. Survey of influence and pressures exerted within industry and on Commission and Congress by individuals, corporations, and organizations, including trade organizations as related to administrative and legislative policies; to what extent

trade organizations properly represent industry; setup of trade organizations as related to title 111 of Congressional Reorganization Act (regulation of lobbying) and anti-trust statutes.

5. Frequency allocations: Have Commission outline policies presently followed in making frequency allocations for all services; what present and probable demands for frequency space are and will be; what prospects are (based on best industry and government experts viewpoint) for additional frequency space; what new services or enlargements of present services are anticipated and general effect on and value to public.

A. Survey by committee through series of consultations with industry leaders and Commission officials as to licensing practice of government; degree of competition to be permitted; should standards be flexible and in hands of F.C.C. or specific in act; with respect to broadcasting, question of power and use of channels; expected growth in safety and special services and policy to be followed therein.

B. Prepare report and recommendations, with specific attention to legislative recommendations, section by section, re Commission organization, procedures, and policies.

Tibbett Takes Steps To Save Met. Opera

(Continued from Page 1)

ask the co-operation of the principal singers, chorus and ballet, all members of AGMA, in adjusting contractual difficulties so that the opera season may be saved. Last week Local 802, American Federation of Musicians, agreed to forego its demands for salary increases in an effort to retain positions for its musicians with the Met this season.

The results of the AGMA conference with other unions may have the effect of assuring continuance of the opera season. If this is done the Metropolitan Opera broadcasts on Saturdays will be resumed and the Met auditions will be broadcast on Sundays over ABC.

Survey Funds Raised For 2nd BMB Study

(Continued from Page 1)

crease the value of the reports and reduce the cost to stations still further.

Feltis, one of several speakers appearing before the 2nd District meeting, was supported in his audience measurement presentation by Edmund Shea, radio director of James Thomas Chirurg, Boston advertising agency. Shea told the broadcasters how his agency uses the BMB data to buy time and to make radio campaigns more effective.

10KW Production!!!

THE SHOW'S THE THING THAT COUNTS

10KW NIGHT AND DAY

We utilized the best technical consultants, built the best possible facility, and engaged an experienced staff with years of know-how in broadcasting, merchandising and showmanship. The sum total is WPTR . . . 10 KW's night and day, a million potential listeners. We at WPTR realize "THE SHOW'S THE THING" that holds radio listeners. We build our programs full of listener-intriguing showmanship . . . present them with the extra polish that sustains and mellows the audience — your audience — for your important sales messages.

WPTR Herb DuVal

PATRON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.

NAB Technical Confab Planned By Committee

(Continued from Page 1)

tee also heard a report by Howard on the forthcoming revised NAB engineering handbook, which will appear in a different format.

A discussion of the forthcoming NARBA inter-American and Mexico City conferences to be held in the near future was also a feature of the committee meeting.

Howard also announced that the NAB all-industry engineering planning group has held its first meeting since formation, and has discussed problems connected with higher frequencies for television and standards for magnetic tape recording. The exploration of the "state of present knowledge" of propagation characteristics and allocation problems, with special attention to the 475-890 megacycle television band, included also a review of the status of the present 12 television channels, and the propagation problems in the region of Channel 13.

Follows Plummer Suggestion

In the related field of allocations of channels for remote and mobile pickups, the group responded to a suggestion of Curtis Plummer, chief of the FCC's television broadcast division, that an overall study of the problem be made by NAB, by appointing a committee to make such a study. Plummer's suggestion, with special reference to the sound channels for television remote pickups, was that what is most necessary is "an integrated study of what you need and how you want it done, and the possibility of integrating the whole thing, using the minimum amount of frequencies, and, last of all, the order of frequencies."

Chairman Howard named a committee under the chairmanship of J. H. DeWitt, WSM, Nashville, Tenn., and including Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.; E. M. Johnson, MBS, and E. K. Jett, WMAR, Baltimore, Md.

Investigation To Be Complete

The committee will investigate problems of allocation of frequencies to broadcast, fixed and mobile services. The group included:

Government representatives—Plummer, Fred Trimmer, State Department International Broadcast Division.

Consultant advisers—Dixie B. McKey, Washington, and Paul De Mars, Washington.

Network advisers—William Duttera, alternate for O. B. Hanson, NBC; J. W. Wright, alternate for W. B. Lodge, CBS, and Johnson, MBS.

NAB engineering executive committee members—Jett, Dewitt, Hirsch, K. W. Pyle, KFBI, Wichita, Kans., and T. A. M. Craven, WOL, Washington, NAB board liaison member.

Also attending were C. E. Arney, Jr., NAB secretary-treasurer, and Neal McNaughten, NAB assistant director of engineering.

Hicks To Vacation

George Hicks, ABC commentator, leaves for a vacation following his Friday, Aug. 20th broadcast.

★ THE WEEK IN RADIO ★

FCC Acts on Giveaway Shows

By VAL ADAMS

FCC to crack down on giveaway shows. Many leading programs in giveaway field might be forced off air if Commission adopts rules it has proposed. FCC said all programs where awards of money or other gifts are dependent upon "lot or chance" will be held in violation of Sec. 316 of Communications Act.

Frederic W. Ziv Co. bought World Broadcasting System from Decca for reported price of \$1,500,000. World service has 670 AM, FM and TV subscribers. All World personnel continuing with the organization. . . . Bulova Watch Co. spending most of \$4,000,000 budget in radio and TV. Basic fall campaign on 250 stations with 400 others participating via local deal time buys.

CBS net income in first half of '48 dropped over \$600,000 below same period last year. Net this year was \$2,288,237 compared with \$2,919,507 in 1947. Figure included Columbia Records. CBS gross was \$51,411,368 for first half of '48. . . . Petrillo directed AFM locals to urge Congressmen to repeal 20 per cent amusement tax.

If FCC doesn't drive them off the air, giveaway shows will be about the only new programs in networks' fall lineup. NBC sked, practically, made up mostly of returning shows from last season. . . . Met Opera won't open next season if it can't work out difficulties with various labor unions, thus affecting two big shows on ABC. Web, however, may stage opera in its own studios or pick up opera companies outside of New York.

Fast round of NAB district meetings continue. First district met in Philadelphia, followed by 2nd district gathering in Rochester, N. Y. . . . No time buying yet by political campaigners. Biow agency resigned Democratic account, meaning that both Demos and GOPers are still hunting for agencies.

Kellogg Co. lining up national spot campaign, its first activity since bowing out of network radio. Agency is Kenyon & Eckhardt. . . . Canada removed 25 per cent excise tax on radios. One dealer said his sales dropped 62 per cent in last eight months.

Congressional action with eventual decision by Supreme Court is only means of settling Port Huron controversy, witness told Harness committee investigating FCC. . . . American Legion's "Decision Now" ET series being aired on 1,000 stations. . . . States Rights Democrats given time by networks for broadcasting of acceptance speeches by Dixiecrat nominees in Houston, Tex.

Mutual expanded its news coverage operation. Arthur Feldman named director of news operations in the Washington area. Hollis Seavey appointed director of special events in same setup. . . . Denmark paying cost of government documentary films with surplus from tax on radio receivers, says Jean Hersholt, just

back in Gotham from his native land.

Secty. of State George Marshall named Justin Miller to National Citizens Committee for United Nations Day, Oct. 24. Miller to head subcommittee on radio and television. . . . Five-station Dixie Network chartered in Texas. Central office is KATL, Houston.

Proper definition of political speech on floor of Congress will be major headache for broadcasters in next few months, said Neville Miller, former NAB chief. . . . FCC rejected petition of Unity Broadcasting Corp., New York, for new channel assignment or rehearing of entire New York FM problem. Commission also turned down petition for rehearing of Charles C. Carlson of New Orleans who is slated to lose WJBW.

Rate of TV set production by RMA members more than doubled between January and June. June turnout was 64,353 sets with total for 1948 hitting 278,896. About 100,000 more sets turned out in first half of '48 in than all of 1947. Production of AM-FM combinations skidded downward sharply in second quarter of '48. . . . About \$1,000,000 in time and talent costs was donated to the VA information program in the last year by personalities and stations in the New York area.

Robert C. Mayo appointed sales manager for WOR, New York. He succeeds Gene Thomas who will head up Bamberger's WOIC operation in Washington. Mayo has been a WOR account exec since 1940. . . . Tracy Moore reappointed west coast representative for Crosley Broadcasting Corp.

Total of 25 15-kilocycle terminals for high fidelity relay of FM programs to be available by January, AT&T told FCC. Nine terminals are ready now with six more due for completion this summer. . . . "Gasoline Alley," heard on 204 local stations, renewed for another 13 weeks. Sponsor is Electric Auto-Lite Co. of Toledo and its Parts and Service Dealers. . . . "The Roy Rogers Show" debuts on Mutual Aug. 29 under sponsorship of Quaker Oats Co. It replaces "Those Websters" for same sponsor.

University of Wisconsin announced availability of H. V. Kaltenborn Radio Scholarship for 1948-49. It amounts to about \$500 a year, derived from a \$15,000 trust fund set up by the commentator to encourage study in the radio field. . . . Skelly Oil Co. renewed Alex Dreier's news commentary on 25 NBC outlets, effective Sept. 6.

NAB to appoint new staff director to help formulate international policy as it relates to allocation of international channels and frequencies. . . . Decca Records named defendant in civil anti-trust suit filed by Dept. of Justice. Government charges Decca and two British concerns—Decca Record Co., Ltd. and Electric & Musical Industries, Ltd.—engaged in a conspiracy and cartel agreement in

Radio Given Credit For Adv. Council Aid

(Continued from Page 1)

this year totalled 800,000 listeners-impessions. More than 250 commercial and sustaining programs carried nurse recruitment messages through the Council's Network Allocation Plan. In addition, messages were carried by many regional radio advertisers throughout the country.

Drive Had Double Purpose

The 1948 Hospital Career Campaign was designed not only to recruit student nurses, but also to create better public understanding of the important services rendered by hospitals. The campaign is carried on in cooperation with other organizations in addition to the American Hospital Association. They include the American Red Cross, U. S. Public Health Service, the American Medical Association, American College of Surgeons, and the National Committee on Careers in Nursing.

Anson C. Lowitz, vice president of J. Walter Thompson Co., the volunteer agency, is the coordinator. Jean Flinner is the Advertising Council's staff executive on the campaign.

Missouri College To Have Wired-Radio Station

St. Charles, Mo.—Lindenwood College will be on the air when the students return to the campus at St. Charles, Mo., on September 15. A new wired-wireless campus radio station is being installed this summer and an ambitious program is planned for its use this fall under the direction of Miss Martha May Boyer, associate professor of speech.

The completion of the station will mark another step in the expansion of the radio department at Lindenwood, which is designed to provide practical training in radio production, broadcasting, and management. The college this fall will offer twenty-two hours of college work in this field, including courses in continuity writing, the composition, arrangement and performance of radio music, radio speech, radio production, and advanced radio techniques.

restraint of trade. Milton Rackmil, Decca executive veepee, said income from this source is negligible.

Seven new AM stations okayed by FCC, two with unlimited hours. . . . NAB committee making progress toward establishing standards for tape recordings. . . . Religious Radio Association asked FCC to clarify its stand on atheist broadcasts. . . . CBS to launch new series on United Nations titled, "Memo From Lake Success."

\$25

For a real sound movie screen test. Call BErgen 4-3405

Hollywood Productions
466 Ocean Ave.
Jersey City, N. J.

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, August 9, 1948 — TELEVISION DAILY is fully protected by register and copyright

CBS MAPS WEB EXPANSION SKED

TELE TOPICS

By JIM OWENS
Associate Editor

AMERICAN CANCER SOCIETY, which found TV of considerable help the past year, has mapped a full scale, year-round program of activity in the medium. ACS feels TV is particularly strong as a sponsor stimulation—what with the visual technique, and plans to clothe direct appeals for funds with cancer education. . . . Northwestern U's Meddill School of Journalism will start its first course in TV news with the fall semester. Course will be conducted by Spencer Allen, director of video news at WGN-TV. . . . CBS debuts Presidential Straws in the Wind," a pre-election series conducted by public opinion expert Elmo Roper tomorrow nite.

MADISON SQUARE GARDEN these days is practically a vacuum in which Don Dunphy's AM version of the blow by blow clearly audible over TV. Last Thurs. night's show was a smeller, but you could hear Dunphy giving it to the old college try for his air audience, while Bob Stanton had it soft. He doesn't have to dress it up for the TV fight fans.

THE Femmes are getting busier every day: North American Video Productions, Inc., has just completed canning of the first Maggi McNellis featurette, titled "It's Woman's World." . . . Eloise McElhone, the luscious lovely who recently finished a print with John McCaffery on NBC, joins Bob Bright as co-emcee on the same web's "Try and Do It." . . . Dian Dincin, who's been away from TV far too long, has been appointed recording secretary of the American Television Society. She was one of the original founders of ATS a few years back.

Judy Gershwin, kin of the late George, will warble some hitherto unpublished works of the composer on "Doorway to Fame" Monday nite. . . . And Ben Grauer, perhaps the busiest male in TV, will call the shots on the Life-Time NBC films of the Olympics, which debut on the web nite.

NBC Scans Golf

The 15th World-Telegram Hole-In-One Tournament at the Bayside, Long Island, golf links, will be televised by NBC on Tuesday, August 10 and Wednesday, August 11 (3:00-5:03 p.m., EDT). This is the third consecutive year that NBC television has covered this event.

Joins WLWT

Cincinnati—Mary Ann Kelly has been named assistant to WLWT program director Chester Herman. Miss Kelly was formerly assistant to Milton F. Allison, sales manager for the Crosley Broadcasting Corporation's Cincinnati video outlet.

Bingley Joins WOR-TV TBA Report On Oper. To Head Engineering To Be Issued This Wk.

F. J. Bingley, chief TV engineer of the Philco Corp., and an industry exec for a decade, has joined WOR-TV (NY) and WOIC (Wash.) in the same capacity, it was announced over the weekend by J. R. Poppele, veepee of the stations in charge of engineering.

As chief TV engineer, Bingley will head all such details for the two outlets, and will supervise operations of their transmitters, micro-wave relay, studios and network operations.

WSB-TV Joins NBC

Signing of affiliation contracts with the NBC network by WSB-TV, Atlanta, Ga., first television station in the deep South, was announced Friday by J. Leonard Reinsch, managing director of the Cox radio stations, and Easton C. Woolley, director of NBC station relations.

Atlanta station signed both interconnected and non-interconnected affiliation agreements with the network. According to Reinsch, WSB-TV, whose parent station, WSB, has been a member of the NBC sound broadcasting network since NBC's inception, will be on the air with test patterns the week of Aug. 16. The station, first south of Richmond, Va., to go on the air, will begin regular television programming Sept. 29.

WWJ-TV's New Rates

Detroit—Inauguration of a Class A rate for WWJ-TV, the Detroit News station, was announced this week by Harry Betteridge, general sales manager. New Class A rate of \$420.00 per hour and \$60.00 for announcements will become effective September 1. The rate for Class B time is \$350.00 per hour and \$50.00 for announcements.

Initial report of the TBA committee on television operations, standards and personnel, which has been in preparation for several months, will be distributed to members of the Association this week, it was announced Friday.

The 70-page report, which outlines station operations, including suggestions on personnel requirements, both in the engineering and program departments, charts and sketches indicating functions of personnel, and a glossary of official television terms, was prepared by a committee headed by O. B. Hanson, vice president and chief engineer of NBC, and formerly a director of TBA.

RMA "Rates" Sets

Washington Bureau, RADIO DAILY

Washington — Standard radiation rating for TV sets was proposed last week by RMA's receiver section executive committee.

The proposed standard was recommended by the RMA committee on television receivers, of which I. J. Kaar is chairman, and was approved by the receiver section's executive committee headed by Dorman D. Israel, of Emerson.

WPIX Airs Comedies

A series of 10 Laurel and Hardy films, obtained by WPIX for exclusive showing in the New York area from Regal Television, was inaugurated on The New York News station, yesterday. Feature length Laurel and Hardy comedies in the package include "Our Relations," "Pardon Me," "Bohemian Girl," "Way Out West," "Sons of the Desert," "Pack Up Your Troubles," "Blockheads," and "Swiss Miss."

Ill. Paper Requests FCC Alter Allocation Plan For Local TV

Washington Bureau, RADIO DAILY

Washington — The Belleville, Ill. News-Democrat last week petitioned the FCC to alter its present TV re-allocation plan in order to provide a channel for the city of 40,000. Belleville is in the St. Louis, Mo., metropolitan area, about 15 miles from St. Louis.

A channel had originally been assigned Belleville, but it was washed out July 16 when the Commission

issued its "corrected" allocation list. Only explanation was "typographical error," which the paper termed "incomprehensible." The News-Democrat has a pending application for a standard station in Belleville, and insists that the city has a separate social, political and economic life from St. Louis. "Under no conceivable rational theory can Belleville be said to be a part of St. Louis," said the petition.

To Serve 80 Cities Via Films, Etc. By 1951

Extensive plans for the establishment of CBS video service in "more than 80 cities" throughout the U. S. within the next three years, were announced Friday by Herbert V. Akerberg, network's vice-president in charge of station relations. Plan, which Akerberg admitted "may be a rather startling announcement to those who recall that CBS television. . . was represented at the beginning of the year by one station—WCBS-TV," outlines a long-range project which will make prominent use of films until such time as cables and relays permit continental network programming on a live basis.

Says 5 Will Join This Year

CBS exec pointed out that at least five more stations, serving metropolitan areas, will join the net before the year is out, including: WSPD-TV, Toledo, WEWS, Cleveland, Detroit, WAGA-TV, Atlanta, and KTTV Los Angeles. "Until such time as all CBS television stations are linked via coaxial cable or microwave relay in regional and coast-to-coast networks," Akerberg said, "CBS Television will supply both sponsored and sustaining programs on 16 mm film, utilizing kinescope monitoring and photographing equipment, the latest and best film transcription equipment available to the art up to the present time." CBS, he added, expects to make further developments in this regard in its own labs.

Sees 85 Outlets by 1951.

Akerberg said that 1949 will see "at least 25 more" stations on the CBS affiliate lineup, 1950, some 36 more, and 1951 about 19 more, for a rough total of 85 outlets. "This by no means represents a ceiling on CBS network expansion," he said. "It is what we can now look at in black and white. The great majority of these stations will be television outlets of present CBS AM radio affiliates, with whom negotiations to enter the inevitable television network were conducted as long as five years ago.

Idea for supplying non-interconnected affiliates with program fare involved supplying them with filmed versions within 24 hours after original airing, Akerberg said. This also applies to non-affiliated stations which may be selected by a sponsor who wants nation-wide coverage, he added.

"We have completed such commercial film agreements with practically every television station in the country," he said.

AGENCIES

WILLIAM VON ZEHLE has announced that in addition to producing radio programs for clients of his advertising agency, he will expand production into the open market through Packaged Shows, Inc., which he organized in Hollywood prior to World War II. "This is Adventure," which over-supplied the Coast Guard recruiting quota in 13 weeks on ABC, and von Zehle's current offering, "In the Bag," an audience-participating program featuring a jackpot, were both produced recently through Packaged Shows, Inc., for von Zehle clients. "In the Bag" is a noon-day feature broadcast Mondays through Fridays 12:30 to 1 p.m. from Iceland Restaurant, in New York's theatrical district.

WORA RADIO AMERICAS CORPORATION of the city of Mayaguez, Puerto Rico, has appointed Melchor Guzman Company, Inc. as its United States and Canadian representatives.

WILLIAM R. SETH has been named radio director of the Kotula Company. He formerly was advertising manager in the spot sales division of NBC.

MRS. GERTRUDE SPEER has joined the radio and television department, public relations division, of the National Association of Manufacturers as secretary to G. W. (Johnny) Johnstone, director of that department. Mrs. Speer has a wide experience in radio, originally as executive secretary with the Jean Paul King organization, later as secretary-traffic manager of WMPS, Memphis, Tenn., and more recently with Sperti, Inc. as secretary to its president. She replaces Mrs. Barbara O'Neill (nee Williamson) who resigned from NAM recently to leave the business field.

GARDNER ADVERTISING COMPANY, St. Louis, has been engaged to handle the advertising of Southern Comfort Corp., producers of Southern Comfort liqueur and Coffee Southern.

Caribbean Documentary Set For CBS For Aug. 15

"Caribbean Challenge," a special report on the state of America's defenses in the vital thousand-mile area circling the Panama Canal, will be broadcast over the CBS network, Sunday, August 15, 2-2:30 p.m.

The program, to be narrated by CBS newsman Ned Calmer, will be based on a 20-day first-hand survey made by Lee Bland, CBS Director of Special Events. At the invitation of the Army, Navy and Air Forces, Mr. Bland and Field Technician Max Reznik covered the entire defense area obtaining interviews and recordings from which the authoritative report, "Caribbean Challenge," will be compiled.

"Huron" Decision Dominates Harness Committee Hearing

(Continued from Page 1)

that he tell the broadcasting industry the Commission will not revoke any licenses as a result of censorship of political speeches. Congressional action this year is out of the question.

A legislative recommendation by the probe group to the next Congress was held out by Harness as a hope, in a statement he issued after the hearing Friday. Harness said his committee "rendered a service to the general public and the broadcasting industry," and has "cleared up much of the confusion which was created by the Commission's opinion in the Port Huron case."

"No Conflict"

He pointed out that Coy had assured the committee no licenses would be taken from broadcasters who simply try to prevent obscene, slanderous or libelous statements from going out, and that there is "no conflict between the licensee requiring the submission of a political script and Section 315 of the Communications Act."

Harness did not mention in his statement Coy's warning that censorship which appears to have a partisan motive might be dealt with otherwise.

Called back for an emergency session with the committee Friday afternoon—first behind closed doors and then in public, Coy said he could not make any blanket offer of immunity for broadcasters who take it upon themselves to censor political speeches in the 1948 campaign. Each case will be studied upon its own merits, he said.

The Indiana democrat, to the discomfiture of the Indiana Republican chairing the Congressional committee, Forrest Harness, stuck firmly to his position of Thursday that Congressional action is essential to clear up the present confusion.

Calls "Partisan End" a Factor

Coy conceded that broadcasters censoring or deleting from speeches material which can clearly be shown to be in violation of state libel laws will probably not lose their licenses in the event of complaint. But he said it might be a different story if it can be shown that the deletion was to serve some partisan end of the licensee—that it was not a bona fide matter of protection against criminal action.

The afternoon session, which winds up the matter for the present, followed a morning of discomfit for the committee as spokesmen for NBC and ABC both supported the Commission thinking, although admitting they do not feel the Commission has itself the authority to grant immunity from prosecution under state laws to broadcast licensees. In addition, they and Louis Caldwell for MBS hammered away at the theme that the confusion is the result of failure by Congress to clarify the situation and that Congressional action is essential now.

Joseph Ream, CBS vice-president,

restated the CBS position that the Commission's Port Huron decision will mean less time for vital political and public affairs discussion and that the FCC has simply muddied up waters which until last January were quite clear. He said he would most like to see a return to the situation prior to the Port Huron decision, and called upon the FCC to issue a declaration that the pronouncements in that decision are hereby vacated.

Any Congressional action to exempt broadcasters from responsibility for libelous and slanderous material aired in political speeches over their facilities "would make it easier to broadcast defamatory material," he said. He strongly favors clear recognition that broadcasters do bear such responsibility and are therefore obligated to keep defamatory material out of political scripts.

Don Petty, for NAB, handed the ball up to Congress, along with other witnesses, but agreed with Ream that there had been little confusion over the matter until the FCC issued its decision. He scored the Commission's decision, pointing out that a series of court cases was gradually bringing about interpretations of the Communications Act by which broadcasters could guide themselves. In the WHLS, Port Huron case, Petty pointed out, the provisions of section 315 of the Communications Act were not applicable because the candidates involved were not put on the air.

Hopes FCC Stand Upheld

The recommendations of NBC General Counsel Gustav Margraf and ABC General Counsel Joseph McDonald were so similar, McDonald, who followed Margraf, felt obliged to explain to the committee that they had not discussed the matter previously.

Margraf said he hopes the FCC position exempting licensees from liability is upheld. He considers it "a reasonable interpretation of the law." Because of the uncertainty about the authority of the FCC to make its position stand in court he called for enactment of a provision such as was contained in the White Bill approved by the Senate Interstate Commerce Committee in June: "provided, that licensees shall not be liable in any civil or criminal action in any local, state or federal court because of any material broadcast under the provisions of this section except as to such material as may be personally uttered by the licensee or persons under his control."

Unnecessary, Says Margraf

Margraf told the committee "there is no controversy over the desirability of such an amendment. Station licensees should not be subjected to liability for acts over which they have no control. Such an amendment could be speedily enacted and would afford the broadcasters the protection which they should have."

He said NBC has made a practice

PROMOTION

Salute Employees

Huntsville Mfg. Co. of Huntsville, Alabama, which uses the Frederic W. Ziv produced and transcribed Favorite Story starring Ronald Colman as an Employee-Public Relations advertising vehicle, has added an interesting promotion gimmick to their sponsorship. Instead of the usual commercial continuity being divided up three or four ways throughout the program, the Huntsville Mfg. Co. uses their entire time as a middle commercial and points with pride to one of its employees. The middle commercial is recorded on a regular 78 RPM, and presented to the employee honored.

First Nighter Returning To CBS Network Oct. 7

"First Nighter," 30-minute dramatic series sponsored by Campana Sales Company, Batavia, Ill., returns to the CBS network after a summer recess on Thursday, October 7, 10:30-11 p.m. The program, to originate in Hollywood, features Barbara Luddy and Olan Soule in the leading roles. Agency is Wallace-Ferry-Hanly Co., Chicago.

Wedding Bells

Peg Lynch, writer and co-star of ABC's "Ethel And Albert" series, will be married on August 12 in the Little Church Around The Corner to Knute Ronning. The groom, who comes from Oslo, Norway, is studying at Columbia University for his Masters' in chemical engineering. Following the wedding the couple will embark on the Queen Mary for a month's honeymoon tour of Europe, stopping off for two weeks in Oslo. Miss Lynch's program will be heard transcribed during the month she is away.

Buys Co-op Time

"Gang Busters," ABC co-op, will be sponsored on WJZ, New York, by S. A. Schonbrunn & Co., Inc., starting Sept. 11, for 52 weeks, on behalf of Savarin Coffee.

of not censoring political speeches for libelous material, although it has "discussed" passages with speakers. In response to questioning by Harness he said it is likely NBC would permit "obviously libelous matter" to go out on the air rather than to censor it—but that in 20 years there have been no serious difficulties. Harness termed this the "strangest interpretation" of the act he has yet seen. "It is the price we have to pay for full freedom of speech for political candidates," Margraf replied. The Congressional action proposed by Margraf and, in slightly different language by McDonald would be, in the view of Representative Elston, "unconstitutional and also manifestly unfair to newspapers, Elson said, but the two industry lawyers stuck to their guns.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 28

NEW YORK, TUESDAY, AUGUST 10, 1948

TEN CENTS

MULL STATUS OF GIVEAWAY PROGRAMS

Judge Ashby Accepts College Presidency

Judge A. L. Ashby, who retired recently as vice-president and general counsel of the National Broadcasting Company, has been elected president of Olivet College, Olivet, Michigan, it was announced yesterday by Frank W. Blair, president of the Board of Trustees of the college. The election is effective immediately and was by unanimous action of the trustees.

Dr. Ashby, an alumnus of Olivet College, has had a distinguished career (Continued on Page 8)

Two Appointments Made By Searle On West Coast

Los Angeles — Announcements of Wilson Lefler as new manager of ABC's western division sales service and recording department, and H. G. Fernhead as assistant manager were made yesterday by Don Searle, ABC vice-president in charge of West Coast operations. Both appointments were made due to the resignation of Russell O. Hudson, who is leaving as manager of the department to become sales manager of Audio and Video Products, Inc., in New York City.

Lefler has served as assistant man- (Continued on Page 2)

Price Reductions Follow Lifting Of Can. Excise Tax

Montreal—The lifting of the special federal excise tax on electrical appliances, and the partial lifting of the tax on radios, will enable the Northern Electric Company to reduce its prices on all items formerly subject to the tax, it was announced yesterday. These include domestic radio receivers, vacuum cleaners, refrigerators (Continued on Page 3)

For Free Radio

A resolution calling upon the NAB to urge candidates for political office to state their positions publicly on the question of free radio was adopted in the closing sessions of a two-day district meeting of the NAB in Rochester last week. The resolution was introduced by Arthur Hull Hayes, general manager of WCBS, New York.

Growing Interest

A total of 806 program directors responded to RADIO DAILY's annual questionnaire survey of programming, which will be included in the 9th annual "Shows of Tomorrow" edition coming off the presses next week. Last year 636 program directors participated.

Named Radio Director Of Warren Campaign

San Francisco—John H. Thompson, KNBC manager of news and public affairs, has been appointed Radio Director of Governor Earl Warren's campaign as the Republican vice-presidential candidate.

George McElwain, KNBC Field Engineering Supervisor, will serve as Thompson's technical advisor. Both Thompson and McElwain will take leave of absence from NBC for the duration of the campaign.

Thompson has been NBC's San (Continued on Page 3)

Unions Mull Closing Of Metropolitan Opera

Possibility that the Metropolitan Opera will not have to forego its 1948-49 season, as announced last week, developed yesterday when representatives of 12 theatrical unions agreed unanimously that "we believe a solution can be reached which will allow the 1948-49 season to take place." This statement was contained in a letter sent to George A. Sloan, board chairman of the Metropolitan (Continued on Page 3)

KPRC Resumes Censorship Of Political Broadcasts

Houston — Censorship of political broadcasts was resumed here by KPRC. The station's attorney, Jack Binion, stated that the effect of a three-judge Federal Court ruling last weekend was that radio stations would not be affected by a FCC ruling prohibiting the editing of political speeches.

A KPRC injunction suit against the FCC was dismissed by the three judges after saying the court was

Agencies, Sponsors Holding Huddles On Future Of Shows; Await Action From Networks And NAB

NAB Hits Gov't Ruling On 'Advertising Costs'

Washington Bureau, RADIO DAILY Washington—A protest against a proposed ruling that "advertising costs" are inadmissible as costs of doing business with respect to Government contracts on a "cost-plus-fixed-fee" basis has been lodged with the joint Army-Navy Audit Coordination Committee by the NAB executive vice-president, A. D. Willard, Jr. In a letter to Rear Admiral Frank Baldwin, USN (ret.), Willard said: "It is our understanding" that such (Continued on Page 3)

Networks Grant Time To 'Dixiecrats' Candidates

All four major networks have granted time to the States Rights Democrats for the acceptance speeches of presidential candidate J. Strom Thurmond, South Carolina Governor, (Continued on Page 2)

NAB By-Laws Committee Plan Meeting On Aug. 19

The by-laws committee of NAB will meet at the Cavalier Hotel at Virginia Beach on Aug. 19, to consider proposed changes in the by-laws for (Continued on Page 2)

While the agency field mulled the FCC pronouncement on giveaway shows yesterday it was evident that both sponsors and agencies alike were giving serious consideration to toning down the formats of fall shows out of deference to the Commission's attitude. None of the major agencies had any statements (Continued on Page 3)

Cigaret Spots Set For N. Y. Stations

A future extensive advertising schedule for P. Lorillard & Company's new king size cigarettes, Embassy, hinges upon success of a two-month campaign launched this week on seven New York stations. Total of 152 spot announcements a week will be aired between now and Oct. 1 over WNBC, WCBS, WJZ, WOR, WHN, WINS and WNEW. Agency is Geyer, Newell & Ganger.

In addition to radio, the campaign (Continued on Page 8)

Paar Seeking Release From Management Pact

Hollywood—Jack Paar, radio and screen comedian, is seeking a release from his contract with Jack Benny's Amusement Enterprises, Inc. Paar, who reached radio fame as (Continued on Page 3)

Music Of Month

Formation of Music of the Month Club, Inc., was announced yesterday in Chicago by Berno J. Ellis, president. Club will feature one selected album each month and four alternate albums. Membership is free and a dividend or bonus album will be given with each five albums purchased. Albums of 45 record manufacturers will be considered in making selections.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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

FINANCIAL

(August 9)

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, RCO Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd.

OVER THE COUNTER

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

Prep Ralle Plant

San Antonio, Texas—Ground-breaking ceremonies are to be held here within the next several weeks on the \$2,000,000 combined film studio to be known as Ralle United, and headed by Ralph A. Ralle. Project is to be located on a 25-acre tract, part of the Alamo Heights race track. Plans call for a complete airplane landing field as well as facilities for the maintenance of the planes. The project is being backed by Texas oil men to the tune of \$10,000,000 capitalization.

CUSTOM BUILT RADIO AND PLAYBACK FOR SALE

AM and FM radio with Webster interchangeable 78 rev. playback for commercial records and separate 33 1/3 turntable for transcriptions. Large modern walnut cabinet. Frequency range flat from 30 to 12,000 cycles. Special GE heads for both turntables. A real buy for agency or station.

Call MR. BRATTAIN LE 2-8700 for appointment.

★ COMING AND GOING ★

JOCKO MAXWELL, sports director of WWRL, has returned from his vacation retreat at Pawling, N. Y., to resume his three-a-week stint on the indie.

WALTER KANER, WINS Broadway commentator, has returned from a week-end business trip to Saratoga Springs.

GEORGE MOSKOVICS, manager of CBS-TV sales development, returned to his desk yesterday following a business trip to Detroit.

AL HARDING, sales staffer at WCCO, has returned to Minneapolis after a business trip to New York.

SYLVAN LEVIN, musical director of WOR, off for a two-week vacation at New Hope, Pa.

JO JANIS, radio actress and wife of comic Peter Donald, is due back from Europe today aboard the S. S. Mauretania.

A. B. CHAMBERLAIN, chief engineer of the CBS general engineering department, left yesterday for Los Angeles where he will confer with West Coast officials on CBS-TV engineering matters.

AL SCHACHT, baseball clown and star of his own TV show over NBC, has returned from an Allentown, Pa., baseball assignment.

Two Appointments Made By Searle On West Coast

(Continued from Page 1)

ager of the department since October 1946, when he joined ABC in Hollywood after serving four years in the U. S. Navy as an ensign, assigned to active duty on mine sweepers. Prior to that he was with NBC in Hollywood where he served as night traffic manager and in the recording department since 1937.

Fernhead has served as ABC's western division purchasing agent since October, 1946, when he came to ABC from four years' service as a flight lieutenant in the RAF during the war. Prior to that he was in the accounting department of NBC in Hollywood for three years. Fernhead's replacement in the purchasing department will be announced at a later date, Searle reported.

Lefler and Fernhead will take over their new duties on Monday, August 16, Searle said.

Networks Grant Time To 'Dixiecrats' Candidates

(Continued from Page 1)

and vice presidential nominee Fielding Wright, Governor of Mississippi. Broadcasts will originate from Houston, Texas, tomorrow night, Wednesday.

ABC, CBS and MBS will carry both speeches live from 10:30 p.m., EDT. To approximately 11:30 p.m. NBC will broadcast only the speech of Gov. Thurmond by delayed transcribed broadcast from 11:30 p.m., EDT, to midnight.

Joins KGO Staff

Manus "Mickey" Ward joined the KGO staff August 1 as continuity acceptance editor, replacing Byington Colvig, who resigned to enter radio in Hollywood. Ward, who was with NBC in Hollywood for two years prior to coming to KGO, graduated from Los Angeles City College in 1947, following three years of Army service.

To Present Documentary

CBS, in cooperation with the Disabled American Veterans, will present "Balance Due," a special 30-minute dramatic offering, on Sunday, August 15, 1:00-1:30 p.m., EDST. Stage and screen actor Sam Wanamaker will be heard in the leading role of a partially disabled veteran.

NAB By-Laws Committee Plan Meeting On Aug. 19

(Continued from Page 1)

a report to the next board meeting of the NAB.

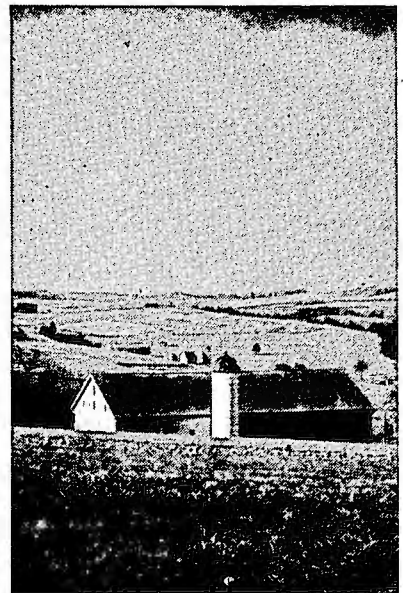
Attending will be G. Richard Shafto, WIS, Columbia, S. C., Michael Hanna, WHCU, Ithaca, N. Y., and Campbell Arnoux WTAR, Norfolk, Va., committee members, with Shafto as chairman. Also attending will be C. E. Arney, Jr., NAB secretary-treasurer, who will act as secretary of the committee, and A. D. Willard, executive vice-president of NAB.

Canadian Co. Shows Profit

Montreal—Standard Radio Limited, Toronto, reports net profit of \$15,141 for the year ended March 31, 1948. Dividend payments amounted to \$86,000, so that earned surplus was reduced from \$74,923 to \$4,064. Balance sheet shows current liabilities of \$25,138. Investments in subsidiaries are carried at \$320,305.

Wedding Bells

Wedding bells rang July 31 for Gordon Grannis of the KGO advertising, promotion and publicity department, when he married Margerie Hennemuth in the Church of the Wayfarer in Carmel. The couple spent a brief honeymoon at the Carmel Valley Inn.



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?

WEVD advertisement featuring a microphone graphic and text: 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH, JEWISH, ITALIAN. 3 RESPONSIVE AUDIENCES. 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA. Send for WHO'S WHO Among Advertisers on WEVD.

W-I-T-H advertisement featuring a stylized face graphic and text: AM W-I-T-H FM. Baltimore 3, Maryland. TOM TINSLEY, President. Represented by Headley-Reed.

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

Seek To Clarify FCC Giveaway Edict

(Continued from Page 1)

to make yesterday on the giveaway subject. Execs of one said they were 'studying' the FCC statement; another said the matter was in the hands of their legal department and a third reported "we'll wait and see what the networks are going to do." In each instance they admonished the RADIO DAILY reporter not to quote them.

About the same situation prevailed in the package program field. Some

Audience Opinion

The studio audience at Jack Barry's "Daily Dilemma" heard over WOR from the Guild Theater in New York voted 288 to 12 against the FCC's proposed ban on giveaway shows, the station's press department reported yesterday.

of the producers of package giveaway programs plan to modify their offerings and others say they want to see what NAB and the networks are going to do about it before they made any alterations.

Probably the only group who were taking positive action as a result of FCC's giveaway stand were the individuals who make their livelihood supplying premiums for package giveaway shows. Two of these were looking for publicity and promotion jobs yesterday and said they were through hustling electrical appliance merchandise, automobiles, and other products for this summer's high rating blackpot programs.

Signs Football Sked

Los Angeles—Reg Fudge Motors has bought all Los Angeles Dons football games over KFVB. All home and away games will be broadcast by direct wire. First game on Aug. 8th at 8:30 p.m. at Portland. The game was L. A. Dons vs. Baltimore Colts. Graven Dyer, well-known sportsman, led the play-by-play broadcast and Sam Balter did the color. This combination will do the first two games of the Dons in the Sam Balter schedule. The remaining 14 games, Jack Dreese, well-known sportscaster, and Balter will broadcast.

NAB Hits Government Ruling On Advertising Expenditures

(Continued from Page 1)

a proposal had been made in the draft of the committee's 'statement of contract cost principles.'

Admiral Baldwin is chairman of the group.

The ruling that advertising costs are inadmissible would except only "help wanted" and "required public notices" advertising.

"This is an entirely new principle," Willard said, "and is contrary, not only to the long established methods of computing costs in industry, but contrary to the great body of precedent and law which has existed in business-government relationships for many years. We are inclined to the view that this proposed statement stems from a misunderstanding of the true function of advertising in our economy."

The protesting letter outlined the function of advertising, "the well-spring of mechanized distribution,"—the factory maintaining mass production.

"In combination," it said, "these factors are the supporting beams of the American economic system—the foundation of our high level of production,

employment and standard of living."

Willard cited the war-time and post-war work of the Advertising Council, voluntarily formed by advertisers, agencies and media, for the purpose of "harnessing the unique force of advertising to the country's war effort."

"More than a billion dollars worth of radio time and publication space," he said, "was contributed for this purpose. And this vast contribution, coupled with the foremost advertising brains of the nation, are conceded to have forged a new and vital weapon for the arsenal of democracy."

The protest added that such a regulation would, in war-time, sharply curtail "national advertising," thus impoverishing the very media of dissemination of news, information and instruction needed by the Government.

"Only Government subsidy or outright Government control could then maintain the mass communications media intact, a condition so abhorrent to the American people that every means should be employed to avoid it," the letter said.

Price Reductions Follow Lifting Of Can. Excise Tax

(Continued from Page 1)

tors, and a wide variety of small appliances, electric ranges and washing machines, which were not subject to the austerity tax and will not be affected.

Following its policy of selling at the lowest possible prices coincident with quality, the Northern Electric Company made no attempt to profit by the imposition on the manufacturer's price of the special tax last November. Mark-ups by the company at that time were the bare minimum necessary to carry the tax and in every case considerably less than 25 per cent.

Lifting of the tax will now permit reduction of prices by the amounts which were added at that time, except in the case of certain items including refrigerators where recent increases in the costs of steel and labor have made it necessary to increase retail prices. For these items, price reduction will be less than the increases necessitated by the imposition of the austerity tax.

Opening Set For KIBH, New Alaska Web Outlet

October 1st has been set for the opening of KIBH, Seward, according to Pan American Broadcasting Company, the New York office of the Alaska Broadcasting System. KIBH is the fifth station to join the ABS, whose stations form the only network in Alaska. This will be the second station opened by William J. Wagner, manager of the ABS, in 1948—the other being KFRB, Fairbanks.

Unions Mull Closing Of Metropolitan Opera

(Continued from Page 1)

Opera Association, which was drawn up during a special meeting attended by 28 representatives of all theatrical unions involved in Met operations.

Outcome of any negotiations has a direct bearing on two ABC programs, scheduled to resume this fall. One is the Saturday afternoon Met Opera series sponsored by Texaco and the other is "Metropolitan Opera Auditions of the Air," sponsored by Farnsworth Radio and Television Corp. If the Met should not open, however, ABC plans to try to broadcast opera performances from its own studios or from outside New York.

Union meeting yesterday was called by Lawrence Tibbett, president of the American Guild of Musical Artists. Members of a fact finding committee attended in addition to the union representatives. Letter to Sloan requested that the representatives "meet with you and your board to examine into the vital problem of the Metropolitan's 1948-49 season."

Hallmark Playhouse To Continue On CBS

"Hallmark Playhouse," sponsored by Hall Brothers, Inc., and starring James Hilton as narrator-host, will continue indefinitely in the Thursday, 10:00-10:30 p.m. period on CBS, it was announced yesterday. This refutes rumors that the program would be replaced on September 9 by the return of "Readers Digest—Radio Edition," which was presented last season by Hall Brothers. Agency is Foote, Cone & Belding.

Named Radio Director Of Warren Campaign

(Continued from Page 1)

Francisco news chief since May, 1946, following transfer from the network's Chicago news staff where he put in nine years as assistant news manager. He is a member of the journalism faculties of both the University of California and Stanford University and formerly taught at Northwestern University. Before joining NBC he was a reporter on the Fort Dodge (Iowa) Daily Messenger and the Des Moines bureau of the United Press.

McElwain has been an ABC technician for 19 years and has served as San Francisco Field Engineering Supervisor since 1942.

Paar Seeking Release From Management Pact

(Continued from Page 1)

Benny's replacement last summer, plans to strike out alone in the radio field and is auditioning a new show for fall presentation. The young comic is also under contract to RKO Radio Studios, where he is currently at work in "Interference."

Stork News

Mr. and Mrs. Richard Pack are the parents of a seven pound, eight ounce daughter, Judith Donna, born last Saturday at Lenox Hills Hospital in New York. The father is publicity director of WNEW in New York.

Studebaker Buys On WNBC

Studebaker Corp. has bought WNBC's 6:00-6:15 p.m. news period on Tuesday, Thursday and Saturday, effective today, it was announced yesterday by Donald A. Norman, sales manager for the station. Contract runs for 20 weeks and was signed through Roche, Williams and Cleary of Chicago. Robert Ewing is account exec for NBC Spot Sales.

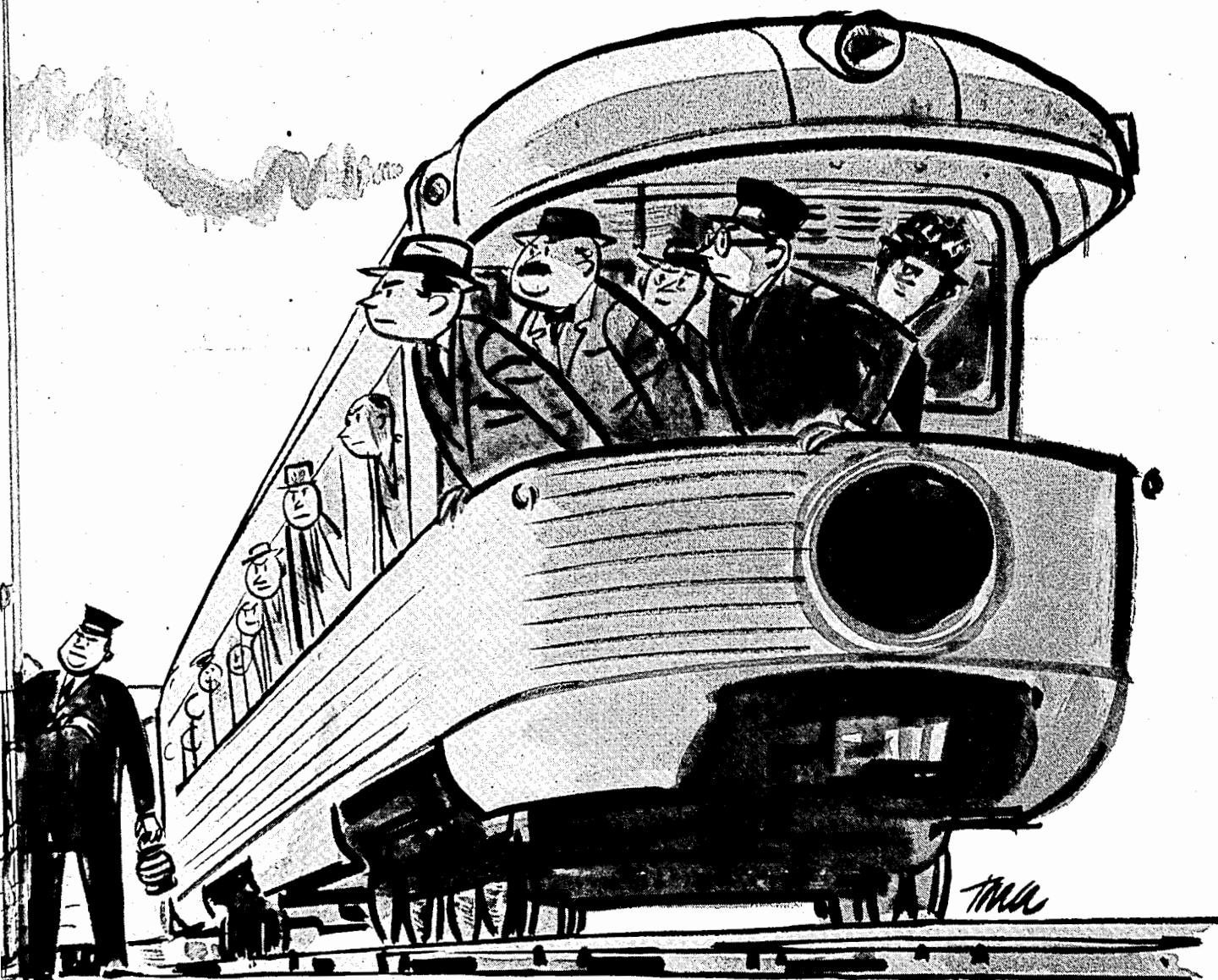


THE PACIFIC COAST OUTSIDE AUDIENCE is rarin' to be entertained by your radio show... but you're holding them up from listening to it unless your show is on Don Lee. A C. E. Hooper 276,019 coincidental telephone-call survey proves that while all 4 networks cover the inside Pacific Coast market, only Don Lee completely covers the 5½ billion dollar outside market (the area outside the metropolitan trading areas of Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). ★ On the Pacific Coast, people in the outside

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*

The Nation's Greatest Regional Network





audience *listen to* their own local network station, *are influenced by* their own local network station, within their own trading area. Most markets on the Pacific Coast are surrounded by mountains up to 15,000 feet high, and reliable long-range reception is impossible. Don Lee has 44 local network stations, one in each trading area, and you can be sure when your show is on Don Lee, *everyone* can hear it. Remember: More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

313 NORTH VINE ST., HOLLYWOOD 28, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM



LOS ANGELES

By RALPH WILK

JO Stafford returned to Hollywood aboard the City of Los Angeles. The singer has been in New York since May, when she concluded the "Supper Club" broadcasting season and then appeared on the Paramount Theater stage.

Charles E. Rynd, ABC vice-president in New York, arrived in Hollywood Aug. 2nd to expedite the network's entrance into television. Conferred with west coast V.P. Don Searle and Richard Goggin, new ABC Western division television production manager, and checked available TV studio sites in Hollywood. It is expected that announcement on studios will be forthcoming soon after Rynd's return to New York this weekend. Richard Goggin also arrived from New York to begin his duties this week and Jimmy Vandiveer this week began his work as ABC TV field director (coming over from KFI).

Alan Young will be heard with Jimmy Durante on the Camel show starting Oct. 8th over NBC, Friday nights. In addition to working with Jimmy Durante, Alan Young also has the privilege of doing his own show, which was auditioned on a platter recently and for which Frank Cooper has planned to New York to meet with prospective sponsors.

Marking their second major step in cementing motion pictures and television, NBC has completed a deal with Sam Coslow and George Frank for the production of a series of musical films. Deal was consummated after a screening of some of Coslow's past musical films. With Frank as president and Coslow as vice-president and producer, legal papers have been filed in Sacramento for the formation of Telefeatures, Inc. Shooting will be done at Nassour Studios, where Coslow is also filming his untitled musical feature for United Artists in association with Noel Clarke.

BMB Interim Report Ready On 69 Stations

Interim Station Audience Reports, for each of the 69 stations which participated in the BMB interim study last March, are now available and advertisers and agencies are urged to secure copies direct from the stations themselves. The reports are also available from BMB.

Each station's Interim Audience Report shows its audience as of March, 1948, in those counties and cities where the outlet requested measurements. The Interim Area Report is now in preparation and will be published later this month.

\$25

For a real sound movie screen test.
Call BErgen 4-3405

Hollywood Productions
466 Ocean Ave.
Jersey City, N. J.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Colgate buying CBS' house-built "Our Miss Brooks," with Eve Arden. . . P & G will make their own video films if they don't find anything they like on the outside. . . Is "Date With Judy" losing its bankroller? . . . Sealtest interested in the radio-video "Lum 'n' Abner" 30-minute format. . . B&O's Gladys Franklin joined the Les Tremayne-Alice Reinheart safari to Mexico (on a Dutch-treat basis). . . Fower hike of Fortune Pope's WHOM getting a terrific press coverage. . . Henry Kaiser to invade the television field. . . Allen B. DuMont has nixed several offers for his video empire. . . Three new giveaway shows are being held up pending the FCC decision. . . Lee Meyers Associates have taken larger quarters at 8 E. 52nd Street. . . New trend? One of the ad agencies is readying sustaining shows. That is, they're paying the talent, with the time being donated. . . Aside to Nick Keesely: What's this we hear about the Original Amateur Hour picking up a bankroller? Understand it's a honey of a deal. Congrats.

★ ★ ★ ★

● ● ● The glory and tradition of the old Palace Theater when it was the "Olympic" booking of vaudeville will be revived as a regular feature in a new television series that is being produced by National Variety Artists, major welfare agency of vaude performers. Show will be called "A Night At The Palace," with all profits going to various benevolent agencies associated with NVA.

★ ★ ★ ★

● ● ● Altho' the Bill Cullen-Carol Ames wedding ceremony a week or so ago was as solemn as the occasion called for, the emcee's manager, Marty Goodman, and the assorted guests couldn't resist tossing in a few ad libs. As a matter of fact, the best crack was supplied by Cullen himself. As Todd Russell, who gave the bride away, walked down the aisle, Bill stage-whispered: "Do a good warm-up!" And as the bride and groom were walking back up the aisle after the ceremony, Lee Vines muttered: "We could've used another minute and a half of organ music."

★ ★ ★ ★

● ● ● WNYC will air an audition record Thurs. nite (between 8 and 9) of a children's show called "Outdoor Land," adapted from the famous books for kids by the late Rob't W. Chambers. It's a blood-and-thunder-less program, and when recently played at the Ohio U. conclave on radio education, it occasioned the remark that "this is the type of program that radio oughta give the youngsters."

★ ★ ★ ★

● ● ● PASSING BY: TED NELSON: One of radio's real pioneers, he has a list of "firsis" longer than Prima Carnera's arm. (Among other things, he was the first to make and introduce e.i.'s for radio back in '29). . . IRVING KAUFMAN: Another radio pioneer now making good in a great big way in a new medium (for him)—the Allegro, formerly Barney Gallant's spot in the Village. Known variously on the air as the crazy Frenchman, Lazy Dan, Happy Jim Parsons, Johnny Prentiss, etc., he's knocking the cash customers for a loop singing and playing the piano with his wife, Belle Brooks, at the Hammond organ. . . DAVID ROSS: Altho' he's often been commended for his perfect diction and sonorous voice, he's one of the country's top amateur dialecticians. (A regular parlor Lou Holtz).

★ ★ ★ ★

● ● ● FILLER-DILLERS: Pete Donald, just off the boat from Europe, sez he played so much gin rummy with Kay Kyser on the trip back that he came home with a Southern accent and 32 diplomas from the Kollege of Musical Knowledge. . . Lisa Kirk believes that a yawn may be bad manners—but it's an honest opinion. . . A clever man, according to Vic Damone, is one who puts his problems away for a brainy day.

CHICAGO

By NAT GREEN

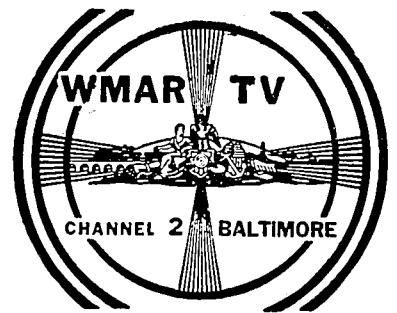
A NEW five-minute program, "A Word to the Wives," will start on WBBM August 16 and will be heard Monday through Friday, 3:25 to 3:30 p.m. It will feature interesting, humorous and informative stories on everyday affairs.

In New York for the opening of tele station WJZ-TV are ABC's John Norton, Ed Horstman, chief engineer of central division, and Fred Kilian and Jack Giney of the WENR-TV staff.

Ade Hult, Mutual v-p in charge of midwest operations, spoke last week before the Blue Cross-Blue Shield Public Relations Conference at the Stevens Hotel, on the use of radio in public relations.

The WGN-Mutual program "The Better Half" will return to the air August 19 as a network Thursday night feature. The new program, emphasizing comedy and entertainment in an audience participation quiz format, will feature "Tiny" Ruffner as emcee and the Three Jesters will provide a musical background.

WBBM's farm director, Harry Campbell, and Gladys Blair, station's home advisor, will broadcast a full week of reports from the Wisconsin State Centennial and Fair this week on the "Country Hour."



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, August 10, 1948 — TELEVISION DAILY is fully protected by register and copyright

RMA MAPS EUROPEAN SALES DRIVE

TELE TOPICS

By JIM OWENS
Associate Editor

TRIEDA HENNOCK, the intelligent FCC commissioner, has been deluged with offers to appear on TV as a commentator, what with her surefire combo of the physical and metaphysical. She's turned thumbs down, however, on all but a stint for March of Time in their upcoming opus "Career girls." . . . NBC, which was first among the nets to entice the slick mags into TV, as a pact with Liberty for video rights to any stuff on which the mag itself has TV priority. . . . Local Chevrolet dealers kick off their '48 TV season with the kick-off of the N. Y. Yankees-Buffalo Bisons grid benefit Thurs. nite at Ruppert Stadium (Newark). DuMont will scan, with Bill Slater calling 'em.

ABC-WJZ-TV, which preems as Gotham's 6th outlet tonite, has packed Walter Kerr for a 15-min. stanza based on his "M show; same web." . . . Jim Caddigan, DuMont's program chief, and Aneita Cleary, former manager of NBC's promotion production dept., middle-aisle it tomorrow at the Montclair Country Club. . . Barry Gray, the disk jock, guests on the Alan Dale show tonite on WABD. It'll be his first stint before the ikes. . . Plans to re-film the famed "Fatty" Arbuckle comedies for TV, with Romo Vincent in the lead, were temporarily scuttled by the recent death of Pat Powers, movie pioneer.

TWO more N. Y. agencies about to set up individual TV departments before the know falls: Moss Associates & J. R. Kunklick. . . Barnard L. Sackett, the Phila. package house, opens a Gotham branch this week. . . Lee Wallace, one of the youngest vets in TV (he hasn't been shaving long) checks out of the DuMont sales staff this week. . . Wasn't Harry Hershfield wow on his stint with Ed Sullivan Sunday nite? Harry, who's got more stories than John Nesbitt, would be a match on any anytime seg. . . NBC program toppers planning a unique remote guaranteed to make excellent TV fare. Web will dispatch a crew aboard an aircraft carrier some 15 miles out, have 'em shoot the signal in via a special transmitter setup on the ship's radar screen.

VIDEO Vignette (Or how much does a guy hafta go thru?): Ray Morgan, who does a back-to-back stint on NBC AM-TV Thurs. nites holds some sort of world's record, official or otherwise. Lad, who announces the Amer "Serenade To America," bolts the 5th floor studio at 7:59-:10 (the fraction is important!) to head for 1-H, where he works U. S. Rubber's "At Liberty Club at 8 p.m." Itinerary: down two flights of stairs (elevator's too slow), round seven corners, thru three doors, then to the TV control room—five seconds before air time. Commercial is Keds, natch!

Pulse Report Shows 75% OK TV Reception

Approximately three out of four persons queried by The Pulse in its July study said they were satisfied with TV reception, the remainder indicating that dissatisfaction was encountered with the WJTV and WPIX signals. Latter two stations did not begin operation until late spring, and this is a factor emphasized, it was said.

Pulse reported that even portions of the dissenting 25 per cent laid their dissatisfaction more to program "deficiencies" rather than reception.

Minn. Goes For TV

Minneapolis—Four-fifths of those who have seen tele sets in operation here think TV is "here to stay" and believe the programs, for the most part, are satisfactory, according to a statewide survey by the Minneapolis Tribune.

Nearly three out of every 10 Minnesotans have seen TV shows and among the 29 per cent of the adult population who have, more than half believe TV pictures are as good as they had expected.

Three Apply To FCC

Washington Bureau, RADIO DAILY
Washington — The FCC yesterday announced receipt of new TV applications from the Sunshine Television Corporation, Orlando, Fla.; Television Tacoma, Inc., Tacoma, Wash., and WCHS, Charles, W. Va.

WJZ-TV Skirts Union Hitch On Eve Of Video Premiere

WJZ-TV, ABC's video flagship, will make its debut in New York tonight as scheduled amid the trappings of a plush Hollywood premiere—despite the fact a jurisdictional dispute between IBEW and IATSE threatened to confuse last minute planning yesterday. Network, faced with threat of hitch in its opening, obtained a restraining order through NLRB from Federal Judge Samuel H. Kaufman who ruled ABC with "an innocent victim" of the dispute.

According to ABC officials, the network was bound by contract to award jurisdiction over all technical equipment, including TV cameras, to NABET. IATSE, however, which is concerned with theater operation, demanded the 50 per cent of the juris-

NAB Names TV Comm. To Board Of Directors

Washington Bureau, RADIO DAILY
Washington—NAB has named a television advisory committee to its board of directors, prexy Justin Miller announced this week.

Committee will hold its first meeting Friday, at the Palmer House, Chicago. Meeting will follow by two days a gathering, also in Chicago, of NAB television broadcasting members who will discuss with Miller further work of the Association in the field.

Committee includes Harry Bannister, WWJ, Detroit; T. A. M. Craven, WOL, Washington; G. Richard Shafto, WIS, Columbia, S. C.; Robert Enoch, KTOK, Oklahoma City, Okla.; Michael Hanna, WHCU, Ithaca, N. Y.; Clair McCollough, WGAL, Lancaster, Pa., and Calvin J. Smith, KFAC, Los Angeles. All are members of the NAB board of directors.

TAP Expands

Chicago—Ardien Rodner, president of Television Advertising Productions, announces the formation of Vocalad Sales Company as a division of TAP. The new organization, through arrangement with Kelly Grodzins, president of Vocalad Manufacturing Co., Inc., will have an exclusive international franchise for distribution of the new "point-of-sale" vocal advertising play-back system to be known as Vocalad, which was introduced a few months ago under the name Advertone.

Plan Would Create Overseas Mkt. For US Sets

Washington Bureau, RADIO DAILY
Washington—Looking to the worldwide development of commercial TV on the American pattern, several RMA agencies are preparing to develop a future market overseas for American television apparatus—both sending and receiving. RMA announced this week that "while there is virtually no present foreign market for American television domestic demands being far above possible current TV production the industry, through RMA plans to develop and insure a future overseas market."

Industry plans were initiated by chairman James E. Burke, of the RMA export committee, and are being developed in cooperation with the management and members of the RMA transmitter division, under chairman T. A. Smith, also the RMA engineering department, in connection with RMA television standards, under director W. R. G. Baker, assistant director Virgil M. Graham, and chief engineer L. C. F. Horle. Action is being taken by the various RMC groups to promote American television apparatus sales, first of transmitters and subsequently receivers. Adoption of RMA TV standards in foreign countries another objective of the RMA overseas promotion plans.

Initial pressure for foreign sales and use of American TV transmitters is contemplated. Such overseas promotion is a special project of the RMA transmitter division. Cooperation of RMA television receiver manufacturers and the export committee in promoting TV set sales, through the foreign distributors of the receiver manufacturers, and to secure initial use of the RMA television standards, also is contemplated.

Technical problem is the general use overseas of 50-cycle (DC) power. American manufacturers of transmitting apparatus have had limited experience with 50-cycle power. There are also variations from the American standard of 525 lines in television pictures in some parts of Europe and Latin American countries. This presents technical as well as commercial problems in opening up future foreign markets for the American industry.

UST's Texas Distrib.

The Shield Company, Inc., will act as distributor for the United States Television Mfg. Corp., in the Fort Worth, Texas, area. Company will handle both public place sets made by UST.

Judge Ashby Accepts College Presidency

(Continued from Page 1)

as a lawyer, business man and educator and is well-known throughout the radio broadcasting industry. He resides at 7 Sunny Brae Place, Bronxville, N. Y., and because of commitments in the East will divide his time between New York City and Olivet. He is serving in the new post without salary.

Following graduation from Olivet College, Dr. Ashby was graduated from New York University Law School. He was Professor of Law and Finance at the University of Pittsburgh from 1912 to 1929 and from 1911 to 1929 also served as assistant general attorney for the Westinghouse Electric and Manufacturing Company and affiliated companies. He became vice president and general counsel of the National Broadcasting Company in 1929 and remained in that position continuously until his retirement last fall.

Mutual Mystery Series To Originate In London

"House of Mystery," Sunday afternoon Mutual show sponsored by General Foods Sales Co., will originate two programs from London during a visit to the British capital by producer-director Olga Druce who left yesterday to address the International Congress on Mental Hygiene. In addition to producing and directing a playlet titled "The Universal Heckler" for the Congress, Miss Druce will speak on "Education Through the Radio."

The two shows which Miss Druce will produce and transcribe in London, using British talent, for the "House of Mystery" series are tentatively scheduled for broadcast over Mutual Aug. 22 and Sept. 5, at 4 p.m., EDT. Shows will be plattered in London and airmailed to New York. Both programs will have an English locale.

During her trip abroad, Miss Druce is considering a trip to Paris and may do a show from there. She was invited to attend Mental Hygiene Congress because of her work in adapting psychiatry and social studies to radio programs.

Named Midwest Editor

Helen Cambria Bolstad has been named Mid-West Editor of Radio Mirror and True Experiences with headquarters in Chicago, it was announced by Fred R. Sammis, editorial director of the magazines. Miss Bolstad has been assigned to Chicago, according to Sammis, because of that city's increasing importance as a news center both in television and radio.

Joins Atlanta Sta.

Atlanta — Newest member of the WSB-TV staff is DeLoney Hull, who joins the Atlanta video station as cameraman. He has just returned from New York, where he received TV training at NBC.

COAST-TO-COAST

USMC Signs Wolff

Washington, D.C. — WINX sportscaster, Bob Wolff, has been signed to appear in a 26-week series of programs for the United States Marine Corps. Programs will feature interviews by Wolff with nationally prominent sports personalities and the music of the United States Marine Band. The 15-minute shows will be available on ET and will be part of the Marine Corps Recruiting program.

Tape Records Trip To Idlewild

Phoenix, Ariz.—KTAR program director, Howard Pyle, has made wire recordings of his trip in one of the B-29 superfortresses over New York City's new international airport in a huge aerial review. After his return to Phoenix, Pyle played the recordings back on his "Arizona Highlights" program.

KYW Newcomers

Philadelphia, Pa.—Recent additions to the KYW staff include Doris Jean Myers, William Snorden and Rita Hursh. The latter has joined the station as continuity editor replacing Bets Rogers who resigned to open a country day school in suburban Philadelphia. The others have been added to the KYW general service department.

WKY Holds Corn Growing Contest

Oklahoma City, Okla.—WKY's farm director, Edd Lemons, has announced a corn-growing contest and the formation of a "100 Bushel Club." Winner will receive the title of "Champion Corn Grower of the State of Oklahoma" with a plaque appropriately engraved. Participants who produce 100 bushels per acre, or over, will be awarded a certificate stating their yield and acknowledging their membership in the "100 Bushel Club."

WHMA-FM On The Air

Anniston, Ala.—WHMA-FM, with a transmitting power of 4,500 watts, recently took to the air upon completion of new pylon antennae and transmitter atop Radio Building. The station, an ABC affiliate, will be on the air from 3:00 to 9:00 p.m., and in addition to network programs, will carry all the Anniston Rams' baseball games.

"Enterprise Unlimited"

Denver, Colo.—The United States National Bank of Denver, in an intensive advertising campaign to sell "Enterprise Unlimited" to the Rocky Mountain area, has begun a weekly series of radio broadcasts on KLZ to be heard Sunday evenings. Series will trace democracy's growth in the United States and will feature success stories of western industry. Lewis Thomas, KLZ staff writer, is scripting the series while Richard Woellhaf, prominent city radio actor, takes the part of narrator.

"Playhouse Interviews"

Lawrence, Mass.—WLAW has begun a series of weekly interviews with leading New England summer stock actors and actresses. Programs are entitled "Playhouse Interviews."

KSET Addition

El Paso, Texas—A. E. (Bill) Mickel is the new station manager of KSET. Prior to his arrival here, Mickel was general manager of WGBA and WGBA-FM Columbus, Ga.

"Hillbilly Hit Parade"

Kansas City, Mo.—New KCMO program highlight is the "Hillbilly Hit Parade" heard each Saturday morning over KCMO. Emceed by Dal Stallard, program features latest recordings of hillbilly hits and listener requests.

Larned Subbing For Vick

Norwalk, Conn. — While Jimmy Vick is on vacation, "Songs by Jimmie Vick," popular Sunday afternoon feature, will be suspended for the next five weeks on WNLK. Filling in the 2:30 spot will be soprano Ruth Larned. Jimmy will be back on the air September 5.

KANS Gets Power Increase

Wichita, Kans.—In connection with its current expansion program whose latest development is a new transmitter and towers, KANS has increased its power from 250 watts to 5,000 watts, day and 1,000 watts, night on a new frequency of 1480 kilocycles.

Lloyd Joins WSB

Atlanta, Ga.—Newest addition to the WSB engineering staff is William J. Loyd, Jr. a native son of this city who attended the Georgia Institute of Technology.

Lerch To Vienna

Columbus, Ohio—WHKC announcer, John H. Lerch, has been appointed program director of Radio Vienna in Vienna, Austria, by the Civil Affairs Branch of the United States Army. He will sail August 15 for his new post, where he will remain for two years. Lerch was formerly with KEEN, San Jose and KNBC, San Francisco, Calif.

To Air Colts' Football Games

Baltimore, Md.—Starting September 5th when they play the New York Yankees, WITH will broadcast the Baltimore Colts' professional football games. Ted Husing, assisted by Baltimore's top sportscaster, Bill Dyer, will handle the play-by-play to be sponsored by the Gunther Brewing Co.

"They Are New York"

The Bronx, N. Y.—Newest dramatic offering on WFUV, Fordham University station is "They Are New York," a series of biographical sketches of famous men and women who have made their mark in this city. Programs are aired each Friday at 8:05 p.m.

Cigaret Spots Set For N. Y. Stations

(Continued from Page 1)

includes insertions in eight metropolitan New York dailies and placement of car cards in the subway systems. New York campaign utilizes the biggest budget yet established for Embassy cigarettes, following successful tests in the midwest and southeast.

New York stations are carrying live and musical announcements, plus transcribed spots, in behalf of Embassy. Some transcribed spots feature endorsements by news and sports commentators, including Fulton Lewis, Ted Husing, Bob Trout, Robert St. John and Harry Wismer.

KFI Denies Discrimination Against Wallace Party

Los Angeles—KFI yesterday denied that it had discriminated against Henry Wallace and his Progressive Party in refusing Wallace air time, July 29th, to answer President Truman's message to Congress. Station's general manager W. B. Ryan pointed out that Senator Robert Taft and Rep. Charles Halleck's rebuttals of President's address were also not carried by KFI.

"We did not carry Wallace's, Taft's and Halleck's speeches for reason that President's talk was an official message to Congress in his capacity of President and in such case we do not provide time for opponents to answer him," Ryan said. "This has been a policy of long standing of KFI both in election years and in other years."

Justin Miller Named To Advise On "Voice"

Washington Bureau, RADIO DAILY
Washington—NAB president Justin Miller was named yesterday to the advisory commission on the Voice of America and other aspects of the State Department's international information program. Provision for the five-man council, as well as for another to advise the Department on so-called cultural matters, was included in the Smith-Mundt Bill as passed last winter.

Chairman of the new commission is Mark Ethridge, publisher of the Louisville Courier-Journal, licensee of WHAS, Louisville, and holder of a TV construction permit for that city. Other members are Mark T. May, director of the Yale Institute of Human Relations; Philip Reed, General Electric, and Editor Erwin D. Canam, of the Christian Science Monitor.

Substantial Increase

Adam J. Young Jr. Inc., station representatives, report an increase of 114 per cent in their United States billings for the first six months of 1948 as compared with the same period in 1947, with approximately the same number of stations represented.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 29

NEW YORK, WEDNESDAY, AUGUST 11, 1948

TEN CENTS

PLAN HEAVY FOOTBALL SPONSORSHIP

Network Radio Tops On Sponsor's List

Procter & Gamble, No. 1 on the list of 100 leading advertisers in major media during 1947, spent a total of \$27,912,122 for advertising last year and \$16,652,790 of the total amount went for network radio time, figures in a report issued by the Magazine Advertising Bureau, reveal. Magazines received \$4,627,625 of P & G's budget and newspapers carried \$6,315,507 in space.

The second ranking advertiser, according to report was General Motors. This company, unlike P & G, did not spend the major part of their budget in radio. Out of a total advertisement...

(Continued on Page 5)

Edmund Cashman Named Kudner Radio Director

Appointment of Edmund L. Cashman as director of the radio department of Kudner Agency, Inc., was announced yesterday by Myron P. Kirk, executive head of the agency's radio and television section. For the last 18 months Cashman has headed the Hollywood office of Kudner. He is a former vice-president of Foote, Cone & Belding and for sometime...

(Continued on Page 5)

Dick Haymes Withdraws From Operetta Program

William Morris agency announced yesterday that Dick Haymes had withdrawn from an upcoming network show, to be sponsored by the Association of American Railroads, because the singer and Benton & Bowles "were unable to arrive at a completely satisfactory arrangement..."

(Continued on Page 2)

European Bound

Dick Kollmar and Dorothy Killgallen, WOR's "Dorothy and Dick" breakfast team, leave Aug. 26 via Royal Dutch Airlines for a trip to eight European cities. Their show will be recorded in Europe each day and dispatched by air to WOR in New York for broadcast at 8:15 a.m. daily. Couple is slated to return to this country Sept. 19.

Dem Agency

Washington — Announcement was due this morning of the agency to handle the Democratic National Committee's campaign account, with approval asked yesterday from Sen. J. Howard McGrath, Democratic National Chairman. The account had last month been awarded to the Biow Agency, but plans have changed since and it is expected that a new agency will be named today.

"Amateur Hour" Sold To OG's For AM & TV

Old Gold Cigarettes, currently one of the heaviest users of time on AM and TV, effected a precedent-shattering move this week with the signing of the "Original Major Bowes Amateur Hour" for airing over the ABC and DuMont networks, respectively. Deal, reportedly pacted at a \$1,000,000 figure annually, marks the first time an hour-long commercial series will be sponsored in both mediums, and on video coast-to-coast.

Radio "version" of "Hour," one of...

(Continued on Page 7)

Ethel Maclean Elected Director Of Muzak Corp.

The election of Ethel W. Maclean as a director of Muzak Corporation, New York, has been announced by William Benton, chairman of the board. Miss Maclean, vice-president in charge of one of Muzak's four operating divisions, New York Muzak,...

(Continued on Page 2)

WJZ-TV, ABC's TV Outlet, Opens With Gala Program

WJZ-TV, key television outlet of ABC, made its formal debut as New York's sixth station last night on Channel 7, in perhaps the most elaborate premiere yet accompanying the inaugural of a video opening in any city. Station officially took the air at 7 p.m. with a four-hour programming showcase which ran the gamut of the entertainment world to a salute to New York's Golden Anniversary, and implemented with

Atlantic Refining Using 100 Stations For Gridiron Coverage This Fall; Webs Line Up Big Games

NAB Names Judges For H. S. Contest

Washington Bureau, RADIO DAILY — Washington—MPA president Eric A. Johnston and movie star James Stewart are among the eight leading Americans named yesterday by NAB, RMA and the Junior Chamber of Commerce to judge the second annual Voice of Democracy contest. College scholarships will be awarded four high-school students for outstanding five-minute scripts on the...

(Continued on Page 2)

Winchell Leads Ratings Of West Coast Programs

Pacific program Hooperatings for July list Walter Winchell and Gillette's "Cavalcade of Sports" (boxing bouts) at the top of the ladder with ratings of 22.5 and 17.9, respectively. Winchell's rating in the list of "First Fifteen" evening programs...

(Continued on Page 5)

Spokesman For Advertiser Tells Of Using BMB Data

French Lick Springs, Ind.—"BMB data helped us deliver our advertising message to 27 per cent more families with the same advertising..."

(Continued on Page 8)

Atlantic Refining Co. for the 13th straight year will use over 100 stations this fall for football broadcasts and the U. S. Army & Air Force Recruiting Service will resume sponsorship of the "Game of the Week" over ABC, plus inauguration of a Saturday night sports review

(Continued on Page 5)

Web Announces Plans For UN Broadcasts

The first of two hour-long broadcasts, presented by the ABC Symphony in conjunction with the United Nations' radio program will be heard on Saturday, Aug. 21, at 3:30 p.m., EDT, with Thomas K. Scherman as guest conductor.

A program of works by European composers will be heard with Marital Singher, distinguished French...

(Continued on Page 5)

Wiig Selected To Head N. Y. AP Organization

Gunnar O. Wiig, general manager of WHEC, Rochester, was elected temporary chairman of the New York State Association of Associated Press Broadcasters, which was organized at the Sheraton Hotel in Rochester, N. Y., the past weekend. The organ...

(Continued on Page 4)

Career Highlights

Ben Grauer's career will be the subject of discussion on John McCaffery's "Room 416" over WNBC, Thursday, 9:15-9:30 a.m. In addition to interviewing Grauer, McCaffery will air several transcribed statements made by people intimately connected with Grauer's career, during which they voice their own impressions of the veteran reporter-announcer-emcee.

(Continued on Page 7)



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES
Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granfle 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Blvd., 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (August 10)

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

Thomas Visiting W. C. Hollywood—Al Thomas, promotion director of station KUTA, ABC affiliate in Salt Lake City, Utah, arrived in Hollywood for a few days visit. Thomas is also manager of the Rocky Mountain Broadcasting System, consisting of station KGMF, Boise, Idaho; KIFI, Idaho Falls, Idaho; KEIO, Pocatello, Idaho; KLIX, Twin Falls, Idaho, and KOPR, Butte, Montana. In addition to pleasure, Thomas is interested in spot sales while visiting on the West Coast.

INS has served WINS NEW YORK SINCE 1935. Includes image of a calendar and a check.

★ COMING AND GOING ★

LEE JAHNCKE, ABC television station relations manager, and JAMES CONNOLLY, of web's AM station relations, flew to Chicago last night for NAB video meeting there today.
WILFRID FLEISCHER, CBS Stockholm correspondent, arrived in New York yesterday on a refresher visit.
JACK CROSSIN, national sales director for U. S. Television, has just returned from visits to Mid-West distributors.
TONY MOE, sales promotion and publicity director of WCCO, has returned to Minneapolis following a week-long business trip to New York.

NELSON GAGE, of the WOR publicity department, off for one week vacation to Delanson, N. Y.
GARRY SIMPSON, NBC-TV director, is on a three-week vacation jaunt to San Jose, Calif.
JIM YANKAUER, former WCBS reporter, is enroute to Europe aboard the S. S. Continental.
EDGAR BERGEN and MRS. BERGEN left for the Coast last night following their return from Europe.
JINNY REED, promotion manager of KQV, Pittsburgh, is in town conferring with Mutual execs. for several days prior to a trip to Europe.

Ethel Maclean Elected Director Of Muzak Corp.

(Continued from Page 1) fills the vacancy created by the resignation of Raymond Rubicam who now resides in Arizona. In addition to New York Muzak, the three other operating divisions of Muzak Corporation are Franchise Operations with wired music transmitting studios in over 100 cities, the Transcription Studio and Plant Operations and the Associated Program Radio Service.

Judges Named By NAB For High School Contest

(Continued from Page 1) subject, "I Speak For Democracy." There were 20,000 entries in the contest last year. Other judges include Attorney-General Tom C. Clark; Dr. Harry Emerson Fosdick; erstwhile WAC chieftain Oveta Culp Hobby; novelist Margaret Culkin Banning; former Labor Secretary Frances Perkins, and Glenn E. Snow, retiring president of the National Education Association.

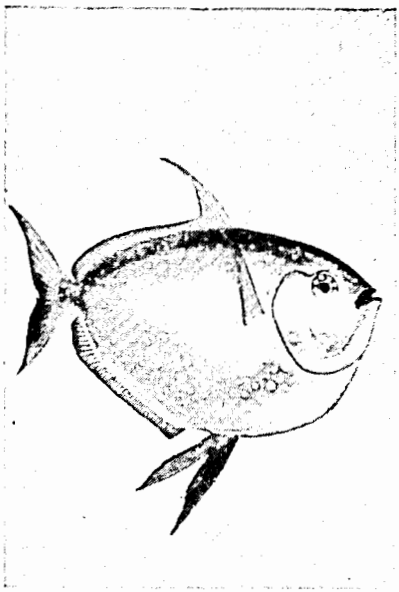
"Strike It Rich" Resuming Luden's, Inc., will resume sponsorship of CBS' program, "Strike It Rich" beginning with the broadcast of Sunday, Aug. 29. Program has been on a five weeks summer hiatus. Series will be heard from 9:30 to 10 p.m., Sundays, until October 3.

10 YEARS AGO TODAY

(From the files of Radio Daily) Following the lead of Warner Brothers and RKO-Radio, Paramount Pictures, Inc., as announced by its president, Barney Balaban, has entered the tele field with a purchase in the Allen B. DuMont Laboratories, Inc. Paramount intends to increase its investments as experiments continue to make progress but will not be active in DuMont's operation until commercial television is in the offing. . . . The RCA Manufacturing Co., Inc., Camden, has entered into a stipulation with the FTC to discontinue misleading representations in the sale of radio and radio accessories via advertising matter featuring purported price figures.

Dick Haymes Withdraws From Operetta Program

(Continued from Page 1) concerning terms and conditions." Another singer will be picked to fill the role for which Haymes was under option. The withdrawal was by mutual consent. The program in question, a weekly 45-minute operetta, is owned by the AAR and announcement of a network placement may come today. ABC, CBS and MBS have been pitching for it in a series of conferences during the last two weeks. About 10 days ago the program was virtually set for ABC, but reconsiderations held up a final decision. William Morris office said negotiations are going on for another show for Haymes. He is currently at the Roxy Theater, New York.



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!

Coverage! . . . OF THE ENTIRE KANSAS CITY TRADE AREA by the KMBC-KFRM Team! Only The KMBC-KFRM Team delivers complete coverage of the actual Kansas City trade area — coverage specifically designed to provide the advertiser with an economical means of reaching those who are in the habit of looking to Kansas City as their trading center. KMBC of Kansas City KFRM for Rural Kansas National Representatives: Free & Peters, Inc.

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

WJZ

has six top programs for sale...
all of them have loyal, ready-made
audiences...all of them get results
in the nation's first market!

Co-op Programs

Local Programs

ABBOTT AND COSTELLO. Riotous fun and nonsense with America's favorite zany comedy team. With music by Matty Malneck's popular orchestra. This great network show is for sale in New York at a *surprisingly low cost!*

FAVORITE STORY. When it comes to prestige, you just can't beat Mr. Ronald Colman, winner of the Academy Award and "man of the year" in Hollywood. His brilliant dramatic half-hour is one of the most distinguished in radio—and he can build good will for *your* product exclusively in the New York area! Sundays, 4:30 pm.

MR. PRESIDENT—direct from Hollywood, with Metro-Goldwyn-Mayer's popular Edward Arnold as star! In this momentous election year, the attention of every man, woman and child in America is focused on the White House! This timely program has *everything*: drama, patriotism, thrills, suspense, action. Sundays, 2:30 pm.

DON GARDINER. Here is early morning news at its best. Don Gardiner is a topnotch newscaster, popular with New Yorkers because of his complete and competent coverage of the news. More and more in these historic days, listeners are tuning in their radios for *news*. Weekdays, 7:00 a.m.

THE FITZGERALDS. Ed and Pegeen are more than "favorites" with New Yorkers; they're an *institution!* Their popular breakfast program on WJZ is full of fun, good humor, interesting facts—with a special charm all its own. Results? Call WJZ for some amazing-but-true stories! Weekdays, 8:15–8:55 am.

ETHEL AND ALBERT. Did you read critic John Crosby's recent *rave* review? What a tribute! And every word of it was deserved—for here is one of the most delightful comedy programs on the air. Listeners recognize themselves in every line—and they love it! Weekdays, 6:45 pm.

Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ—New York 50,000 watts 770 kc

KECA—Los Angeles 5,000 watts 790 kc

WENR—Chicago 50,000 watts 890 kc

WXYZ—Detroit 5,000 watts 1270 kc

KGO—San Francisco 50,000 watts 810 kc

WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network



ABC American Broadcasting Company

LOS ANGELES

By RALPH WILK

Some of radio's top disc jockeys are already set for the softball classic of the year, the Frank Sinatra-Andy Russell "Out Of This World Series" at Gilmore Field, Monday, August 23rd, for the benefit of the Hollywood Junior Chamber of Commerce Youth Fund. Namely: Bill Anson, Carl Bailey, Ira Cook, Alex Cooper, Dick Haynes, Jim Hawthorne, Al Jarvis, Bill Leyden, Lou Marcelle, Bob McLaughlin, Gene Norman, Don Otis, Al Poska, and Peter Potter.

Art Laboe, KCMJ's famous "Marathon Announcer," is taking leave of absence and is heading for another of the more famous western spas, Reno, where he will announce at KOLO.

Robert "Doc" Livingston has joined the KFI-TV staff as director of remote programming. Prior to entering the U. S. Army Air Forces in 1940, Livingston spent six years in stock company stage production and direction and produced and directed package television shows on W6XAO in Los Angeles. Since his return from service in 1946, Livingston has been a free lance director and producer in both television and radio, including among his accomplishments the "On The Town" series of one-hour television show for the J. Walter Thompson Advertising Agency, and the production of numerous package radio shows.

Cecelia Ehresman, KCMJ office manager, is visiting her parents in Peoria, Illinois.

Jeanne Gray was labelled "Favorite Woman Commentator" in the Southern California area by Radio Best Magazine in a recent program competition. Miss Gray's program, "The Woman's Voice" is a daily stint on KMPC.

Producer Jerry Fairbanks has completed his 20th program of his "Television Closeups" series for NBC. The video film depicts the first airplane, which amazingly resembles modern cabin ships. It was begun in 1895 at Grass Valley, California, by Lyman Gilmore, but was partly destroyed by fire before completion and never flown. Gilmore is also shown making the first powered-glider flight in 1902, a year before the Wright Brothers' historic take-off.

1906 - 1948

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COCKTAIL BAR

Famous French Candies

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AIR CONDITIONED



Mainly About Manhattan. . . !

● ● ● Insiders are saying that Eisenhower didn't see Dewey for nothing recently. There's a good chance that he might run for the position Dewey now holds in 1950. . . . FCC action on giveaway mania was only to be expected—so why all the rhubarb? If the FCC hadn't started something, all the bankrollers of non-giveaways would eventually have had to put the pressure on. (Not to mention the big league comics who've been muttering in their beer about "organizing" or doing something). . . . Jean Carroll (the female Milton Berle) will pinch-hit as emcee on "Guess Who" this Sat. . . . Benton & Bowles interested in Gordon MacRae for a big show. . . . Paramount to make some of its shorts available to video.

☆ ☆ ☆ ☆

● ● ● "Sports Extra," a new weekly sports newspaper devoted to the factual highlights of all sports, will make its bow Sept. 15th, according to a joint announcement by Chas. Bloomfield, publisher, and Eric Ridder, pres. of the corporation. Newspaper will be a weekly encyclopedia of all sports with complete roundup of statistics, charts, trends and schedules and is angled for the sports broadcaster as well as the fan. Bert Lee, veteran sports commentator for WHN, will edit the new sheet.

☆ ☆ ☆ ☆

● ● ● SORRY, BUT IT'S TRUE: Despite the fact that she's a magnet (and a good one) for the femme morning audience, Martha Deane (Marian Young) should temper her cutting remarks and attitude with her announcer. Taking advantage of the fact that she's a woman, and gals are entitled to the last word, Martha might stop belittling her co-workers. In the past, Geo. Hogan and Bruce Elliot have taken it. Now whenever Dick Willard says anything clever or gives an opinion, there's La Deane in for the kill and the male spieler is left holding the air. Please, Miss D, no more Queen Bee tactics. . . . With a new fall season upon us, the shaving cream people should get Bill Stern to promise, to lay off the heavy dramatics and check some of the sport facts. . . . The publicity given to Artie Shaw this past week reminds us that the licorice stick artist has given show biz another black eye. Six marriages, and all of them fiascos, force us to ask: Art, now who's the moron???? . . . Norman Rose, who did the narration on ABC's great "Communism, USA," sounds like a studied combination of Orson Welles, Arnold Moss and Martin Gabel. Too bad, because he has ear-pleasing resonance on his own.

☆ ☆ ☆ ☆

● ● ● Capitol Theater squawking at the lack of turnover in the audiences flocking to see if they can grab a hunk of "Stop the Music" prize chest. According to the way we hear it, the beef is that a lot of people remain in the theater all day long trying to buck those odds and snag a gift. Simple solution would be to merely sell different colored tickets each performance, wouldn't it, fellas?

☆ ☆ ☆ ☆

● ● ● If Pat Bright doesn't answer her phone these days, don't blame it on the heat or accuse her of going hi-hat. Just blame it on a back-breaking schedule like this: Monday she opens at the Ruban Bleu for a week. Tuesday she's on the WJZ-TV preem—Wednesday, it's Tex & Jinx—Thursday she'll emcee for Movieland Quiz and Friday it's the Maxie Rosenbloom show. All this plus three shows nitely at the Ruban Bleu, natch.

☆ ☆ ☆ ☆

● ● ● SID-BITS: Eddie Dunn building a video package combining music, situation comedy and quiz. . . . National beverage outfit huddling with John Bradford on his "Let's Take A Holiday" show. . . . Bob Sylvester, the old amateur fisherman, guesting on Stan Smith's "Reel and Rifle Club" on WPIX on the 19th. . . . Percy Faith working on a new operetta that Canadian oil firm is interested in. . . . Phil Baker telling pals he's yearning for the old comedy roles instead of emceeing giveaways.

CHICAGO

By NAT GREEN

Jack Owens' Tower recording, with his daughter Mary Ann, of "Will You Be My Darlin'," recently introduced in Philadelphia, sold upward of 10,000 copies in a week.

ABC newsman Paul Harvey took off in his own plane Sunday, immediately after his broadcast, to fly to Remington, Ind., for an appearance at the Chautauqua there.

H. C. Cole Milling Co., Chester, Ill., has just signed with Mutual the second consecutive year for the "Ernie Lee's Omega Show" over 65 southern stations, starting September 26. The half-hour program originates in Cincinnati on Sundays.

The WGN-TV "Scrapbook," a Tuesday night feature for several months, has changed its format and is now known as "Man About Town," with announcer Hal Stark introducing interesting personalities. Glenn Ransom directs.

Wiig Selected To Head N. Y. AP Organization

(Continued from Page 1)

ization of the New York group follows the pattern of AP setting up state associations as a sequel to the district NAB meetings. This is the eighth state or regional association of AP broadcasters formed and the membership represents broadcaster in 14 states and the District of Columbia.

Members of the temporary committee to serve with Chairman Wiig in the New York State association are: Thomas E. Martin, WRUN, Utica vice-chairman; Thomas McFadden, WNBC, New York City; Preston L. Taplin, WELM, Elmira, and S. W. Ryder, WENE, Endicott.

Norris Paxton, chief of the Albany bureau of the AP will act as temporary secretary.

The temporary committee will arrange a time and place for a general meeting to form a permanent organization.

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Network Radio Tops On Sponsor's List

(Continued from Page 1)

tising expenditure of \$18,020,973 in 1947, GM spent \$6,875,930 in magazines and \$9,351,093 in newspapers. The balance, \$1,793,950 was spent in radio.

Colgate Palmolive company, which ranked third in advertising expenditures, spent a total of \$15,382,134. Of this amount, \$5,160,559 went for network radio; \$6,659,232 for newspaper advertising, and \$3,562,343 for magazines.

General Foods gave radio the largest allocation of its advertising budget by a wide margin. G. F., ranking fourth among the advertisers, spent \$7,084,067 of its overall budget of \$14,251,648 in radio. The balance was divided among magazines and press with the mags getting \$4,163,662 and the newspapers, \$3,003,919.

The fifth ranking advertiser, Sterling Drug, also gave radio the major part of its 1947 budget. Radio received \$9,642,963 of \$13,098,391. Magazines were allotted \$1,387,935 and newspapers, \$2,067,493.

General Mills, among the first 10 advertisers on the list, likewise showed a preference for radio. The milling company spent \$7,053,473 of its \$11,000,270 budget on network radio. Newspapers received \$2,240,837 and magazines \$1,705,960.

Edmund Cashman Named Kudner Radio Director

(Continued from Page 1)

produced the Lucky Strike show, later becoming account executive of the American Tobacco Company. Cashman's radio background also includes nine years as producer for the Columbia Broadcasting System.

MBS Changes Show Format

Format of Mutual's "There's Always a Woman" series changes from dramatic to comedy Aug. 20, with Arlene Francis stepping into the lead. Martin Wagner directs, with script by Leonard Holton and Sylvan Levin's work. Program is heard Fridays, 8-8:30 p.m.

Announcer Auditions

WVNJ, Newark 5,000-watt at 620 kc., scheduled to air September, will hold auditions and interviews for experienced announcers beginning August 24, 1948. Applicants are invited to contact Alan Saunders in the station for appointments.



Atlantic Refining Contracts 100 Stations For Football

(Continued from Page 1)

over Mutual. These are some of the outstanding developments in the AM field to date as the networks line up for their coming football schedules.

In the television field, a big operation is being set up for Lucky Strike cigarettes which will use two stations in New York—WNET and WABD (not the same game, however)—and NBC's television network.

Atlantic Refining, through N. W. Ayer & Son, has obtained rights to approximately 260 gridiron contests, which includes high school, college and pro football. Atlantic's coverage will extend from the Carolinas up into New England and out through Ohio in the largest football campaign the sponsor has ever made.

\$1,500,000 Sports Budget

The refining company annually spends an estimated \$1,500,000 for radio sports. Possibly two-thirds of this is spent in the fall during the football season.

Atlantic is adding more television this year, one new outlet being WNAC-TV in Boston. Advertiser has again bought—for the ninth year—WPTZ, Philadelphia, to telecast the Penn games and may add WCAU-TV in Philly for another series.

WFIL, Philadelphia, will broadcast the games of the professional Philadelphia Eagles for Atlantic. WWSW, Pittsburgh, will feed some 20 stations the play-by-play of the Pittsburgh Steelers.

Atlantic has scheduled its annual football announcers school in Boston on Sept. 13-14, which about 50 sportscasters will attend. Facilities of WBZ and WNAC-TV will be used in the demonstrations and announcers will hear lectures by several to the country's top football coaches.

Army Planning Sponsorship

"Game of the Week" schedule, for Army and Air Force Recruiting Service, includes eight Saturday afternoon contests and starts Sept. 18, 2:45 p.m., EDT, when Villanova meets Texas A & M at Franklin Field, Philadelphia. Play-by-play man is Harry Wismer, and Jimmy Gibbons, former staffer at WMAL, Washington, has been assigned as color man.

Army and Air Force Recruiting

Winchell Leads Ratings Of West Coast Programs

(Continued from Page 1)

covered a period of two months and the rating on the boxing bout series was an average taken on four different nights, which included the Louis-Walcott fight June 25.

Horace Heidt was in third place on the Pacific list with a rating of 13.8.

Average evening sets-in-use was 28.6, down 1.4 from the last report. Available homes amounted to 72.5, down 2.9 from the previous report. Total evening sponsored hour index came to 52¾ compared with 70 in the last report.

Service account has a new agency, Gardner Advertising Co., which has added a Saturday night sports review to the campaign for this fall. Strip will run for 13 weeks on MBS, starting about the middle of next month. Mel Allen will handle the 7:45-8:00 p.m., EDT, show.

Mutual is arranging a football schedule—expected to be sustaining—which gets under way Sept. 25 from West Point when Army plays Villanova. Russ Hodges will handle the mike.

NBC Skedding Games

NBC's gridiron coverage, also on a sustaining basis by company policy, begins Sept. 25. Bill Stern and the NBC sports staff will select what they consider to be the top game of the week. CBS has not announced its football schedule.

Lucky Strikes' pigskin parade via television will be seen over the following outlets of NBC's TV network: WNET, New York; WBZ, Boston; WNHC-TV, New Haven; WRGB, Schenectady; WBAL, Baltimore; WNBW, Washington, and WTVR, Richmond. N. W. Ayer & Son, agency on the account, recently auditioned sports announcers in New York and Chicago but no selections have been made.

Web Announces Plans For UN Broadcasts

(Continued from Page 1)

baritone of the Metropolitan Opera as soloist. On the following Saturday, a program of American compositions will be presented with Gary Graffman, native pianist, as soloist.

Ben Cohen and Byron Price, assistant secretaries general of the U. N., will speak on the broadcasts; Cohen on August 21 and Price on the second program.

According to Charles C. Barry, ABC vice-president in charge of radio and television programming, negotiations are under way for ABC next Summer to present a series of broadcasts from U. N. headquarters at Lake Success, L. I.

Returning To Air

CBS' "Lux Radio Theater" returns to the air after a summer recess on Monday, August 30, 9:00-10:00 p.m., with Irene Dunne, Oscar Homolka and Barbara Bel Geddes re-creating their original screen roles in "I Remember Mama."

Will Go Into Strand, N. Y.


The CBS quiz series, "Winner Take All," will commence a stage engagement at New York's Strand Theater on Friday, August 27. Bill Cullen, who emceeds the radio program, will do same for the stage version.

"Musical Weekend"

New Saturday and Sunday program schedules, featuring a "Musical Weekend," are winning more and more listeners for KEX, and for KEX advertisers. Portland people like plenty of music; and thanks to KEX's 50,000 watts, they get it—at the beach, at the mountains, or at home!

50,000 WATTS
ABC AFFILIATE
PORTLAND, ORE.

KEX

 WESTINGHOUSE RADIO STATIONS Inc
KEX • WBZ • WBZA • WOWO • KYW • KDKA • WBZ-TV
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

Campaign Snowballs As McNeill Promotion

Chicago—The Don McNeill ABC "Breakfast Club" fourth party promotional stunt has grown to proportions far exceeding the original expectations, and is getting national publicity. National wire services are preparing to cover the "convention" at New Philadelphia on Friday, August 13, and newsreel cameramen will record the scene on film for moviegoers. Already more than 1,000,000 Don McNeill for President buttons have been distributed through the ABC promotional department to affiliated stations, sponsors and the general public.

Every home in New Philadelphia has been canvassed and all the 13,000 inhabitants are wearing Don McNeill buttons. Almost 300 life-size blowups of Don McNeill have been distributed through the ABC promotion department to local merchants and offices for window displays. Five hundred smaller signs have also been posted throughout the town. Six-hundred cloth banners have been hung on light and telegraph poles along the main streets. In addition, 400 smaller banners have been given to motorists to hang on their cars. The local Chamber of Commerce is giving full support and plan to have the entire town decked out in bunting, flags and posters welcoming the presidential candidate and his party.

On display for the first time in New Philadelphia is the \$14,000 collection of presidential campaign buttons owned by H. R. Conser of Strasburg, Ohio, dating back to the Bryan-McKinley campaign of 1896.

McNeill and his party will leave Chicago on August 12 in a special candidate's railway car immediately following his morning broadcast. With him will be his wife, Kay, and their three sons, Donny, Tommy and Bobby, along with the "Breakfast Club" cast. Ohio's governor, Thomas J. Herbert, will meet the train in Canton and give McNeill and his party the state's official welcome. Mayor Lukens and other civic and business officials will be on hand to greet Don. An 80-car auto caravan, with state police escort, will take the cast over the 30-mile route to New Philadelphia.

Upon arrival in New Philadelphia there will be a torchlight parade in the village square, and political speeches from the steps of the City Hall. A press party and a rehearsal for the morning's broadcast will be held Thursday evening. Tuscora Park Amphitheater has been expanded to seat 5,000 persons, and a public address system will carry the broadcast to the thousands who will be unable to enter the amphitheater. After the broadcast a city-wide reception will be held at the Court House.

\$25

For a real sound movie screen test.
Call Bergen 4-3405

Hollywood Productions
466 Ocean Ave.
Jersey City, N. J.

NETWORK SONG FAVORITES

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

Survey Week of July 30-August 5, 1948

TITLE	PUBLISHER
A Boy From Texas.....	Shapiro-Bernstein
A Fella With An Umbrella.....	Feist
A Tree In The Meadow.....	Shapiro-Bernstein
Baby Don't Be Mad At Me.....	Paramount
Beyond The Sea.....	Chappell
Blue Bird Of Happiness.....	T. B. Harms
Blue Shadows On The Trail.....	Scantly-Joy
Chillicothe, Ohio.....	Mellin
Confess.....	Oxford
Dolores.....	Famous
Ev'ry Day I Love You.....	Harms
Haunted Heart.....	Williamson
It Only Happens When I Dance With You.....	Berlin
It's Magic.....	Witmark
It's You Or No One.....	Remick
Just For Now.....	Advanced
Little Girl.....	Leeds
Little White Lies.....	Bregman-Vocco-Conn
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
My Happiness.....	Blasco
P. S. I Love You.....	La Salle
Put 'Em In A Box.....	Remick
Serenade (Music Played On A Heartstring).....	Duchess
Steppin' Out With My Baby.....	Berlin
Tea Leaves.....	E. H. Morris
When The Red Red Robbin Comes Bob Bob Bobbin' Along.....	Bourne
Woody Woodpecker.....	Leeds
You Call Everybody Darling.....	Mayfair
You Can't Be True Dear.....	Biltmore

Second Group

Baby Face.....	Remick
Better Luck Next Time.....	Feist
Caramba! It's The Samba.....	Martin Music
Cuanto Le Gusta.....	Southern
Delilah.....	Encore
Don't Blame Me.....	Harry Warren
Hair of Gold, Eyes Of Blue.....	Robert
I Went Down To Virginia.....	Jefferson
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
It's A Most Unusual Day.....	Robbins
It's So Peaceful In The Country.....	Regent
Judaline.....	Robbins
Love Of My Life.....	T. B. Harms
Nobody But You.....	Duchess
On The Little Village Green.....	Bourne
Rambling Rose.....	Laurel
Rhode Island Is Famous For You.....	Crawford
Take It Away.....	Pemora
Things I Love.....	Campbell
This Is The Moment.....	Robbins
We Just Couldn't Say Goodbye.....	Words & Music
You Walk By.....	Cavalier
Yours.....	E. B. Marks

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100 ABC Affil. Execs. At WJZ-TV Opener

More than 100 managers and executives of stations affiliated with ABC were feted last night at a buffet supper held in the Broadway Cocktail Lounge of the Hotel Astor, in conjunction with the opening of WJZ-TV. They viewed portions of WJZ-TV's opening night broadcast from large receivers installed in the Astor lounge especially for the occasion.

Among those who journeyed to New York to attend the inaugural were:

Walter Annenberg, owner of WFIL and WFIL-TV, Philadelphia, Pa.; Major Clark Howell, owner of WCON, Atlanta, Ga.; Fred Allman, WAAM, Baltimore; H. M. Bitner, WFDF, Flint, Mich.; Carleton Brown, WTVL, Waterville, Me.; William Brown, WFMJ, Youngstown, O.; Martin Campbell, WFAA, Dallas, Tex.; Samuel Carlner, WAAM, Baltimore; Dr. Clinton Churchill, WKBW, Buffalo, N. Y.; Roger Clipp, WFIL-TV, Philadelphia, Pa.; Ray Collins, WFAA, Dallas, Tex.; Larry Cotton, WREN, Topeka, Kans.; J. B. Conley, Westinghouse Radio Stations; Richard Davis, WKLL, New Haven, Conn.; Glover DeLaney, WTHF, Hartford, Conn.; Robert Ellis, KGHF, Pueblo, Colo.; Fred Essex, WARC, Rochester, N. Y.; Victor George, CFCF, Montreal, Canada; Carl Goodwin, WCHV, Charlottesville, Va.; E. K. Hartenbower, KCMO, Kansas City, Kans.

Also: Charles Jordan, KABC, San Antonio; Lester Kabakoff, WDSU-TV, New Orleans; Edgar Stern, WDSU-TV, New Orleans; Norman Kal, WAAM, Baltimore; Leonard Kapner, WCAE, Pittsburgh; Edward Lamb, WICU, Erie; John Laux, WFPG, Atlantic City; R. B. MacKall, WFMJ, Youngstown; Jack Major, WREN, Topeka; Edward Meredith, Meredith, Publishing Company; William Michaels, KABC, San Antonio; Harold Morrill, WLAW, Lawrence; Wilson Mount, WMC, Memphis; Leonard Reinisch, WSB, Atlanta; Gene Rider, WQAM, Miami; Joe L. Smith, WKWK, Wheeling; George Storer, WSPD-TV, Toledo; Milton Stoughton, WSPR, Springfield; Irving Teetsell, WFPG, Atlantic City; Florence Thomas, WATR, Waterbury; Roy Thompson, WRTA, Altoona; Linus Travers, WNAC-TV, Boston; Leonard Versluis, WLAV, Grand Rapids; M. C. Waters, WCPO, Cincinnati; Edward Waller, WATR, Waterbury; E. S. Whitlock, WRNL, Richmond; Don Withycomb, Meredith Publishing Company.

Set N. Y. Trade Show For Capehart-Farnsworth Line

The new 1949 line of Capehart and Farnsworth television receivers will be shown in New York for the first time next week at a special distributor meeting and presentation Monday, August 16, at the Hotel Pierre, to be followed by dealer showings Tuesday and Wednesday, August 17-18, it was announced yesterday by W. R. McAllister, Eastern regional manager of the Farnsworth Television & Radio Corporation.

Capehart - Farnsworth distributors and dealers from 14 states and the District of Columbia will attend the three-day showing. Seven new video models will be displayed on the 41st and 42nd floors of the Pierre, McAllister said.

ANNOUNCERS ATTENTION

WVNJ—AM and FM k.w. Full-time station, Newark, New Jersey, will hold auditions and interviews starting August 24, 1948, for experienced announcers. Call or write Alan Saunders, Chief Announcer, for appointment. 45 Central Avenue, Newark, N. J. Mitchell 3-7603.

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, August 11, 1948—TELEVISION DAILY is fully protected by register and copyright

WJZ-TV BOWS IN GALA PREMIERE

TELE TOPICS

By JIM OWENS
Associate Editor

INDIE film outfits, who've been reaping steady and heavy harvest in the medium to date, not a little apprehensive re the advent (and certain maturity) of tele transcriptions. They're privately asking themselves if video ET's mean the death knell to the use of current film stock. . . . Eastern Air Lines may enter the field before the year's out, via a campaign to tie-in cities where the line has air terminals. Ken Young, tele-radio chief of Fletcher D. Richards, Inc., off to the Coast this week to huddle with Jerry Fairbanks re a film series for Eastern. . . . CBS reportedly set to shove the Ed Sullivan seg "Toast of the Town," up to the 9 p.m. slot.

NATIONAL SCREEN SERVICE, said to be canning a "coming attraction" gimmick on celluloid for WPIX in which various shades of grey coloring will add to the News' outlet's reception on Channel 11. . . . DuMont upping the number of program hours it'll feed the web to four daily, starting Aug. 15. Total of 10 shows, plus boxing, will swell the net sked as a result.

JOE FRANKLIN, who runs "Antique Record Shop" on WMCA, and whose collection of old platters is valued at 200 G's, has been approached by two Gotham outlets to wrap the stuff up as the basis of a TV ailer. . . . Local Chevy dealers have added a 13-week weather spot campaign to the already heavy TV budget. Campaign starts on WCBS-TV Sept. 2. . . . DuMont's "Court of Current Issues," which has cued raves from several quarters in the industry, cited by Teachers' College of Columbia U as "best program of its type." . . . Roy Irving, one of Eire's most accomplished thespis (he spent years with the famous Dublin Gate Company) plays the lead in Maugham's "The Tenth Man" on Kraft thea. tonite (NBC). AMers will recall his voice from "Quiet Please" and several other radio horror segs.

ABC's WJZ-TV took its place alongside the other Gotham outlets last nite with as glittering a debut as this town's seen yet. Star-studded and well-paced, the programming kickoff kept faith with expectations, and WJZ-TV staffers can take a deep bow for an over-all smooth job. Decision to peg the premiere on vaudeville and its greats of yesteryear paid off, with much of the kudos going to the boys who handled the ikes. Camera work was perhaps the outstanding feature of the inaugural and production flaws were conspicuous by their absence. ABC flagship also has a top-talent mike man in Walter Kiernan (as if it didn't know!) whose frivolity and jolly patter brought a goodly share of laughs. Opener was as bright as the street ABC chose for the occasion—Broadway.

"Amateur Hour" Sold To OG's For AM & TV

(Continued from Page 1)
The consistently high-rated shows in the history of network programming, begins on 173 ABC stations Wednesday, Sept. 29, in the 8-9 p.m., EST slot. TV version, which has been a DuMont Sunday night feature for approximately nine months—comes under the Old Gold aegis the previous Sunday, Sept. 26, from 7-8 p.m. Video networking of "Hour," using coaxial cable, microwave and tele transcription, will be the largest yet used for a 60-minute segment, including New York, Washington, Baltimore, Philadelphia, New Haven, Boston, Cleveland, Chicago and Los Angeles.

Ted Mack, who understudied the late Major Bowes, will continue to emcee the show, and production will be handled by the original "Hour" staff. Show first bowed on WHN (New York) in 1934, later was heard on both NBC and CBS.

Nick Keesely, veteran radio exec and head of radio and tele for Lennen and Mitchell, Old Gold's agency, set the deal.

Plan New AM-TV Service

Los Angeles—"Vis-Aud," the technique of writing in a single script for both video and audio mediums, has been coined and registered with the Screen Writers Guild by Carleton E. Morse Productions as a creative device embodying instructions for both radio and television writers.

Killingsworth Heads AT & T Long Lines Div.

Henry T. Killingsworth, a veteran official of AT&T, has been appointed general manager of the Long Lines Department of the company, it was announced yesterday by Bartlett T. Miller, vice-president. Appointment becomes effective today, and follows the retirement of Laurance G. Woodford, gen'l mgr. of the division since 1943.

Killingsworth joined the Atlanta Long Lines Department as a technician in 1919, came to New York in 1925, and later served as general plant supervisor.

Don Lee TV Debut In H'wood Aug. 18th

Los Angeles—A star-spangled television show, featuring Hollywood movie and radio names and a full "California Melodies" orchestra, conducted by Harry Zimmerman, will be staged at 8:00 p.m. the night of August 18th to formally dedicate the television facilities of the new Mutual-Don Lee network studios in Hollywood. A specially invited audience of 350 civic and business leaders will be invited to the plush tuxedo-and-evening-dress affair.

Event marks highlight in Don Lee's video history, and will celebrate recent pact between Don Lee and Los Angeles Examiner.

ABC Flagship Open With Elaborate 4-Hr. Show

(Continued from Page 1)
Broadway, legendary center of vaudeville, as the focal point of its gala debut.

Participating in the opening, on special programs set aside to emphasize the significance of WJZ-TV's arrival in Gotham, were such top officials as Wayne Coy, chairman of the FCC, and Grover Whalen, New York's perennial greeter.

Network spared nothing in the way of programming ingenuity as a taste of what WJZ-TV will offer Gotham viewers, and pegged its opener on the sure-fire power of vaudeville and the nostalgia it suggested as a part of show business history.

Program opened with a ceremonial kick-off from ABC's studio in Radio City, and immediately thereafter switched over to Times Square and the Palace, just off Duffy Square, where gaiety was the byword. (Premiere was reminiscent (and possibly outshone) many a Hollywood premiere—and was further bolstered by a duly impressed public gathering who lined the mid-way Broadway streets.

Most of the thespis who graced the WJZ-TV scanners last night at the Palace were "greats" who'd carved their reputations on the very boards of America's premiere vaudeville house, including such as Ray Bolger, James Barton, Paul White-man, Beatrice Lillie, Pat Rooney, Sr., and a host of others. ABC talent, including Bert Parks, the Fitzgeralds, Alan Funt, Walter Kiernan, and several others augmented the contingent from the legitimate circuit. Programs originated from the Palace itself, outside the theater, studios in Radio City, and the Peter Junco studios on East 69th St., currently a temporary site for WJZ-TV originations.



COY



WOODS

Progress Report No. 5

Baltimore Audience Spirals Upward,
As 13,000 Sets Now Receive WMAR-TV

Baltimore—WMAR-TV, owned and operated by the Sun Papers, reports approximately 13,000 sets in the metropolitan area, plus an additional number in the adjacent area of Washington (D. C.) which is in the "good reception" region. During the 1948 political conventions in Philadelphia, station hit a new high in operational time, programming a total of 37 hours for the average week.



JETT

Thirty-five advertisers are now using WMAR-TV's air, according to E. K. Jett, director of radio and tele for the Sun Papers. Programs, not including spot announcements, now running on approximately 13 per cent commercial basis, balance sustaining. Sports, news and film features are the most popular with Baltimore audience as local fare, with variety formats heading this category from the network angle.

COAST-TO-COAST

New KCMO Disc Show

Kansas City, Mo.—New KCMO offering is a Saturday morning disc show entitled "Chin Music." Emceed by Jim Lantz, program spotlights the latest in popular recordings with stress on variety and informality.

Logan Sisters Join WSB

Atlanta, Ga.—Latest additions to WSB's hillbilly talent roster are Christine and Betty, the "Logan Sisters." Formerly with WAGA, the duo are now featured on a noon-day show and on the "WSB Barn Dance Party."

Duquesne Show To Monessen

Pittsburgh, Pa. — Bernie Armstrong's Duquesne Show, as a climax of its week-long golden jubilee celebration, will originate at Monessen, Pa. In addition to the orchestra, Jeanne Baxter and Howard Price will be highlighted.

Joins Nat'l. Affairs Comm.

Dayton, Ohio — J. P. (Pat) Williams, executive vice-president of WING and WIZE, Springfield, and president of Transcription Sales, Inc., has been appointed a member of the Committee on National Affairs by the Dayton Chamber of Commerce. Williams recently became a member of the board of directors of the Ohio State Chamber of Commerce, representing the radio industry, and is a past president of the Ohio Association of Broadcasters.

Subbing For Nelson

San Antonio, Texas—Peggy Whiteside, secretary to Rex Preis, KTSA assistant manager, will conduct the "Feminine Fancies" program over that station Monday through Friday while Stan Nelson, regular program emcee, is on his vacation. This is Miss Whiteside's radio debut.

WCLA Adds The Skyliners

Baton Rouge, La.—WCLA has added to its staff of artists The Skyliners, a newly formed band, featuring a mixture of late popular hits plus hillbilly favorites. The group is headed by Artie Glenn and Pee Wee Hunt.

Host Radio Dealers

Montgomery, Ala. — WSFA-FM and WCOV-FM, the latter recently making its debut, were joint hosts at a dinner given yesterday in honor of city radio set dealers. Thad Holt, president of WAFM, Birmingham, was principal speaker at the dinner where WSFA-FM announced an increase in its hours of operation.

KFAB Adds Morrison

Omaha, Neb.—Everett R. (Bunny) Morrison, for six years on the staff of the Omaha World-Herald, has joined KFAB as account executive. Morrison, who was in the display advertising department of the paper and acted as its classified manager, will handle local accounts for the 50,000-watt station.

PICTURE OF THE WEEK



Officials of the French Broadcasting System (Radiodiffusion Francaise), the State Department and WOV participate in the formal presentation of Italian-language transcriptions, made in Paris by RDF, to WOV. Left to right are: Pierre Crenesse and Edward Gruskin of RDF, Charles W. Thayer of the Department of State, and Arnold Hartley and Ralph N. Weil of station WOV.

AGENCIES

BENNETT, PETESCH & O'CONNOR, INC., new advertising agency organized late in May, have moved to larger offices at 75 E. Wacker Drive, Chicago. The three principals, Robert W. Petesch, president; Richard C. Bennett, executive vice-president and Thomas J. O'Connor, treasurer, formerly worked together in the advertising department of a large nationally known mail order company, and they decided to pool their resources and the accounts they were handling on a free lance basis to form an agency. A. S. Hecht, formerly account executive with Kuttner & Kuttner, Inc., recently joined the agency as merchandising director and account executive. Jean Guild will handle media and fashion advertising.

N. W. AYER & SON has been appointed advertising counsel by Charles E. Hires Co. for all the firm's promotion and advertising. Agency heretofore handled the Hires radio activities.

MEDIA DEPARTMENT of Kastor, Farrell, Chesley & Clifford, Inc. has been moved to new quarters at 274 Madison Ave., the same building in which the rest of the agency's departments are located.

Spokesman For Advertiser Tells Of Using BMB Data

(Continued from Page 1)

expenditure," Herbert Thompson, advertising manager of Miles Laboratories, told the 7th and 8th NAB Districts, meeting here yesterday. "After 90 days sales began to show an appreciable increase," he continued, and said that this kind of sales effectiveness is the greatest stimulus for increasing radio appropriations.

Mary Dunlavey revealed some of the ways in which Pedlar and Ryan uses BMB data. Miss Dunlavey said that their client, Northeast Airlines, had never used radio and questioned the economy of this medium for them. After detailing how BMB data was used for this account Miss Dunlavey said, "By using BMB data we were able to justify the expenditure. This was new business for radio that can be attributed to BMB."

Hugh Feltis, BMB president, stressed the value of the Bureau's data for small market as well as metropolitan stations and for stations other than the leader in the market.

Greatest Story Ever Told Returns To ABC, Sept. 12

"The Greatest Story Ever Told," the radio program sponsored by the Goodyear Tire & Rubber Company as a public service program, will be back on the air again beginning Sunday, September 12, after a brief summer vacation. As before, the program will be aired over ABC at 6:30 p.m., EDST.

★
By every measurement
WTIC
dominates the prosperous
Southern New England
Market
★

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
WTIC's 50,000 watts represented nationally by Weed & Co.

RADIO TO INTENSIFY SUPPORT OF U. N.

Pauley Petitions FCC Re KLAC-TV Transfer

Washington Bureau, RADIO DAILY
Washington—A breakdown to indicate the asking price for the construction permit and properties of KLAC-TV, Los Angeles TV station, New York publisher Dorothy Thackrey proposes to sell to Warner Brothers was asked yesterday by oil millionaire and politico Ed Pauley and others comprising the new Southern California Television Company. Turnover of AM stations KLAC, Los Angeles, and KYA, Palo Alto, is included in the overall price of \$1,045,000 agreed upon by Mrs. Thackrey and the movie firm.

In a petition filed with the FCC (Continued on Page 7)

New Musical Program To Debut On CBS Web

"Festival Of Song," new 30-minute musical series sponsored by Longines-Wittnauer Watch Co., will make its debut over the CBS network on Sunday, September 26, 2:00-2:30 p.m., EDST. The program, presenting light classical and familiar American melodies, will feature The Symphonette under the direction of Mishel Piastro and a 16-voice male choir. Agency is Victor Bennett, New York.

Dates For NAB Meets Announced By Arney

Washington Bureau, RADIO DAILY
Washington—The meeting of the NAB 13th District at Fort Worth's Blackstone Hotel, October 4 and 5, will open the third series of NAB district meets. Secretary-Treasurer E. E. Arney, Jr., announced yesterday (Continued on Page 2)

Romantic Note

"The Spooner," Hollywood's masked tenor, heard on KHJ, Don Lee station, made his Broadway debut yesterday in full evening dress, with Joan Lane, former CBS trade press editor, as his Manhattan guide. The Spooner, whose name spells romance to the gals, complained of New York's humidity. However, he was heartened by word that his managers had placed him for guest appearances on five New York radio and television shows.

Band Leader Sues For 'Giveaway' Rights

Attorney James Lawrence Fly announced yesterday that he had started action in equity in New York State Supreme Court in behalf of band leader Blue Barron, plaintiff, who claims a 50 per cent interest in "Stop the Music," heard over ABC, and asks for an accounting of the show's income to date. Named as defendants in the suit are producer Mark Goodson, Louis G. Cowan, Inc., Louis (Continued on Page 4)

New Cash Award Program Launched By WBBM, Chi.

Chicago—Undaunted by the FCC's pronouncement on giveaway shows, WBBM yesterday announced a new prize audience participation show to be heard Mondays through Fridays from 9:15 to 9:30 p.m. Program is titled "Rhyme Does Pay" and cash awards are given listeners who send (Continued on Page 2)

Major Advertisers Increase So. African Radio Billings

Name brand advertisers continue to turn on more and more selling heat in the rich South African market with time buys on the only commercial station whose signal gets into that area, Lourenco Marques Radio, located in Portuguese East Africa. A year ago only 11 products were advertised over the outlet but now there are dozens and all spot time is sold out, about the only available

Both Networks And Stations To Expand Coverage Of The United Nations During Fall And Winter

Sale Of Radio Tubes Criticized By NEDA

Charging discrimination in favor of radio receiver manufacturers in the sale of radio tubes, Aaron Lippman, president of the National Electronic Distributors Association, said yesterday that manufacturers buy tubes at from 25 to 50 per cent less than independent distributors' costs.

Lippman's organization plans formal protest regarding the alleged sales practice. He said there are (Continued on Page 4)

Educational Experiment Planned By Can. Radio

Montreal—An experiment in international educational co-operation by radio is announced by CBC which has recorded for Swedish radio authorities four broadcasts to inform Swedish school children about Canada. Two programs are in English and deal with "Canada, the Land of (Continued on Page 4)

Radio Plans Observance Of National Youth Month

Networks and stations will participate in the national observance of "Youth Month," Sept. 1 to 30th, which is being sponsored by the (Continued on Page 3)

Radio's support of the United Nations organization will reach a new high this Fall with the four major networks and 400 independent stations already pledged to carry special programs in commemoration of U. N. Charter Day on October 24th in addition to regularly scheduled programs including (Continued on Page 3)

FTC Holds Hearing In Radio Kit Case

Charging misrepresentations in the marketing of radio kits, the Federal Trade Commission yesterday conducted a hearing in New York in the case of Radio Kits, Inc. The hearing began before Trial Examiner Harry P. Alden at 45 Broadway.

The FTC complaint charged that the company had falsely represented its kits as containing parts and other (Continued on Page 2)

Kaplan Named Vice-Pres. Of Zenith Radio Corp.

Sam Kaplan was elected a vice-president of Zenith Radio Corp., at a meeting of the board of directors held in Chicago, E. F. McDonald, Jr., president, announced yesterday. Kaplan recently completed his (Continued on Page 2)

Friday The 13th

Tomorrow—Friday the 13th—will take on a special meaning at WHLL, Hempstead, L. I., when Bela Lugosi, movieland's famed "Dracula," will invade the studios and will stage a 15-minute hair-raising program beginning at 2:45 p.m. Lugosi, who lives on Long Island, yesterday accepted the invitation of Cliff Evans, WHLL program director, to appear.

Teletypes Out

A water main leak in New York City Tuesday caused a short circuit which put 1,200 teletype circuits, serving radio networks, stations and the news services, out of commission. The short circuit occurred at 5:15 a.m., and by 10:00 a.m., service had been restored to the fifteen circuits used by the news services. All were in working order yesterday.



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JOHN W. ALICOATE : : : Publisher

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

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WEST COAST OFFICES
Ralph Wiik, 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

(August 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/4	8 1/4	8 1/4	— 1/8
Admiral Corp.	14	13 5/8	14	— 1/8
Am. Tel. & Tel.	151 5/8	150 7/8	151	— 7/8
CBS A	25	24 7/8	24 7/8	— 1/8
CBS B	24 1/2	24 1/2	24 1/2	— 1/8
Farnsworth T. & R.	7 1/2	7	7 1/2	+ 1/4
Gen. Electric	38 1/8	37 1/8	38	+ 1/2
Philco	39 1/4	38 3/4	39 1/4	+ 1/4
RCA Common	11 7/8	11 1/2	11 7/8	+ 1/8
Stewart-Warner	13	12 7/8	12 7/8	— 1/8
Westinghouse	27 3/4	27	27 5/8	— 3/8
Westinghouse pfd.	97	97	97	— 1/4
Zenith Radio	31 3/4	30 3/4	31 3/4	— 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 3/4	13 3/4	13 3/4	— 1/2
Nat. Union Radio	2 7/8	2 7/8	2 7/8	—

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 3/4	12
Finch Tele Comm.	3 3/4	4 1/4
Stromberg-Carlson	14	14 1/2
U. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	25	29
WJR (Detroit)	7	8

Stork News

William Whitehouse, ABC news editor in New York, yesterday became the father of a seven and a half pound boy born at New York Hospital. The boy, to be named William Christopher, is a second child.

INS has served



WINS
NEW YORK
SINCE 1935

★ COMING AND GOING ★

CY HOWARD, writer-producer of the CBS series, "My Friend Irma," is due in on the S. S. Queen Mary today after two months in Europe.

HERBERT SCHILLER, regional sales manager for U. S. Television, is in Miami, Fla., on a business trip.

MURRAY ARNOLD, program director of WIP, Philadelphia, is in town today for a meeting with Mutual program execs.

ALLEN KALMUS, NBC tele flack, is off on a two-week vacation to the Adirondacks.

LOUISE ERICKSON, of "A Date with Judy," left for the Coast after her return from Europe.

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

DAVIDSON TAYLOR, CBS public affairs vice-president, returns today from a brief business jaunt to Alabama.

STAATS COTSWORTH and his wife, MURIEL KIRKLAND, are touring the New England countryside in the family car.

CHARLIE BEVIS, manager of KNCB, has returned to Cleveland after a week of conferences in Gotham.

NED BROOKS, national affairs editor of "Sunoco 3-Star Extra," is spending two weeks at Capon Springs, W. Va.

C. CAMPBELL CRAWFORD, WOR news writer, off for three-week vacation.

JIM GAINES, director of NBC o. & o. stations, is vacationing "somewhere in the East."

Dates For NAB Meets Announced By Arney

(Continued from Page 1)
day. This meet will be for broadcasters from Texas.

Conflicts in hotel accommodations will defer the second meeting, of the 6th District, to Monday and Tuesday, Oct. 11 and 12, at the Buena Vista Hotel, Biloxi, Miss. This district embraces Arkansas, Louisiana, Mississippi and Tennessee.

The final meeting, both of this series and of all district gatherings this year, will be that of the 5th District, at the Atlanta Biltmore, Thursday and Friday, Oct. 14 and 15. This district includes Alabama, Florida, Georgia and Puerto Rico.

Hotel arrangements for active and associate NAB members are being handled on standard forms mailed by NAB headquarters.

Kaplan Named Vice-Pres. Of Zenith Radio Corp.

(Continued from Page 1)
twenty-fifth year with Zenith. In 1934 he was elected assistant treasurer and assistant secretary. In 1935 he became credit manager and in 1945 was elected assistant vice-president.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Finland, with a minimum contribution of \$50,000 for the exploitation of the 1940 Olympic Games via radio, has started the ball rolling on the building of an Olympic Air Fund. Other countries participating in the games will offer additional substantial sums on a cooperative basis for the broadcasts which will be carried by NBC, CBS and MBS on a sustaining basis. . . . With their fourth annual convention completed, the American Communications Association has started a drive among 60 stations throughout the country for new members. More than 30 stations are now signed up with the ACA and indications are that the figure will go over 100 within the year.

New Cash Award Program Launched By WBBM, Chi.

(Continued from Page 1)
in winning four, six or eight line rhymes.

Another gimmick on the show gives a cash prize to the listener who answers his home telephone number and adds the final rhyming word to a poem which is read by Jack Fulton. The King's Jesters furnish musical support to the "Rhyme Does Pay" sustainer.

FTC Holds Hearing In Radio Kit Case

(Continued from Page 1)
radio equipment that could be assembled into complete radio sets by amateurs.

During cross examination, Harold Becker, president of Radio Kits, Inc., said that some letters of complaint had been received from purchasers which indicated only "confusion" in how to assemble the component parts.

WOR Substitutions

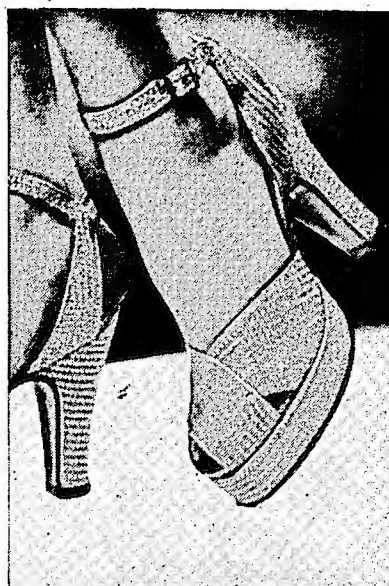
WOR newscasters Henry Gladstone and Lyle Van are substituting for Fred Vandeventer during the latter's two week vacation. Vandeventer will return on August 23. Gladstone will meanwhile present the news Monday through Saturday from 6:30 to 6:45 p.m. and Van will be heard Monday through Saturday from 11 to 11:15 p.m.

Draft Chief On ABC

Maj. Gen. Louis B. Hershey, director of Selective Service, speaking over ABC Monday, Aug. 30, from 4:45 to 5:00 p.m., will give a detailed explanation of the new peacetime draft which begins on that date. He will be heard from Arlington Park, in Hot Springs, Ark.

Expanding MBS Time

The Revere Camera Company, Chicago, sponsors of "All Star Revue" over the Mutual network Thursday evenings, will expand its weekly variety feature from a fifteen to a twenty-five minute show, effective today. Jess Barnes, MBS vice-president in charge of sales, announced yesterday. The new program will be heard 9:30 to 9:55 p.m., EDT.



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!



Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Webs And Stations Expand Coverage Of United Nations

(Continued from Page 1)

the new summary titled, "U. N. Today."

Both CBS and ABC announced plans for special network programming the past week and NBC is reported readying a special United Nations Week of programs which will surpass in coverage and content previous U. N. Week observances. Mutual plans for U. N. programming will be announced within the next two weeks.

Benjamin Cohen, assistant secretary general of U. N., and Peter Aylen, director of radio, have been working closely with radio the past few weeks in planning the fall programming. In addition Justin Miller, president of NAB, has been taking an active interest in the planning and has promised the support of the industry organization in next plans.

Plan Paris Coverage

In addition to planning for domes-

tic observance of U. N. Charter Day, the officials are busy making arrangements for international coverage of the general assembly scheduled to meet next month in Paris. Networks will send staff newsmen to the Paris meeting and in addition television networks and stations will be represented by cameramen. Accrediting of radio and press correspondents for the Paris session are now underway at United Nations headquarters at Lake Success.

Faye Clark of WBRY, Waterbury, Conn., chairman of the women's commentator committee who have pledged their support to United Nations, was a visitor at Lake Success yesterday. Miss Clark enthusiastically endorsed U. N.'s radio planning and spoke optimistically about the support that would be given the organization during the coming fall and winter.

Radio Plans Observance Of National Youth Month

(Continued from Page 1)

National Conference on Prevention and Control of Juvenile Delinquency.

First station to announce plans for the special observance is WNBZ, New York, which has designated Wednesday, Sept. 1, as "Salute to Youth Day." On that day the station will offer all its programs and personalities in a tribute to youth and youth agencies.

Stork News

Frank Luther, who conducts a children's program over WNBC, now has one of his own. Mrs. Luther gave birth to a boy, weight seven and one-half pounds, in New York Hospital, Aug. 11. The Luthers' first born has been named Frank Daniel.

Three Sponsors Signed For WJZ Co-op Programs

Three new contracts were signed yesterday by WJZ, with advertisers covering Gang Busters, Ethel and Albert and Nancy Craig.

The New York World-Telegram, starting Thursday, Sept. 9, will assume sponsorship of Ethel and Albert three times weekly, Monday, Tuesday and Thursday at 6:45 p.m., EDT. The 14-week contract was signed through H. B. LeQuatte agency.

Sponsorship of Gang Busters, over WJZ has been renewed for an additional six-week period through September 4, by the Pioneer Ice Cream Division of the Borden Company. The agency is Doherty, Clifford & Shenfield, Inc.

General Foods Corporation through Young & Rubicam, Inc. as the agency, have signed with WJZ to participate in Nancy Craig's Monday-through-Friday program Woman of Tomorrow for a three-week period starting August 23. The sponsor's product will be Swans Down Instant Cake Mix.

New Variety Program Launched On WTAG

Worcester, Mass. — WTAG (and FM's) new variety show, "Open House," is slanted to appeal to every member of the family, from grandma down to junior. This 45-minute show features patter and chatter of special interest to women; the latest national and local news; special children's features, including transcribed stories by Hollywood's Maureen O'Sullivan; Radie Harris' "Broadway and Vine" star interviews; and, for the men, "Open House" offers a daily gardening bulletin, with information supplied by the Worcester County Extension Service.

WAZL

Salutes

Vic Diehm

on completion of twenty years service in the radio industry in Pennsylvania.

Sixteen of those years, associated with WAZL, it was he who helped put its first program on the air, way back in December, 1932. It is he who is responsible for the outstanding public service record of WAZL. It is he who has been its manager since its opening. We congratulate you and wish you continued success.

WAZL

Owned and Operated by the Hazleton Broadcasting Co.
NBC Affiliate.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46th St.
HENRY GREENFIELD, Mgr. Director N. Y. 19

Band Leader Sues For 'Giveaway' Rights

(Continued from Page 1)

G. Cowan, individually, band leader Harry Salter, Howard Connell, writer, and the American Broadcasting Co.

Barron charges in the suit that in February, 1947, he and his associate, Robert Ray, now assistant to the director of operations at CBS, met with Goodson and Connell to discuss a network program idea. It was agreed, Barron alleges, that he and Goodson would go 50-50 in the production and sale of a show to be called "Blue Barron's Mystery Melodies," in which listeners would be telephoned and given prizes for correctly identifying tunes played by the band.

Barron's charges were denied by Al Hollender, vice-president of Louis G. Cowan, Inc. He said:

"We have investigated the matter very carefully and we are satisfied there is no basis whatsoever for this claim. Suits against successful shows are not uncommon. This one is no exception."

The suit further claims that the show was to be known in the trade as a "Mark Goodson-Blue Barron package." Goodson was to produce and Connell was to be hired as script writer.

Barron alleges that on Feb. 22, 1947, he cut an audition of the show at CBS for which he hired a 13-piece band, three vocalists, an announcer and a director. The script used in the reported audition was introduced as Exhibit A. Exhibit B is a script for a "Stop the Music" broadcast which was heard on ABC.

The band leader charges that the original show has undergone "slight alterations" of details and is now being sold under the name "Stop the Music." He claims Goodson, Salter, Cowan and Connell have received substantial payments and profits from the show but have refused to account to him.

Suit asks the court to restrain and enjoin ABC from making any payments for use of the show during pendency of litigation.

In addition to Fly, his law partner, William C. Fitts, Jr., is participating in the legal proceedings.

Will Debate Communism

"Are American Communists a Serious Menace to Our Security" will be debated on CBS' "People's Platform" on Sunday, August 15, 12:30-1:00 p.m., EDST. Joining chairman Dwight Cooke in the debate are Frederick Woltman, staff writer for the New York World Telegram, who takes the affirmative side, and Thurman W. Arnold, former U. S. attorney general who argues the negative side.

Agency To Audition Actors

Weintraub Agency next week will audition actors for British-dialect supporting roles in the "Sherlock Holmes" series, which returns to Mutual in September. Program is sponsored by Trimount Clothes.



Windy City Wordage. . . !

• • • Chicago is to be included in the C. E. Hooper, Inc., sampling of listenership to television shows, the Hooper firm working in cooperation with Capt. Bill Eddy, director of WBKB. . . Remus Harris and Dan Woodward, who wrote "Your Heart and Mine," will tour

Chicago

Illinois in September as first step in their plan to write songs about entire states, with something of the setting and background. . . Jim Ameche is taking on another chore—a new series over WGN, 10-10:15 p.m., Monday through Saturday, titled "It Really Happened," dramatizing true-to-life stories of well-knowns. . . Curious to learn why a porker's dollar value increases faster than its weight, Jim Hurlbut, WMAQ reporter, has bought a 200-pound Hampshire gilt at 30 cents a pound and will follow its career through every stage to market and the retail butcher, and will report his findings on his daily newscast.

☆ ☆ ☆ ☆

• • • After advancing from mail boy to night supervisor of ABC's traffic department and winning a bride (Mildred Turza, an executive secretary in the ABC offices), Dick Ortner made a fruitless search for an apartment. Discouraged, he wrote a friend, Jim Foley of the KECA newsroom in Los Angeles, who found Dick a three-room apartment, with no bonus to pay. So—Dick and his bride, with no job, no relatives and no friends in L.A. except Foley, are moving to the City of Angels, having decided it's easier to get a job than to find an apartment in Chi.

☆ ☆ ☆ ☆

• • • Dr. I. Q. "made" the Congressional Record recently when a portion of the Henry Clay biographical sketch used on the "Dr. I. Q." program was included in the appendix of the Record. . . Mary Bjorkman, formerly in the WBBM traffic department and now spending several months in Norway as a student at the University of Oslo, is preparing a radio show as part of the Jubilee Festival for King Haakon of Norway. . . Paul A. Dye, a vet of 20 years in the radio industry, has been appointed sales manager in charge of Admiral Corporation's regional distributors. . . A new weekly studio musical presentation titled "Moments of Melody," presented in cooperation with the Civil Air Patrol, made its bow last week on WGN-TV, with Nancy Evans and Bob Lee as featured vocalists, Bill Otto at the piano, and Jerry Kaufherr, announcer. Chuck Ranallo directs.

☆ ☆ ☆

• • • Bert Wilson, WIND sportscaster, is going to do the narration for a series of sports films being edited by Tele-Visual Productions in Iowa. . . Just for the novelty of it, Mary McCormick, secretary to Mutual's public relations manager, Jim Mahoney, spent her two-week vacation bicycling through the New England states and is back with a swell tan and plenty of sore muscles. . . For the first time, the annual Chicagoland Music Festival at Soldier Field Saturday is to be televised on WGN-TV. A portion of the festival also will be broadcast over WGN, WGNB and Mutual. Another "first" will be the televising of the 15th annual College All-Star football game at Soldier Field August 20.

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• • • Add Population Statistics: Robert Savage, head of the ABC central division continuity department, became the father of a daughter, Bridget, born August 1 at Highland Park Hospital; Sheppard Lehnoff of the Fine Arts Quartet became the father of a daughter July 28, born at Michael Reese Hospital, and A. W. (Sen) Kaney, manager of the NBC central division station relations department, is the newest grandfather, his daughter, Mrs. Joseph A. Koop, having become the mother of a son, Dwight Alexander, on July 25.

So. African Radio Shows Biz Increase

(Continued from Page 1)

advertise its various Vaseline products. Camel cigarettes airs spot jingles Monday through Saturday.

Colgate-Palmolive-Peet, Ltd., sponsors the "Happy Gang" for a half-hour every Wednesday night, and Bristol-Myers, Ltd., for Ipana toothpaste, has added a Sunday quarter-hour called, "Music With A Lilt," which is in addition to its across-the-board bookings. Rolex watches sponsors hourly time signals on the outlet.

Check-up on the ownership of Lourenco Marques Radio is an investigation which flies off into many tangents and it is conceded that many fingers are in the pie, although their identity remains rather obscure. But whatever the ownership, it is believed to be so established that Lourenco Marques Radio will continue to be the only station in Portuguese East Africa.

Outlet is carrying two new transcribed productions issued by Towers of London, Ltd., which are sponsored by M. Bertish & Co. Platters are the Gracie Fields show and the Noel Coward show. Another Towers of London production, "London Playhouse," has been renewed for an additional 52 weeks by Lever Brothers (Pty.), Ltd. Pepsodent toothpaste has also renewed spot announcements.

Transcribed version of "The Greatest Story Ever Told," sponsored on ABC by the Goodyear Tire and Rubber Co., is broadcast over Lourenco every Sunday afternoon on a sustaining basis.

Station is represented in Johannesburg by Davenport & Meyer (Pty.), Ltd., and in the U. S. by Pan American Broadcasting Co. J. Walter Thompson agency has just completed a survey of Lourenco's coverage and listening audience.

Sale Of Radio Tubes Criticized By NEDA

(Continued from Page 1)

about 425 distributors in NEDA and that these independent companies represent about 80 per cent of the national buying power in the radio replacement part trade.

The spokesman for the distributors declares it is important that the prices of radio receivers be maintained at as low a level as possible and that prices will have to be increased if tube price advances are maintained.

Educational Experiment Planned By Can. Radio

(Continued from Page 1)

Many Lands," and "Sailing the Great Lakes." They will be used in Sweden for English language instruction in high schools. The other two, in Swedish, consist of geography instruction in lower grades, and are: "By Train Across Canada," and "Mining in Canada."

WHO IS THE SMILING MAN ?

CLUES:

1. His children's education is as good as paid for.
2. He's moving into his dream house in 1958.
3. He's going to get \$4 back for every \$3 he invests today, after 10 years.
4. He's helping his country and himself, at one and the same time.



ANSWER: The Smiling Man is the man who invests regularly in U. S. Savings Bonds. What he has done—actually—is to guarantee his own future, to insure the security and happiness of his family.

Every Savings Bond you buy will stretch your smile a little further.

They're the wisest investment you can make, today—they pay you back \$4 for \$3 after ten years, and that's a promise by Uncle Sam!

What's more, every dollar you invest in Savings Bonds is helping to fight inflation over here, helping to maintain democracy over there.

If you draw a salary, enroll in the easy, painless, *automatic* Payroll Savings Plan. Or, if you aren't on a payroll but have a checking account, use the equally convenient Bond-A-Month Plan.

Inquire today about these sure, profitable savings plans. *And watch your smile grow along with your savings!*

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



THIS SPACE CONTRIBUTED BY RADIO DAILY

PLUG TUNES

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

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

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

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

A Great Ballad!
THE THINGS I LOVE

CAMPBELL MUSIC, Inc.
 1619 BROADWAY NEW YORK CITY

A Great Rhythm Ballad
CONFESS

OXFORD MUSIC CORPORATION
 1619 Broadway New York City

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.

1650 Broadway New York City

TWIN SONG HITS From M-G-M's
"A DATE WITH JUDY"

IT'S A MOST UNUSUAL DAY

JUDALINE

ROBBINS MUSIC CORPORATION
 799 SEVENTH AVENUE, NEW YORK 19
 MURRAY BAKER, Gen. Prof. Mgr.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:** A cablegram from London advises us that Val Parnell, managing director of the Palladium Theater there, told the Andrews Sisters that in their first week "they broke every attendance record ever held by either an American or British act." . . . ● Al Friedman, Chicago manager for Porgie Music Corp., has moved to Hollywood to head that firm's coast office . . . current plug tune is a commercial ballad, "When You Left Me," clefted by Russ Morgan, Al J. Neiburg, Win Sharples and Irving Melsher. . . . ● J. J. Robbins has returned from a month business trip to England and the Continent. . . . ● With the release by Atlas records of the song, "Blue Moments," recorded by Frankie Laine, looks like Mills Music has another "That's My Desire" . . . ditty was penned years ago by Morey Davidson, Art Berman and Buddy Fields. . . . ● Norman Foley's contact staff at Miller Music rates a nod for a fine promotion effort on "Now Is The Moment," written by Leo Robin and Fred Hollander for the 20th Century-Fox flicker, "Lady In Ermine." . . . ● Six months ago we itemed that the Korn Kobblers are a natural for video . . . Warren Wade has signed the group for NBTelevision to start early next month. . . . ● Stan Zucker and Ken Robey are the producers of "Morey Amsterdam's Hilarities of 1949," which opens Sept. 9 at the Adelphi Theater in Gotham.

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● ● ● Famous Music starting on the score of the new Paramount musical, "Isn't It Romantic?" . . . with the song of the same name by Lorenz Hart and Richard Rodgers are three new tunes by Jay Livingston and Ray Evans, "Wondrin' When," "Indiana Dinner" and "Miss Julie July." . . . ● Songstress Evelyn Kent, currently thrushing at Casa Seville at Franklin Square, L. I., will marry the boss, Jean Seville, next month. . . . ● Dorothy Stewart, composer of "Now Is The Hour," has written another ear catcher, "I'm Coming Back To You," with Hal Dyson . . . Edwin B. Morris is the publisher. . . . ● Published by Jefferson Music, "I Went Down To Virginia" is one of the most played songs of the year . . . made the Peatman sheet the past seven weeks in succession . . . written by Redd Evans and Dave Mann, writers of "There I Said It Again." . . . ● Abbott & Costello will tee off Wednesday, Sept. 8, on a 52-week ABC contract for Cyl-Dent Toothpaste . . . placed by Jasper, Lynch & Fishel. . . . ● RFD Music has a hillbilly novelty, "Find 'Em, Fool 'Em and Forget 'Em," which will clean up . . . written by Denver Darling, Lou Shelley and Ben Jaffe.

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● ● ● **ON AND OFF THE RECORD:** Nat King Cole again scores for Capitol with a typical Cole rendition of "Little Girl," flipped with a slow-tempo'd version of "Baby, Baby All The Time" . . . deejays will use this one often. . . . ● National Records introduces a new blues singer, Grace Smith . . . first two sides, "Competition Blues" and "Baby, You're Just My Speed," stamps the gal as a comer. . . . ● Easily one of her best offerings on wax is Lena Horne's MGM platter of Youmans' "Sometimes I'm Happy," flipped with the low-down "It's Mad, Mad, Mad" . . . Luther Henderson's Orchestra provides suitable support.

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● ● ● **SHARPS AND FLATS:** Al Jolson will feature "Is It True What They Say About Dixie" in his forthcoming Columbia sequel to "The Jolson Story" . . . ditty, which Jolie zoomed to the Hit Parade ten years ago, was written by Irving Caesar, Gerald Marks and Sammy Lerner. . . . ● Eddie Seiler and Sol Marcus have penned "The Girl From Jones Beach," which will be featured in the Warner flicker of the same name. . . . ● Herb Levanthal at Lewis Music starting to plug "Maybe I Love You," written by Jimmy Parks, Steve Miller and Herb Leighton. . . . ● Comic Danny Webb's WPIXilated antics last Sunday at 4:05 p.m.—a rib-tickler. . . . ● Red Benson's great emceeing of WOR's "Movie Matinee" has resulted in the program going full MBS network, starting Monday . . . Heard every day at 3:00 p.m., program will be called, "Red Benson's Movie Matinee," and produced by Jerry Layton.

PLUG TUNES

On Records and Transcriptions
"TELL ME A STORY"

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

The New Sentimental Ballad Hit!
 Based on "Meditation De Thais"

WHISPER A WORD OF LOVE
 LEEDS MUSIC CORPORATION

On RECORDS and TRANSCRIPTIONS
"I'M WAITING FOR SHIPS THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.
 1619 Broadway New York City
 216 S. Wabash Avenue, Chicago, Illinois

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

Revived
 BY POPULAR REQUEST!
"LADY OF SPAIN"

Sam Fox Music Pub. Co.
 RCA Bldg. New York City

From Walt Disney's
 Technicolor Musical,
MELODY TIME:
BLUE SHADOWS ON THE TRAIL
PECOS BILL MELODY TIME
LITTLE TOOT

SANTLY-JOY, INC.
 1619 Broadway, New York
 Eddie Joy, Gen. Pro. Mgr.

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, August 12, 1948 — TELEVISION DAILY is fully protected by register and copyright

"ET'S" MAY SPUR COAST NETWORKS

TELE TOPICS

By JIM OWENS
Associate Editor

STANDARD OIL & CBS in a serious huddle re simultaneous airing of the Philharmonic. It's said to be a long-range, high-budget deal, with Standard using the intermission gimmick to outline the importance of oil in the sphere of industry, a la the J. S. Steel ailer. . . . Procter & Gamble giving video the double-o, hunting around for a likely format. . . . National Television Film Council, which started on wobbly legs a few months ago—due chiefly to lack of co-op in the ranks—apparently getting its sea legs. Group will elect officers at Sept. meet. . . . Crosley's WLWT (Cincy) becomes WLW-T this week. Reason for the switch is to preserve the identity of the AM outlet while emphasizing V.

EX-CHAMP JACK DEMPSEY will face the big ones tonight in an interview with the World-Telly's Joe Williams on the wiff show, (NBC, 8:30). Morey Amsterdam does a repeat as emcee of "Texaco Star Theater" next Tues. nite. He'll be backed by Willie Howard, Herb Shriner, a couple of consistent laughing boys in their own right. . . . Life mag. lensmen had a juicy assignment on the WJZ-TV opener, with two of the slick's celluloid crew roaming the Palace Theater and station's Radio City studio. Ray Bolger emerged as a TV triple threat on his performance thruout the ABC premiere—as a very visual dancer, comic and emcee. His lib stuff and mucho poise tab him as sound all-around video thesp.

HOLLYWOOD film photog Joe Walker, whose cameras have scanned such vehicles as "The Jolson Story," "National Velvet," has come up with a development called the "Duomar" lens for TV. It's said to differ from the Zoomar (now standard equip. on several stations) in that it has two fields of view. Don Lee outlet has been using it experimentally. . . . Actor Paul Henreid and radio femme Maggi McNellis will guest in a WPIX style show tonight. News outlet, incidentally, has funny man in pint-sized Danny Webb, who does the comics on Sundays. Gen. Eisenhower dubbed him the "Comedy Commando" during the European campaign.

ARCHDALE JONES, who conducts "Key to the Missing" on the DuMont net Sunday nites, has a real tear-jerker set for this week's show. It concerns a young DP, named Blanka Fisher, the only one of her family of 43 to survive a five-year session in a Nazi concentration camp. She's been in the U. S. for 18 months, has pretty well solved the language barrier, and is now seeking an uncle here. Jones has had conspicuous success with the show, the seven weeks it's been on the air, numbers among his "finds" a man who vanished 35 years ago.

Pauley Petitions FCC Re KLAC-TV Transfer

(Continued from Page 1)

The company asked that prices to be paid for each of the three properties be set forth separately, with each price advertised for 60 days in order to give possible competing bidders a chance. The Southern California Television Company, it is said, stands ready, willing and able to put a TV station into Los Angeles on Channel 13, now assigned to KLAC-TV.

There is no indication that Pauley intends to challenge the Warner deal on the basis of price, although another possible bidder has indicated he is ready to charge that Mrs. Thackrey is trafficking with her CP. Such a charge is premature, however, before a valuation is placed upon this permit. (It is estimated here that Mrs. Thackrey has spent from \$180,000 to \$200,000 readying KLAC-TV to go on the air, so that any purchaser would have to expect her to ask that much.)

WBAP-TV's "Fair" Plans

Fort Worth, Texas — WBAP-TV, owned and operated by Carter Publications, Inc., scheduled to make its debut next month, has announced plans to televise the State Fair of Texas at Dallas to be held in Oct. Films of exhibits, such as live stock, agriculture and farm implements, of midway and outdoor shows, possibly football games, and other events will be made during the day.

Two More ABC Stations Set Debut This Fall

ABC, which this week launched its New York flagship, WJZ-TV, has speeded plans for expansion of the video network, with two more stations setting definite opening dates this fall.

Owned - and - operated stations WENR-TV (Chicago) and WXYZ-TV (Detroit) will begin regular programming on Sept. 17 and Oct. 9, respectively, it's now learned. Already scheduled by the Detroit outlet is the '48-'49 pro grid season of the Detroit Lions.

DuMont Set Div. Moves

Receiver sales division of Allen B. DuMont Laboratories, Inc., has completed moving to new and enlarged quarters at DuMont's 515 Madison Avenue, New York, headquarters, Ernest A. Marx, general manager announced this week. Division, which was formerly located in a section of the second floor, now occupies the entire 41st story of the building.

Eclipse Enters Tele

Los Angeles—Newest addition to the expanding Los Angeles television field is Eclipse Productions headed by Dorothy Colin. Michael Colin is executive producer and Leslie Urbach, film test and dialogue director, is supervising director.

First Eclipse telefilm, now being edited for showing to clients, is the "Fireside Detective," a comedy.

Press-Time Paragraphs

Fox Applies For Fifth TV Outlet

Washington—Twentieth Century-Fox yesterday filed its long-anticipated application for a commercial TV station in St. Louis, bringing to five the number of such tries it is making. Applications pend for San Francisco, Seattle, Kansas City and Boston. Also reported was an application for TV operation in Salt Lake City, from the Granite District Radio Broadcasting Company.

Cleveland Audience Climbs

Cleveland—Set distribution in the Cleveland-Akron area continued on the upswing this week with latest check reporting a minimum figure of 8,390. Survey, conducted by local distributors, showed 6,087 in homes and 2,303 in restaurants, taverns, etc.

Two Mfrs. Set '49 Previews

Two major showings of new '49 TV lines will be held in New York next week, one at the Waldorf-Astoria, other at the Hotel Pierre. Manufacturers are Sigmastar Corp., which will feature a new "remote control" unit and Farnsworth, which will also display Capehart models.

Dealer Sets 13-Week WTMJ-TV Schedule

Milwaukee—Taylor Electric Co., local radio and appliance dealer, has signed a 13-week pact for sponsorship of "Those Keen Teens" over WTMJ-TV. During August, program originates at Radio Hall in connection with the Wisconsin Centennial Exposition.

Hollywood Firm Offers Kinescope Film TV Service

West Coast Bureau, RADIO DAILY

Hollywood — Kinescope recording—already launched with authority on the East Coast as a suitable method of linking stations in lieu of cables or microwave — may be the key to early establishment of networking TV in Pacific Coast cities, it's indicated by trade execs here. Speculation as to the possibility of regional networking here was set off at a recent meeting of the Academy of Television Arts and Sciences at which Television Relay, Inc., and Berndt-Bach, Inc., announced formation of a kinescope recording service to be made available to all broadcasters.

Demonstration of the system in its present stage was a feature of the Academy meeting, and industry reps were reportedly agreed the method is satisfactory for commercial use. Demonstration involved recording a show off the face of a video tube, while Academy members watched, and a playback of the finished product on a standard 16 mm. projector.

Originally developed as part of a system for large-screen theater tele, process was later extended for re-telecast purposes. Events thus recorded with the equipment have been used at the Picfair Theater in Los Angeles, on a screen measuring approximately 16 by 20 feet, with reportedly good results.

Proposed service plan, according to Television Relay and Berndt-Bach, is on a contract basis, wherein the broadcaster need only guarantee 52 hours of recording for a full year. Company will install cameras, etc., with the station operator supplying the audio and video line. Base rates are \$144 for a half-hour recording, plus \$66 per print. System is said to have been demonstrated thus far to "at least three" of the major webs, who are reportedly interested in the method for use by themselves and affiliates.

Hedlund Joins CBS

Charles O. Hedlund, sales executive just returned from a nation-wide survey of department stores, has joined the sales staff of CBS television as a specialist in the apparel, textile, chain and department store fields. Appointment is the second made this week in the CBS-TV commercial department, following that of Kingsley F. Horton, former assistant manager and director of sales for Columbia-owned WEEI, Boston.

AGENCIES

INTERNATIONAL HARVESTER EXPORT CO. has announced appointment of McCann-Erickson to handle its overseas advertising on all product lines. Transfer of the account from J. Roland Kay, Inc., becomes effective Oct. 31. All International Harvester export advertising is handled in the firm's Merchandising Service Department, Foreign Operations. Fitzhugh Granger is department manager and J. W. Branta is in charge of publication ads and publicity.

DOHERTY, CLIFFORD & SHENFIELD, INC., has been appointed by Vacuum Foods Corporation to handle advertising for Minute Maid quick-frozen concentrated orange juice and other citrus products.

MARILYN MAYNE, formerly publicity director with John Robert Powers, New York, has joined KGO's Advertising, Promotion & Publicity Department. A graduate of the University of Oregon, she most recently served as editor for the Bureau of Industrial Education, California Department of Education. She replaces Rita Meehan, who resigned to enter nursing school.

ROBERT F. ANTHONY, former promotion and advertising manager for WJR, Detroit, and more recently WJBK, Detroit, has joined Lumber Fabricators, Inc., Detroit, Mich., as advertising director. Anthony comes to the Detroit headquarters with the background of more than 8 years in sales promotion, advertising and public relations specialization.

THEODORE M. KAUFMAN has resigned as advertising and promotion manager of Wallachs to join Grey Advertising Agency in an executive capacity late next month. He will retain his present association until he takes over his new post.

AM-FM Outlets To B'cast Indiana Football Schedule

Columbus — Station WCSI-FM, Columbus, Indiana, has completed arrangements with WSUA in Bloomington, Indiana, for the purpose of broadcasting all at home games played by Indiana University.

Bernie Herman, sports editor of WSUA, and Dick Jackson, sports director of WCSI will handle the play-by-play descriptions of the football games. Station will broadcast 18 football, and 30 basketball games.

\$25

For a real sound movie screen test.
Call BERgen 4-3405

Hollywood Productions
466 Ocean Ave.
Jersey City, N. J.

COAST-TO-COAST

Newcomers At KLIX

Twin Falls, Idaho—New arrivals at KLIX include sports director George Platis, formerly an announcer at KLO, Ogden and KALL, Salt Lake City; Kay Arnold, continuity director, heretofore affiliated with KRJF, Miles City, Montana and KTFI, Twin Falls; and Cheryl Stokes, secretary who comes from the R. H. Alber Agency in Los Angeles.

KDFC Appointments

Sausalito, Calif.—KDFC, new FM station, scheduled to take the air September 1st, has made three new additions to its staff. They are engineers Buck Pierce Campbell, and Oscar C. Darach and Peter A. Cuneo, commercial representative. The 33,000-watt station will broadcast on 102.1 megacycles, channel 271.

To Air Coaches Roundtable

Columbus, Ind.—For its coming football and basketball season, WCSI-FM will inaugurate a special sports feature called "Coaches Roundtable." The show, to be aired 15 minutes weekly, will feature various athletic directors of southern Indiana high schools in a discussion of their teams, tactics and other items of interest to sports fans. Program will be handled by Dick Jackson, station sports editor.

"Sunshine Boys" Join WSB

Atlanta, Ga.—Latest additions to WSB's hillbilly roster are the "Sunshine Boys," a group including Smitty Smith, guitar; Tennessee Smith, violin; Ed Wallace, bass, and Ace Richman, accordion. Before joining the station the boys were affiliated with KMOX, St. Louis; KFI, Los Angeles; WCHS, Charleston, and have appeared at Ciro's and the Mocambo.

To Broadcast Prejudice Series

Toledo, Ohio—WTOL is planning to present a dramatic series dealing with prejudice and entitled "Bedtime Stories for Adults." Locally produced, Felix Gentile, secretary of the Board of Community Relations, will offer Toledoans interested in gaining experience in radio a chance to appear on the programs.

Simon Gets Music Published

Tulsa, Okla.—KVOO staff pianist and organist, Bill Simon, is having two of his latest compositions published. They are "Man of Goodwill," a Christmas anthem for mixed choir and organ and a children's teaching piece from his "Out West" series. Pieces will be released by the Shattlinger Publishing Co. of St. Louis.

Guests At Rodeo Benefit

San Antonio, Texas—KTSA's "Singing Sheriff," Cliff Warren, recently appeared with the Mounted Sheriffs Posse of Bexar County, of which he is a member, at the recent Teen Age Rodeo Benefit staged by the members of the 20-30 Club of San Antonio.

Named To Jubilee Committee

Hartford, Conn.—Jean Colbert, director of women's activities for WTIC, has been appointed by Mayor William O'Dwyer of New York as a member of his committee for the Golden Jubilee of that city. Miss Colbert will attend ceremonies in connection with the celebration on Aug. 23.

To Air Races From At. City

Philadelphia, Pa.—WFIL is now broadcasting a description of each day's feature race from the Atlantic City race track. Pick-ups are made from the park of the Atlantic City Racing Association at Pleasantville, N. J., in cooperation with WFPG, Atlantic City, which will carry the broadcasts in the resort area. Handling the description is Franny Murray, former star athlete at the University of Pennsylvania.

Shannon Joins WKBW

Buffalo, N. Y.—New addition to WKBW's news department is Hugh Shannon, newspaperman and sports promoter. Shannon was formerly sports editor of the Erie, Pa., Dispatch and the Syracuse Post-Standard. He was also a sports writer on the old Buffalo Times.

KMOX To Hold Plowing Contest

St. Louis, Mo.—KMOX will hold a contour plowing contest as one of the features of the Soil Conservation Field Day which the station is sponsoring. Among the winner's awards are \$100 in cash, a trip to the annual meeting of the National Chapter of Friends of the Land in Oklahoma City this fall and an appropriate plaque. The Field Day will be held September 11 at the farm of Mr. and Mrs. A. T. West and the public will be invited, admission free.

Subbing For Hunnicutt

Washington, D. C.—With WOL disc jockey Mike Hunnicutt on vacation, there are a host of well-known stars taking over his early ayem spree of music and clock-watching. Substitutes include Skitch Henderson, orchestra leader; John Ball, daily record reviewer for the N. Y. World-Telegram; Paul Schwarz, president of the Local Musicians' Union 161; his secretary, Florence Weatherford; Bob Simmons, Washington civic leader, and Gene Ford of the Capitol Theater.

To Air Bears' Opening Game

Denver, Colo.—KOA, in recognition of this city's new baseball park, has completed arrangements to broadcast the opening game at the Denver Bears' new stadium, August 14 at 8:00 p.m. Handling the play-by-play will be sportscaster Starr Yelland. Opening quarter-hour of the airing will be devoted to a description of the new stadium as well as interviews with city, state and national dignitaries attending the "opening night."

PROMOTION

Hearing Aid Films

Beltone Hearing Aid Company's movie playlets, created to appear in theaters which show advertising films, but produced by a special technique to make them equally as effective on television as on the movie screen, made their debut August 3 on WGN-TV and are scheduled to run four times a week for a 13-week period. Seven different playlets were filmed by Alexander Film Co., Colorado Springs, under direct supervision of Ruthrauff & Ryan, Inc., Beltone's advertising agency. Movies show family, church and business scenes in which the Belton hearing aid brings happiness to a hard-of-hearing person. Beltone and WGN-TV report that pre-testing on WGN-TV last week offered working proof that the special technique used for the movies is successful.

Honoring The Renewers

WCSI-FM, Columbus, Ind. has had special greeting brochures printed for all clients who have renewed their contracts over WCSI. Every client that has been with the station the past year, and renews his contract, is sent a form letter from the management of the station, along with a WCSI greeting card.

In co-operation with its charter subscribers, station has set up new discount rates granted only to the charter subscribers that renew their contracts with the station.

Antenna For WMAQ

Chicago—Howard Lutgens, chief engineer of the NBC central division, announces that construction of a 250-foot self-supporting emergency antenna tower on the site of the WMAQ transmitter at Bloomingdale, 20 miles northwest of Chicago, will begin immediately, authorization for construction having been received from the FCC. Erection of the antenna will mark completion of a \$20,000 renovation program started at the station's transmitter last fall.

Lutgens also announces that interior construction work on the television and FM stations in the Civic Opera building is nearing completion. Both the television and FM receivers and their component parts are being installed in quarters on the building's 42nd floor. Television station WNBX and FM station WMAQ-FM are scheduled to begin operations this fall.

Musical Innovation

Stuebenville, Ohio—Bob Sanders, WSTV assistant program director and emcee of "Memory Lane," is using successfully an old formula with a new twist. "Memory Lane" is a late Sunday nighter with sweet music and poetry. Music used is transcribed Dick Leibert from the The-saurus Library. The new twist is supplied by the Merry Maids, honey-voiced local foursome who vocalize over Leibert's background with marked success.

SOVIETS REPORTED JAMMING U.S. RADIO

ABC Gross Income Up; Net Shows Slight Drop

ABC's estimated net income of \$850,000 for the first six months ending June 30, 1948, showed a slight decline over the same period last year but gross income was up nearly two and three-quarter million dollars, the network announced yesterday. The figure of \$850,000 (after Federal income taxes estimated at \$520,000) is equivalent to 50 cents a share on 1,689,017 shares of \$1 par common stock.

This compares with the first six months of 1947 when estimated net income was \$890,000 equivalent to (Continued on Page 2)

Foreign Mission Group Planning New Course

Plans to spend around \$100,000 in training foreign students in this country for radio work was announced yesterday by the Rev. Dr. Wynn C. Fairfield, secretary of the Foreign Missions conference, inter-denominational Protestant body with headquarters in New York. Dr. Fairfield revealed that a cooperative radio and mass communications committee is being established under the aus- (Continued on Page 2)

24 Stations Co-operate In Baseball Relief Show

Twenty-four stations in four states made radio history last week by carrying a special one-hour program aimed at raising funds for the surviving members of families of the Duluth Dukes baseball team, killed in a bus-struck crash near St. Paul recently. The program originated from the studios of stations in each (Continued on Page 6)

Humanitarian
"Crusade for Children," CBS' full-hour special broadcast Tuesday, Aug. 17, in behalf of American Overseas Aid-United Nations Appeal for Children, with Gen. Dwight D. Eisenhower as principal speaker, will be emceed by Arthur Godfrey and features a long list of radio, stage and opera personalities. Dinah Shore, Dorothy Kirsten, Edward R. Murrow, Rosalind Russell and Madeleine Carroll are among those already scheduled to appear. The program will be heard from 10:00 to 11:00 p.m., EDT.

Giveaway Show Issue To Be Aired By MBS

Radio will figuratively take the bull by the horns on next Wednesday when the subject of giveaway programs will become the topic of discussion on Mutual's "Opinion-Aire" round table session which will be heard from 10:00 to 10:30 p.m., EDT. A panel of affirmative and negative speakers are being chosen by Abe Schechter, Mutual v.p. Participants will appear with their attorneys to discuss the recent FCC pronouncement on the giveaway program issue.

U. N. Providing ET's On Loan Ceremonies

Transcriptions of the ceremonies incident to President Truman's signing legislation authorizing the loan of \$65,000,000 to United Nations for construction of new headquarters in (Continued on Page 2)

Voice of America Broadcasts From N. Y. Affected By Russian Interference, State Dept. Report Reveals

Vandals Wreck Tower; WSVS Forced Off Air

Crewe, Va.—Police are investigating the destruction of the 294-foot tower of WSVS which collapsed at 2:20 a. m., Thursday and forced the Virginia station off the air for nine hours until emergency antenna towers could be erected.

The investigation revealed that vandals used an instrument similar to a bolt cutter to sever the four guy (Continued on Page 2)

Sohio Sales Show Increase; Co. Heavy Radio User

Standard Oil Co. (Ohio), consistent users of radio time on Cleveland and other Ohio stations, reported yesterday that business for six months period ended June 30 was 34 per cent ahead of the same period in (Continued on Page 3)

Summer Radio Institute Awards Made In Chicago

Chicago — NBC announces that Idealee Woodson, secretary of the Peoria Council of Churches, Peoria, Ill., and Hubert Cordier, teacher at Allegheny College, Meadville, Pa., have been selected as winners of two full scholarships to the seventh an- (Continued on Page 3)

New evidence of Russian jamming of "Voice of America" channels turned up yesterday when State Department sources disclosed that broadcasts to the Moscow area via BBC relay facilities, inaugurated only a month ago, are now being jammed.

Last July 18 the "Voice of (Continued on Page 3)

Breen Reelected Pres. Of Regional Network

Clear Lake, Ia.—Edward Breen, manager of Radio Stations KVFD-KFMY, Fort Dodge, Iowa, was re-elected president of the Iowa Tallcorn Radio Network, at the annual business meeting held here this week.

The Tallcorn Network now is comprised of 17 radio stations in all parts of the State of Iowa. Ken Gordon, manager of KDTH, (Continued on Page 3)

Alabama Web To Carry Full Football Schedule

Twenty-three stations will carry the full schedule of the University of Alabama football games with the broadcasts originating with WSFA, Montgomery, William W. Hunt, director of the Alabama Broadcasting System, announced yesterday. Charley Zeanah who has been associated (Continued on Page 3)

Set Manufacturers Indicate Increase In AM-TV Prices

Continuing increase in cost of labor and materials, currently reaching higher levels than in any period since the end of World War II, is expected to spread throughout major phases of the radio manufacturing industry during the next twelve months, it is indicated by developments in the trade the past few weeks.

First concrete evidence of the upward scaling of prices by a major manufacturer was available yester-

day when Emerson Radio & Phonograph Corp., informed its distributors throughout the country that a general increase on all models—including television—would be put into effect on Sept. 1. Ben Abrams, president of Emerson, declined to list in detail the amount of the increase, but asserted that cost of production and labor necessitated the move. In addition to the over-all higher cost of (Continued on Page 6)

Political
Station WONS, Hartford, Conn., is preparing to air opening session of state Democratic Party convention from Bushnell Memorial. Station will air FDR Jr.'s speech and half-hour address of Senator Brien McMahon. Also, station plans to cover conclave's doings Saturday, when state ticket is chosen. WONS will give like coverage to GOP session Sept. 13-14.

Derby Day
The All-American Soap Box Derby, originating in Akron, Ohio, next Sunday, will be broadcast exclusively on CBS from 4:30 to 4:45 p.m., EDT, with John Daly handling the trackside microphone. This event will bring together soap box chauffeurs from 153 communities. The winner will receive a four-year college scholarship from Chevrolet Motors.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wijk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonaga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

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

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FINANCIAL

(August 12)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., 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, Ask. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Ask. Rows include DuMont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

U. N. Providing ET's On Loan Ceremonies

(Continued from Page 1) New York City were made available to networks and stations yesterday in an announcement from Gerald Kean, radio division of U. N., Lake Success, N. Y. The recording carries the statements of President Truman, Secretary of State Marshall, Trygve Lie, U. N. secretary general, Senator Warren Austin, U. S. delegate, Mayor William O'Dwyer and Robert Moses, N. Y. commissioner of parks.

WANTED COPYWRITER

with a year's experience for 1000-watt independent in metropolitan Michigan. Send samples and details. Box 159, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

GRACE RUSSELL, aide to Hubbell Robinson, CBS program veepee, leaves today for a New England motor trip.

HERMAN BESS, manager of WLIB, flies to California today on a brief business trip. He's expected back next week.

EDDIE STARR, of the NBC press department, is vacationing at the Jersey shore.

ED GREIF, of the Banner & Greif publicity firm, leaves for Chicago Sunday to deliver a series of lectures on public relations at the University of Chicago.

CRAIG ALLEN, NBC TV director, leaves today for a two-week vacation at Cape Cod.

LAWRENCE HAGER, president of WMOJ, Owensboro, Ky., left for home last night after a visit to Mutual headquarters here.

HARRY KOPF, NBC veepee, is on a brief business trip to Chicago.

G. W. (JOHNNY) JOHNSTONE, director of NAM's radio and tele dept., motors to Atlantic City today accompanied by MRS. JOHNSTONE.

HUGH FELTIS, president of BMB, is in Chicago attending the NAB district meeting.

HOWARD K. SMITH, director of CBS European news staff, returns to London aboard the S. S. Queen Mary tomorrow after a two-month refresher visit in this country.

WINFIELD GOULDEN, of the Mutual press department, leaves today for a three-week vacation in Massachusetts.

T. B. LANFORD, secretary-treasurer of KRMD, Shreveport, La., was in town yesterday to confer with ABC officials.

JAMES CADDIGAN, director of programming for the DuMont web, off to "parts unknown" next week on his honeymoon.

CHARLES B. JORDAN, vice-president of the Texas State Network, is in Gotham for conferences with MBS execs.

JUDSON BAILEY, CBS sports staffer, leaves today for Boston, where he will produce the web's "Clubhouse" stanza on Saturday.

PINKY HERMAN, mentor of RADIO DAILY'S "Words & Music" column, off for a two-week vacation at Lake Mohegan.

GUY LEBOW, WPIX sportscaster, leaves today for a brief vacation at Southampton.

Vandals Wreck Tower; WSVS Forced Off Air

(Continued from Page 1) wires of the tower, Bob Maynard, WSVS news editor, reported. WSVS is an independent station operating on 60 kc, 1000 watts power. It is owned and operated by the Southern Virginia Broadcasting Corp., of which C. S. Willis is president. Maxey E. Stone is general manager of the station.

Foreign Mission Group Planning New Course

(Continued from Page 1) pices of the conference. He said that strategically located recording stations and radio programs will be developed abroad and production of films, slides, charts and graphs will be accelerated.

10 YEARS AGO TODAY

(From the files of Radio Daily) The FCC is giving its nod on night ball games and is extending the time of stations in smaller cities which are operating on daytime basis only and who, without the extended time, would not be able to broadcast the night games, which in most cases are being aired commercially. . . Delegates to the Constitutional Convention have rejected a proposal to extend freedom of the press to radio (along with stage and screen) with a vote of 62 to 28. . . Many top-notch West Coast comics are looking to the East for broadcast of their shows due to the lack of a mixed evening studio crowd. Because of the difference in time, the comics on the Coast find themselves entertaining a large group of women and children.

ABC Gross Income Up; Net Shows Slight Decline

(Continued from Page 1) 53 cents a share on the same basis. Gross income from sale of facilities, talent, lines, etc., for the first half of 1948 was \$28,286,574. Gross for the same period last year was \$25,540,628.

Gets NBC Research Post

Emil J. Rohner has been named research assistant in the NBC research department, it is announced by Hugh M. Beville, Jr. Rohner replaces Charles C. Squires, who resigned to join the Fletcher D. Richards Advertising Agency.

Stork News

Mattoon, Ill.—Bob LaMere, program director and news editor of WLBH, has become the father of a son, Robert Scott, born to his wife, Bonnie Jane, at Mattoon Memorial Hospital. The LaMeres have another child, a girl named Bonnie Lynn.

MUSIC . . SPORTS . . NEWS FULL TIME WINZ Florida's Big Independent Primary Signal Covers GREATER MIAMI and Florida's Rich East Coast from the Palm Beaches to Coral Gables. STUDIOS: MIAMI, HOLLYWOOD, WINZ BLDG., MIAMI BEACH MAIN STUDIO: HOLLYWOOD BEACH HOTEL 940 Kc. — FULL TIME JONAS WEILAND, President Represented by: John H. Perry Associates

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

ABC Sells Elson Show; Two Others Renewed

Consolidated Royal Chemical Co., or Krank Shave Kream, signed yesterday to sponsor "Bob Elson on the Century" over 21 ABC stations on the Pacific Coast while Philco Corp. and the Christian Science Monitor renewed two programs for 52 weeks. The chemical company starts sponsorship of the transcribed Bob Elson show Sept. 13. It'll be heard Monday through Friday on 21 stations from 7:30-7:45 a.m., PDT. Agency handling the account is Arthur Mayerhoff Co.

Philco's renewal, effective Aug. 30, covers the 9:45-10 a.m., EDT, portion of "Breakfast Club," broadcast Monday through Friday. Agency is Hutchins Advertising Co. of Philadelphia.

Christian Science Monitor renewed its program, "The Christian Science Monitor Views the News," which features Erwin D. Canham, editor of the paper. Program is now heard at 8:15 p.m., EDT, Tuesday but will be shifted to the 9:30 p.m., EDT, spot, same night, on Sept. 14. H. B. Humphrey Co. is the agency.

Sohio Sales Show Increase; Co. Heavy Radio User

(Continued from Page 1)
1947 and 16 per cent higher than the volume in the last half of 1947. Sohio will sponsor many midwest football games this fall and will continue the use of spots in connection with news broadcasts, according to reports.

Kaner Sponsored On WINS

Walter Kaner, who as "Tokyo Mose" broadcast a daily record show for G. I.'s in the Pacific, has been signed by the Ben Tucker Hudson Bay Fur Company, Brooklyn, for six Broadway commentary programs weekly over WINS. This marks Kaner's third year of sponsorship by the firm.

**W
N
D
R**

THERE'S THAT VOICE AGAIN!



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

Studios in the Wilson Bldg.
Al Godwin, General Manager

Represented nationally by
Paul H. Raymer Co.

Soviets Jamming U.S. Radio State Dept. Report Reveals

(Continued from Page 1)

America" got the use of several BBC transmitters for a series of programs which included two broadcasts daily to the Moscow area, one from 9:00 to 10:00 p.m. and the other from midnight to 12:30 a.m., Moscow time. For the first week of operation under the expanded set-up there was no interference but the Russians are now jamming these two periods daily. Jamming occurs only during the Russian language broadcasts.

In recent months the United States protested to Russia over jamming of "Voice of America" programs beamed to the Far East via transmitters in Honolulu and Manila. State Department officials have not yet protested the new situation, since it has just arisen, and are hopeful that it will not lead to all-out jamming on the part of both countries.

"Voice of America" engineers and technicians have not pinned down the exact origination point of the jamming but it's believed that it comes from deep inside the USSR.

Despite the Russian interference,

the State Department is going ahead with plans to increase the number of programs beamed to Soviet satellites, as well as other countries. Number of languages is to be increased within the next few months from 22 to 32 and the current daily air time schedule of 27½ hours will be jumped to 40 hours.

Linguists are being hired to inaugurate an additional language schedule which includes Arabic, Persian, Turkish, Danish, Swedish, Norwegian, Finnish, Dutch and Portuguese. New programs will be developed following surveys made in certain foreign countries to determine listening habits and the type of programming desired. "Voice of America's" budget for this year is approximately \$7,000,000.

New York Times is running a series of articles on the "Voice of America" and how it is received in various parts of Europe. In general, the Times finds the operation must be improved somewhat if it is to be truly effective but that even now it is a great force in certain sections of Europe. A source in Poland said the "Voice of America" is listened to by the entire Polish nation.

Alabama Web To Carry Full Football Schedule

(Continued from Page 1)

with sports at the university for several years will do the play-by-play account and Tom Whitley, will take one of the color.

The stations participating in the broadcast of the football series are: WRFS, Alexander City; WCTA, Andalusia; WOBB, Anniston; WEBJ, Brewton; WKLF, Clanton; WXAL, Demopolis; WAGF, Dothan; WJBY, Gadsden; WGYV, Greenville; WHBS, Huntsville; WWWB, Jasper; WJHO, Opelika; WHBB, Selma; WHTB, Talladega; WTBF, Troy; WTBC, Tuscaloosa; WLAY, Sheffield; WKUL, Cullman; WFEB, Sylacauga; WSFA, Montgomery; WALA, Mobile; WSGN, Birmingham; WROM, Rome, Ga.; WCOA, Pensacola, Fla.

Summer Radio Institute Awards Made In Chicago

(Continued from Page 1)

annual NBC-Northwestern University Summer Radio Institute. The scholarships, two of four awarded by NBC to outstanding students, were presented by I. E. Showerman, NBC vice-president in charge of the central division, at a group reception closing the six-week session in professional level radio training. Certificates also were presented to 98 students who successfully completed the course.

Honorable mentions went to Virginia Williams, Evanston, Ill.; Betty Holcomb, Lincoln, Neb.; David Krause, St. Louis; and Paul Taff, Evanston, Ill. Northwestern University presented a \$100 prize to P. Dean Raymond, writer of the prize-winning institute dramatic script, which was broadcast on NBC.

Breen Re-elected Pres. Of Regional Network

(Continued from Page 1)

Dubuque, was renamed vice-president in charge of lines; Morgan Sexton, head of KROS, Clinton, re-elected vice-president in charge of station relations; Ben Sanders, manager of KICD, Spencer, vice-president in charge of programming, and George Volger, head of KWPC, Muscatine, secretary and treasurer.

Tallcorn President Breen was authorized to prepare a brief for presentation to the FCC objecting to any ban on telephone "giveaway" programs. The brief will be presented to the FCC by Breen or his representative Sept. 10 at Washington, D. C.

Cream Of Wheat Renews 'Let's Pretend' On CBS

The Cream of Wheat Corporation, Minneapolis, has renewed sponsorship of "Let's Pretend," on CBS, for another 52 weeks effective with the broadcast of September 18. The program, aired Saturdays, 11:05-11:30 a.m., EDT, is written and produced by Nila Mack and is now in its 18th year on the air. Agency is BBD&O.

TO THE GUYS AND GALS OF RADIO
My most sincere thanks for helping
"JUST FOR NOW"
make the "Sheet" in record time!

NETWORK SONG FAVORITES
The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director. Survey Week of July 23-29, 1948

It's You Or No One Romick
Judaline Robbins
Just For Now Advanced
Little Girl Leeds
Little White Lies Bregman-Vocco-Conn
Eye Of My Life T. B. Harms
 Tom Whitley

Dick Redmond
WHP—HARRISBURG, PA.

SAN FRANCISCO

DINK Templeton, KFRC sports columnist and former Stanford track coach, is in England covering the Olympic Games. Dink's authoritative reports and comments on the Olympic contests are being cabled back and read on his regular KFRC sports programs.

A new KGO Sunday morning program, "Breakfast in the Alley," originating in The Alley restaurant in Oakland, is featuring Joe Luke, Alley emcee, interviewing guests in the traditional Sunday morning gathering place of show people, with all present joining in the music and fun. The program is being sponsored by the Brewing Corporation of America, and the show is written and produced by Glen King.

Two other new KGO programs are "Home Digest" and "ABC Home Institute." Both are on a Monday-through-Saturday schedule and feature John Harvey discussing a wide variety of subjects. On the 6:30 a.m. half-hour program Harvey handles subjects and anecdotes appealing to all members of the family, and on the "ABC Home Institute" program at 1:30-2:00 p.m. he uses material of special interest to women and homemakers. Harvey recently left ABC's Los Angeles staff to come to KGO.

KNBC is starting a new Sunday morning musical program of light classics and popular favorites, featuring the baritone voice of Stanley Noonan, with Eloise Rowan at the console of the KNBC pipe organ. Noonan has been on another NBC program, "Rhapsodic Moods," where he has attracted highly favorable comment. He comes to radio from musical comedy, where he was starred in the Broadway production of "Up in Central Park."

Gordon Grannis of the KGO publicity department was recently married in Carmel to Margerie Henne-muth.

Renewed On NBC Web

People Are Funny, which moves into the 9:30 p.m., EDST, time spot on Tuesdays when it returns to the air on NBC September 7, won a 52-week renewal from Brown and Williamson. The Hollywood-originated audience participation show stars Art Linkletter as m.c. Russel M. Seeds Company, Inc., is the agency, and Raleigh cigarettes are advertised.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082



Mainly About Manhattan. . . !

● ● ● First performer to be inked by Bob Hope for next season is vocalist Doris Day. . . . Billy Rose will do a tour of the top air shows in Oct. to plug his new book, due out in the fall. . . . Gertrude Niesen turned down a B'way musical, "That's the Ticket," because she can't stand a hit. The three-year run of "Follow the Girls" was too tough, she sez, and she'd like a nice simple radio series. . . . Drive-in television theaters getting a big play on the coast while the sale of home sets isn't going as well as expected. . . . A group of Wall St. firms planning a radio series to enlighten public on investing. . . . Remington Rand has come up with a special video closed-circuit unit for audition purposes—priced at about \$7,000. . . . Sid Strotz giving up his NBC H'wood post? . . . Paul Denis, N. Y. Post radio ed, starts a three-week vacation on the 16th and will stay at Sea Bright, N. J., where he'll be fortified with a television set. (His book, "Your Career in Show Biz," incidentally, is now in its 2nd printing).

★ ★ ★ ★

● ● ● Irving Hoffman reports that Harry Hershfield is getting laughs telling about the hectic ride he took returning from a ball game with Mayor O'Dwyer not so long ago. A police escort and screaming sirens whizzed them along at 70 miles per. "Don't worry about our speed," the Mayor said to Harry. "Everybody knows I'm in this car." "Yeah," replied Harry, "but slow up so they can see WHO'S WITH YOU!"

★ ★ ★ ★

● ● ● THAWTS WHILE THINKING: Mark Goodson, one of the producers of "Stop the Music," now at the Capitol, is also one of the producers of "Winner Take All," which is due at the Strand. Wanna find him? He's prob'ly behind the nearest frigidaire. . . . If picture studios relent and allow their glamour gals to do television, you have our bet that Joan Caulfield becomes one of the most welcome faces and figures on that little window in your living room. . . . Morey Amsterdam's recent click for Texaco leaves us with the raised eyebrow wondering whether CBS isn't passing up a real bet in not building a video show for Morey.

★ ★ ★ ★

● ● ● WHATEVER BECAME OF: Mark Hawley, once a ten-time-a-week newscaster. . . . Alwyn Bach, a diction award announcer of the 30's. . . . Freddie Berrens, once a CBS house leader doing 20 shows a week. . . . Julius Tannen, the greatest monologist of them all. . . . John Kelvin, the non-Erin Irish tenor.

★ ★ ★ ★

● ● ● FILLER-DILLERS: Harvey Stone has just discovered why some of those witnesses in Washington aren't answering any questions. No frigidaire or gas ranges being given out for the right answer. . . . Henny Youngman, reminiscing about his last date at the Capitol, cracked: "We came within \$19,000 of breaking the house record." . . . Edith Gwynne tells about the director who had been planning a trip around the world only to change his mind at the last moment with the remark: "No, I'll go somewhere else instead!"

★ ★ ★ ★

● ● ● LUV 'N' KISSES: Ben Grauer's news reporting in the Winchell summer spot. . . . Julie Conway's thrushing on CBS' "Music Comedy." . . . "The Lone Ranger"—for 15 years of thrills for the youngsters. . . . Bob Brenner's "Quizzing the News" series via ABC-TV with Allen Prescott emceeing.

★ ★ ★ ★

● ● ● SID-BITS: Bret Morrison to do a series of video films for the Sackett agency. . . . Muriel Kirkland, who scored in "Intimate Stranger" at the Berkshire Playhouse, to headline a fall dramatic ailer. . . . In Knoxville, Tenn., the Hooper on the Peter Donald show tops Jack Benny's there, Pete's is 15.9 and Jack has 13.4.

SOUTHWEST

JACK Rogers, publicity, promotion and merchandising manager of WBAP, Fort Worth, is back at his desk following an appendectomy.

T. Frank Smith, general manager of KRIS, Corpus Christi, and KBAL, Brownwood, played host to management representatives of the Texas Quality Network stations, meeting in in Corpus Christi to review fall prospects and schedules. Among those in attendance were Martin B. Campbell, general manager and William C. Ellis, facilities engineer of WFAA, Dallas; Jack Harris, general manager, and Jack McGraw, commercial manager, of KIPRC, Houston, and Hugh A. L. Half, general manager, and Jack Keasler, commercial manager, of WOAI, San Antonio.

Curtis Matties, former chief continuity writer for KWTX, Waco, has resigned his post to take over duties as full-time instructor in the radio department of Baylor University at Waco. Matties was a part-time instructor at the school.

Newcomers to the staff of KITE, San Antonio, include Robert Ferrie and Charles B. Wise. Ferrie comes from KABC, San Antonio, and joins the news and announcing staff. Wise hails from New York City and takes over duties as transmitter engineer.

John W. Billingsley has joined the staff of KSFA, Nacogdoches, as news editor and announcer.

Bud Thompson, program director of KTSA, San Antonio, is happily passing out the cigars to his friends upon the arrival of a baby son, Jay Allan.

Agencies of the Dallas Community Chest will be featured in a new series called, "I Found A Story," to be aired each Saturday over WFAA, Dallas. The program will bring little known facts of how the Community Chest and its many Red Feather agencies are helping the people of Dallas. All episodes will be factual. Ruggles Palmer will serve as narrator and will also interview each week the executive director of the Community Chest agency featured.

LISTEN TO

AL CAPP

CREATOR OF L'IL ABNER
REPLACING DREW PEARSON

(ON VACATION)

FOR

LEE HAT CO.

WJZ-ABC NETWORK

SUNDAY — AUG. 15th

806

**Program Directors Responded
To RADIO DAILY'S Annual
Questionnaire Survey of
Programming, Which Will
Be Included In The
9th ANNUAL**

**SHOWS OF TOMORROW
EDITION**

***To Be Published Thursday
August 19th***

AGENCIES

A MAJOR EXPANSION OF ADVERTISING by American Vendors, Inc. was announced by Harry J. Coffman, president. Firm manufactures a selective vendor for bottled soft drinks. A budget of \$100,000 has been established for a 12-month period, beginning September 1, 1948. Radio will be added to the media now used by the firm. Use of magazines will be expanded. Agency is Allied Advertising Agencies, Los Angeles.

FLORENCE LUSTIG, New York woman's fashions specialty store, has appointed The Bobley Company, advertising agency. Quality fashion sections of New York dailies, selected fashion magazines and television will be used. Harry W. Bobley is account executive.

WILLIAM BOLTON, who for the past 18 years has served in executive positions with the McCann-Erickson and N. W. Ayer agencies, has opened a specialized personnel placement service with offices in the Real Estate Trust Building in Phila. Advertising and related fields will be covered by the new service.

MCCANN-ERICKSON'S Rio de Janeiro office has been appointed by Opeve Ltda. of that city to handle the Brazilian advertising of its L. T. Piver perfumes. A test campaign during the final quarter of 1948 will be followed by a nationwide radio campaign in 1949. Newspapers and magazines will also be used.

JOHN H. SHELDON has been elected a vice-president of Geyer, Newell & Ganger, it was announced by B. B. Geyer, president. Sheldon has been with the agency since 1944, serving initially as an account executive and, since 1947, as assistant to R. M. Ganger, partner in the firm. Before he joined GN&C, Sheldon was associated with Ruthrauff & Ryan; MacManus, John & Adams; Hiram Walker, Inc., and Studebaker. He is a graduate of the University of Iowa.

MAURICE GAFFNEY has been appointed director of presentations for ABC. Gaffney succeeds Ridgeway Hughes who has resigned to join the promotion department of Look Magazine, effective August 16. Edward Ehrich replaces Gaffney as assistant director and copy chief in ABC's presentations department and Andrew Ross continues as art director of the department.

Will Sponsor Football

Tulsa—Dale Rogers, Mid-Continent Petroleum Corporation's advertising manager has just signed the contract which says the D-X will again be the exclusive sponsor of the football broadcasts of the University of Tulsa over KVOO, Tulsa. Veteran sportscaster, John Henry, will again describe the play-by-play action of the Golden Hurricanes both at home and away.

Set Manufacturers Indicate Increase In AM-TV Prices

(Continued from Page 1)

production, Abrams said his company had approved an eight per cent wage hike for factory employees recently.

Emerson prices now range from \$14.95, for a table model radio, to \$495 for a combination (with TV) console. In addition to the latter, company produces two other video models, one a table set at \$269.50, the other a console at \$299.95.

Although various other manufacturers have been reportedly preparing increases in certain of their radio lines, it's understood that the majors are reluctant to move in this direction at the present time. RCA, which reportedly instituted a 10 to 15 per cent increase in tube prices the past

week or so, is understood to be contemplating no further increases on other products.

Trend is viewed in the trade, however, as clouding the hopes for continued reduction in television set prices this year, despite obvious attempts in this direction, but at the same time it's believed there will be no increase. Manufacturers are said to be determined to "hold the line" in TV prices for another year at least, despite the fact the set shortage is as dominant a factor as it was 12 months ago. Only possible increase in TV receiver prices may come in the top brackets (over \$1,000), it's averred by industry execs, but this will be realized only as a last resort.

24 Stations Co-operate In Baseball Relief Show

(Continued from Page 1)

of the eight Northern League cities. An elaborate network utilizing existing and special lines was set up to carry the broadcast, which was carried by several stations outside the Northern League towns.

Idea for the program came from program director Ken Kennedy of WDAY, who was aided in setting up the broadcast by Manny Marget, manager of KVOX, Moorhead, Minn.; Steve Gorman, president of the Fargo-Moorhead Twins, and radio managers in each of the stations carrying the broadcast.

List of stations included KLO and KNOX of Grand Forks, N. D.; KDAL, WEBC and WREX of Duluth, Minn.; KFAM, St. Cloud, Minn.; WDSM and WSDR of Superior, Wis.; WEAU, WBIZ and WRFW of Eau Claire, Wis.; KABR and KSDN of Aberdeen, S. D.; KSOO, KLEO, KIHO and KISD of Sioux Falls, S. D.; WDAY, Fargo, N. D.; KVOX, Moorhead, Minn.; KFGO and KVNJ, Fargo, N. D.; KGCU, Mandan, N. D.; KLPM, Minot, N. D.; KDLR, Devil's Lake, N. D.; KOVC, Valley City, N. D.; KGCX, Williston, N. D., and KFYZ, Bismarck, N. D.

WGAR Football Series

Cleveland—Paul Brown, coach of the Cleveland Browns, twice champions All-America Football Conference, begins new weekly fifteen-minute radio series on WGAR, Cleveland, today, 6:30 p.m. series will be inside football type plus analysis of Browns games, past and upcoming, and interviews.

Returning To CBS

"The F.B.I. in Peace and War," sponsored by Procter & Gamble Co. for Lava Soap, returns to the CBS network on Thursday, August 26, to begin its fifth season of broadcasts after a summer hiatus. The program, featuring Martin Blaine as the F.B.I. field agent, is aired Thursdays, 8:00-8:30 p.m., EDT.

Seventeen Affiliates Added To Keystone Web

Seventeen new affiliates have been added to the Keystone Broadcasting System. They are as follows: WOOF, Dothan, Ala.; WSWN, Belle Glade, Fla.; WTAN, Clearwater, Fla.; KPST, Preston, Ida.; KIND, Independence, Kans.; KSLO, Opelousas, La.; WMRP, Flint, Mich.; WAPF, Macomb, Miss.; WHOC, Philadelphia, Miss.; WABZ, Albemarle, N. C.; WCEC, Rocky Mount, N. C.; KDIX, Dickinson, N. D.; WLBG, Laurens, S. C.; WMRA, Myrtle Beach, S. C.; KSST, Sulphur Springs, Texas; WHLF, South Boston, Va.; and WDNE, Elkins, W. Va.

Send Birthday Greetings To—

August 13	
Bert Lahr	Tom Moore
Louise Cox	Mabel Todd
Ellen Williams	
August 14	
Ed Herlihy	Merle S. Jones
Bob Patt	John Holbrook
Samuel L. Ross	Low Story
Roy D. Williams	John Porterfield
Margaret Jacobson	
August 15	
Rose Marie	Virginia Arnold
August 16	
Bill Morrow	Charles C. Hicks
Helen E. Bennett	Mildred Huebner
August 17	
Frederic W. Ziv	George Howard
Abram Chasins	Claire Glazer
"Uncle Don" Carney	
August 18	
Sid Weiss	Walter O'Keefe
Alvin Wilder	Jessyca Russell
Dick Barris	Bill Bloomingdale
William C. Roux	
August 19	
John M. Outler, Jr.	Don Bernard
Marcus Bartlett	Bob Kerr
Anice Ives	Jimmy Shield
David B. Stein	

The Mailbag

Appreciation

"For the past twenty-six months I have been in command of Fifth Army, covering an area of twelve states, ranging from Michigan on the east to Colorado and Wyoming on the west, and from the Canadian border to Missouri and Kansas on the south. In this area, the broadcasting stations have contributed their time and facilities to furthering the Fifth Army mission. I consider this generous action on the part of the station owners and managers of great assistance to the success of Army projects and a definite public service, as well.

"As I am about to leave for Japan where I have been ordered to take over the command of the Eighth Army, I find myself unable to write a personal letter to each one of these station executives. If you can conveniently do so, I would like to ask you to express my thanks to the personnel of radio stations in Fifth Army area for their fine cooperation."

Faithfully yours,
WALTON H. WALKER
Lieutenant General, United States Army, Commanding.

Stork News

A daughter, Netta Louise, was born last Sunday evening in Hackensack Hospital to Mr. and Mrs. Robert L. Gault, Rutherford, N. J. Mr. Gault, a native of Detroit, is chief engineer of WWDX, the radio station of the Herald-News of Passaic and Clifton.

Joins WTPS Staff

Martin Burke, former chief copywriter and sales promotion manager of WWL, New Orleans, has joined WTPS and WTPS-FM, also New Orleans, as writer-producer.

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Bowling Green 9-1120

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, August 13, 1948 — TELEVISION DAILY is fully protected by register and copyright

SUMMER STOCK LURES TV TALENT

TELE TOPICS

By JIM OWENS
Associate Editor

NEWELL-EMMETT, which will be up to its ears in TV by the Fall, wrapping up a hefty package built around Mary Margaret McBride. Show will land on NBC, but the agency won't give on the name of the account. . . . Whitehall Pharnacal will be the first Dancer-Fitzgerald-Sample client to enter TV on a regular sked. Drug co. was picked up a Tuesday nite half-hour slot on NBC starting in October, and is now building a show. . . . Shortage of sets—particularly those with a top-name label—is getting more serious than ever, despite the hike in production the past few months. RCA's AT530, a table model (\$375) is strictly a waiting list proposition in Gotham and Philly.

WPIX newshounds were on the hop yesterday outside the Russian Consulate on Fifth Ave., shuttered a really hot scoop when Mme. Kosenkina, the schoolmarm, decided she wanted out—but fast—via a third floor window. News' photogs got some excellent shots of the unfortunate lady as she laid stretched out on the backyard concrete of the Consulate—a little gory, perhaps—but that's life in the raw. WPIX processed the stuff like lightning, had it on the 7 p. m. news show last nite.

FIRST AM seg to undergo a revamp for TV is WTMJ's "What's New?—Ask Nancy Grey." Program has been a regular airer on the Milwaukee Journal outlet (16 hrs.), now becomes a steady diet for the women folk on the sheet's video station. . . . Unquestionably one of the snappiest comm's now on the air is Rheingold gimmick, which uses a clever stop-motion technique. Idea's said to be the brainchild of Philip Liebmann, head man of Rheingold, himself. . . . Television on Parade (TOP) which recently branched into other phases of the medium in addition to programming, now canning a spot series for C. R. Mackenzie, Ltd., a shave cream outfit. . . . GE's "Mike and Camera," a house organ, filled an empty space on page one with the following bit of nonsense: "They say her face has so many wrinkles the television station hired her for a test pattern."

The Big Break

Julia Meade gets her big video break tonight when she steps out of the model ranks on WABD's "Fashions On Parade" to take over the major role on the show as last minute substitution for narrator Elissa Landi. Show's producers have been impressed by her acting talent, beauty and voice, so decided to give her a chance to prove herself.

FCC Wants Breakdown Of KLAC-TV Deal

Washington Bureau, RADIO DAILY

Washington — FCC was a week ahead of Edwin Pauley's Southern California Television Company, RADIO DAILY learned yesterday, having asked Dorothy Thackrey and Warner Brothers to amend their application for transfer of TV station KLAC-TV, in Los Angeles, and two AM stations, to stipulate the price for each. This was what Pauley asked in an application filed this week. Pauley wants to bid for the TV property, which is not yet licensed but is reported nearing readiness to go on the air regularly.

Commission asked for a detailed breakdown of the considerations involved for the three properties—including AM stations KLAC, Los Angeles, and KYA, San Francisco. An over-all price of \$1,045,000 has been agreed upon by Warner and Mrs. Thackrey.

In New GE Post

F. P. Barnes has been appointed assistant to the manager of sales for the transmitter division of G. E.'s electronics department at Syracuse, N. Y. A graduate of Stanford University, Barnes joined General Electric in 1937, taking the Engineering Test Course in Schenectady, N. Y. He subsequently spent a number of years in Seattle, where he specialized in industrial electronics and radio communications for G. E.

WOW Offers AM-TV Combo To Omaha Dirs.

Omaha—New wrinkle in combination time sales has been instituted by WOW, here, which is conducting a campaign to induce radio and tele set distributors and manufacturers to use AM and video as basic advertising media.

First sale predicated on the deal was the purchase of all gridiron games of the University of Nebraska by General Electric dealers of the Omaha area. Dealers bought the full football schedule for WOW and took an option for the telecast of the games next year as well as the AM broadcast time. Also, RCA is using a Sunday afternoon hour on the Omaha AM station to boost tele sales as TV day approaches in that area.

SPG Sets Study Course

Hollywood—Most complete tele indoctrination program yet undertaken on the West Coast will be launched Sept. 15th by Screen Publicists Guild with a series of five forums on topic, "Television—Revolution in Hollywood." Mal Boyd, television radio consultant, and Bob Rains, director of radio production at Universal-International, have been named general coordinators to set up the forums. Screen Publicists' Guild plans to invite members of all motion picture radio unions and guilds to attend the indoctrination series.

Straw Hat Circuit Is A Director's Headache

Strawhat circuit—'48—has lured radio and tele actors away from Broadway this summer practically *en masse* with the result the new medium is digging deep into the barrel to scrape together talent for dramatic presentations.

It's a casting director's headache—or another pang of the industry's growing pains—and it's all due to the ironic fact that TV itself—offering, as it does, limitless opportunity to the polished thespian—has motivated the exodus to summer stock. Nor has the lure of TV by-passed the AM actors who've been around for years, since they, too, are anxious to sharpen their stage techniques against the day video will offer a strong market for their talents. Latter includes such solid radio names as Jay Jostyn (Mr. District Attorney), Vicki Vola, Hal Peary (Mr. Gildersleeve), Arthur Q. Bryan, Leona Powers, Hildy Parks and a score of others. Bryan, who's a heavy AM thesp on the Coast, has reportedly chosen to spend the summer in New York simply to get a foot in TV. He's already appeared on several shows while here.

Dearth of Talent Scored

Talent famine has created a headache for both web and agency execs, who expect the situation will inevitably result in creation of an "excellent source" of thespians for the medium come fall, but meanwhile it's become a problem. Perhaps as hard-hit as any TV exec is NBC's Owen Davis, Jr., who says that "every two or three" persons he contacts for upcoming shows are not available for work due to strawhat commitments. He feels the situation reflects with emphasis the actor's outlook in tele, since most of the top names are working in stock at a sizeable loss in income to school themselves for video.

Paramount Issues New Rates For Its Tele Transcriptions

Further impetus to the emergence of film as an increasingly important factor in TV programming was added yesterday via announcement by Paramount Pictures, Inc., of new rates for its transcription service. System, which permits recording a live show off the tube within 60 seconds after its presentation, was first described by Para's Paul Raibourn, v.p. in charge of tele at the annual TBA meeting last December. System has been used for



RAIBOURN

some time, most recently on occasion of the political conventions, prints of which were used by Para's stations in Los Angeles and Chicago.

Hourly rate under new structure is \$550, or broken down in segments, as follows: first 10 minutes at \$20 per minute (or \$200 for 10 minutes); next 5 minutes at \$10 per minute (or \$250 for 15 minutes); next 15 minutes at \$8.33 per minute (or \$375 for 30 minutes); next 15 minutes at \$6.67 per minute (or \$475 for 45 minutes), and thereafter at \$5 per minute. Price includes delivery of 35-mm combined sight-and-sound negative. Minimum charge is \$150, and audio and video line charges are at cost.

System is said to differ from others in that Para. places "no restrictions whatever" on the use which the client makes of the transcription.

Tele's Santa

Washington—Bill Herson, through his daily morning "Timekeeper" broadcasts on station WRC, has begun a campaign for voluntary contributions to provide television receivers for hospitals in the Washington area. Herson has requested and has already begun to receive cash and check contributions for the drive, which aims to place TV receivers in Washington area hospital wards. Local television distributors have agreed to make sets available at wholesale cost.

★ ★ ★ COAST - TO - COAST ★ ★ ★

O'Keefe Gets Contract Extension

Lawrence, Mass.—Jimmy O'Keefe, whose restaurant is a gathering place for baseball greats and other outstanding sports figures, has extended his tri-weekly broadcasts over WLAW and WLAW-FM until November 5. Handling the interview show direct from the restaurant is Arthur Flynn, fightcaster.

Mitchell Joins WGST

Atlanta, Ga.—Don Mitchell, just voted number-one disc jockey of Atlanta by Radio Best Magazine, has joined the sales staff of WGST. Before coming to this station, Mitchell announced, produced and wrote all types of shows, and handled many angles of the former Chesterfield ABC Club while Liggett & Myers were investing in local Atlanta radio.

WDRS Aids Tobacco Men

Hartford, Conn.—WDRS is performing a special service for Connecticut tobacco growers by airing a weather report designed especially for those workers. Report is heard on the station's 1:00 p.m. news program.

WCSI-FM Sets Jr. Roundtable

Columbus, Ind. — WCSI-FM has planned a new junior round-table program which will originate from the local Jive Kennel, Columbus Youth Center. Entitled "Youth Expresses Its Opinion," programs will feature opinions of a panel of southern Indiana youths versus adults on important questions of the day.

KTRE Joins Mutual

Lufkin, Texas—KTRE, a member of the Lone Star Chain in this state, has become the Lufkin affiliate for the Mutual Broadcasting System. The station replaced KRBA of this city.

To Broadcast Alabama "U" Games

Montgomery, Ala.—A state network of 23 stations, making up the newly-organized Alabama Broadcasting System, will air all University of Alabama football games. Charlie Zeanah, WSFA sports announcer, will call the play-by-play description, with Tom Whitley, a four-year football letterman doing the color.

New Staffers at KOMA

Tulsa, Okla. — New additions to KOMA's staff are Tom Bradley, Jack Newman and Larry Robertson. The latter has taken over as assistant program director while the other two have joined the station's announcing staff.

KWG to Air Football Games

Stockton, Calif. — KWG, of the McClatchy Broadcasting Company, will air all home and road football games of the College of the Pacific Tigers and the Stockton College Tarzans under the sponsorship of the Gravem-Inglis Baking Company.

"Happy Jack" Turner Sold

Denver, Colo. — Omar, Inc., has signed to sponsor "Happy Jack" Turner, Monday through Friday from 11:30 to 11:45 a.m. on KOA. The contract, starting Monday, is for 52 weeks.

Named Production Mgr. Of NBC Central Division

Homer Heck, an NBC Chicago production-director for the past six years, has been promoted to the post of production manager for the network's Central Division, it was announced by I. E. Showerman, NBC vice-president in charge of the division.

Heck fills a vacancy recently created by the appointment of Arthur Jacobson to the position of program manager replacing Jules Herbuveaux who became manager of NBC's Chicago television operations. Heck, whose appointment becomes effective August 15, will supervise a staff of seven senior and three junior production-directors.

Gets Amer. Legion Certificate

Washington, D. C.—Commander T. A. M. Craven, vice-president of the Cowles Broadcasting Company (owners of WOL), has received an American Legion "Certificate of Merit" at the Legion Convention at the Hotel Statler. Award was made in honor of Craven's "splendid service to and cooperation with the American Legion and its activities during the past year".

New KULA Arrivals

Honolulu, Hawaii—New members of KULA's staff are Irving C. Phillips, formerly with KCRA, Sacramento, in the sales department; sports editor Frank Valenti, former news and sports editor at KMYC, Marysville, Calif., and Fred C. Beckwith, production manager formerly affiliated with KCRA, Sacramento, as continuity director.

Joins N.E. Ind. B'cstg. Bd.

Fort Wayne, Ind.—Virgil M. Simons, of Bluffton, Indiana, has joined the board of directors of the North-eastern Indiana Broadcasting Co., Ind., which operates WKJG and WKJG-FM. He succeeds Frank E. McKinney, who resigned as treasurer and director following his sale of stock to W. A. Kunkel, Jr., president.

To Broadcast From State Fair

St. Louis, Mo.—For the sixth year, starting today, KMOX will broadcast from the Illinois State Fair to be held in Springfield until the 22nd of this month. Programs to originate at the Fair include, "Ted Manger Talks," "Old Judge Fair Frolics" and "Record Time," during which members of the audience will be invited to record their voices and keep the finished record.

WMBY Adds Four

Montgomery, Ala.—New members of WMBY's staff are announcers Charles Elliott and Keith Bryant; sales representative Eron Ingle, former classified advertising staff member of the Montgomery Advertiser; and sports announcer Charles Harbin, Jr., Alabama Journal outdoor columnist and assistant sports editor.

Henry Appt'd KVER Program Dir.

Albuquerque, N. M.—Ralph Henry, KVER chief announcer, has been appointed program director of the station soon to change its frequency from 1490 to 1340 kilocycles. Before joining KVER, Henry was affiliated with WBLK, Clarksburg, West Virginia.

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

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

New Orleans

NEW ORLEANS WDSU ABC Affiliates 5000 Watts 1280 kc

The Ford Motor Company

and

Kenyon & Eckhardt Inc.

are pleased to announce

the appointment of

MR. FLETCHER MARKLE

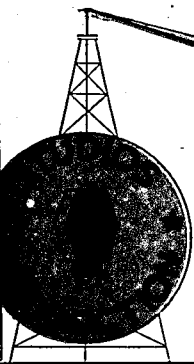
as director of

THE FORD THEATER

Presented over the full network of

The Columbia Broadcasting System

Fridays, 9:00 to 10:00 P.M., E.S.T., starting October 8, 1948



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 32

NEW YORK, MONDAY, AUGUST 16, 1948

TEN CENTS

SPOT BUSINESS OUTLOOK REPORTED GOOD

Warwick & Legler Gets Democratic Ad Account

Washington Bureau, RADIO DAILY
Washington—The advertising contract of the Democratic National Committee has been transferred to Warwick and Legler, New York and Hollywood ad agency, Committee Chairman Sen. J. Howard McGrath announced Friday.
Sam Youngheart, executive vice president of the agency, will direct the placing of radio and television programs for the Committee, assisted by Lester Malitz, vice president in charge of media, and Donald Gibbs, in charge of creative activities.

Atlantic Refining Co. Buys WHDH Football Sked

Boston—Plans to broadcast a peak football schedule of twenty-six games over WHDH, Boston, have been announced by the station's managing director William B. McGrath.
In its third season of broadcasting feature games of the Hub's football "Big Three"—Harvard, Boston College and the professional Boston
(Continued on Page 3)

Clothes Co. Buys Over 6 Hrs. A Week On WQXR

Over six hours of music a week, filling 19 program periods, will be sponsored by Crawford Clothes over WQXR, New York, under a 52-week contract. Campaign starts today.
This is the first time that WQXR has become an integral part of Crawford's year around campaign, although the station carried out a 13-
(Continued on Page 4)

Birthday Tribute

Allred P. Sloan, Jr., chairman of the General Motors Corporation and honorary president of the Automobile Old Timers, will lead the AOT in a radio tribute to Frank G. Webb of San Diego, Cal., founder of the American Automobile Association, during a special WJZ-ABC broadcast marking the 80th birthday of the AAA pioneer on next Wednesday, at 4:45 p.m.

Plan UN Assembly

Advance guard of United Nations officials, who will plan the communications details of the UN General Assembly in Paris next month, sailed Friday on the Nieuw Amsterdam from New York. Among those sailing were Peter Aylen, director of radio, and staff technicians.

Railroad Ass'n Prog. Set For ABC In Oct.

Decision was made over the weekend by the American Association of Railroads to place its 45-minute operetta program with ABC, starting early in October. Show will be broadcast Mondays from 8-8:45 p.m., EST.
Male lead for the show remains to be set. Dick Haymes was under option for the program but he pulled out last week because of failure to reach agreement with Benton & Bowles, agency handling the account, on money matters. Several singers, including Gordon MacRae, are being considered.

Summer Music Slump Reported By Dealers

Slump in sheet music sales, recording business, and dance orchestra booking field this summer has had an impact on all phases of the music business. Leaders, however, forecast a fall pickup and will concentrate on advertising and promotional campaigns to hypso the sales.
First impression that the AFM re-
(Continued on Page 2)

Com. Stratovision Station Sought By Westinghouse Corp.

Washington Bureau, RADIO DAILY
Washington — Formal application was filed Friday by Westinghouse for first commercial stratovision station to bring television broadcasting to "about 6,000,000 people who under present allocations will not receive protected television." The application is for Channel 8 in the Pittsburgh area.
The petition asks for the allocation of Channel 8 for an airborne

Foods And Drug Accounts Buying Heavy With Soap Manufacturers In Hot Competition In Key Cities

10 Half Hour Programs Renewed On Mutual

A block of 10 half-hour Sunday afternoon and early evening shows on Mutual, plus two 15-minute programs broadcast the same day, have all been renewed by their sponsors of last season for the coming fall and winter, it was announced Friday by Jess Barnes, MBS veepee in charge of sales. This does not include the three hours of religious programs sponsored on MBS on Sunday.
The 10 renewals and their spon-
(Continued on Page 8)

Wallace First Candidate To Buy Network Time

Henry Wallace is the first Presidential candidate to use paid political time on a network in the 1948 campaign. He was heard Thursday night over the full NBC web of 163
(Continued on Page 4)

Chandler Heads KTTV, Inc., At Organizational Meeting

Los Angeles—KTTV, Inc., newly formed subsidiary of the Los Angeles Times and the Columbia Broadcasting System, held its organization
(Continued on Page 3)

Fall and winter business in the spot or selective radio field looks promising with the drug and food accounts leading the list of those who will spend the most money in the key center markets of the country, RADIO DAILY learned Friday.

Most of the brand names in the drug and food fields are al-
(Continued on Page 3)

Grossman Is Promoted To New CBS Exec. Post

Henry Grossman has been named director of broadcast operations for CBS, including television, AM and FM technical operations, James M. Seward, CBS vice-president in charge of operations, announced Friday.
In his new post, Grossman becomes Steward's associate in the supervision of several CBS departments, including copyright, mail and
(Continued on Page 4)

Salvation Army Produces New 13 Week ET Series

A new series of 13 religious recordings for local use by radio stations throughout the nation has just been produced by national headquarters of The Salvation Army in New York.
Titled "Adventures in Faith" and
(Continued on Page 2)

Significant?

Jo Ranson, WHN publicist, is pondering the significance of the station's Friday the 13th moving day operations. Ranson points out that they moved on the 13th to 711 under the zodiac sign of Leo. Which all adds up to the fact that WHN is in its new home at 711 Fifth Avenue with MGM, the custodian of Leo the lion, paying the way for the moving operations.



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

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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

(August 13)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

10 YEARS AGO TODAY

(From the files of Radio Daily)
An anti-Ascap measure, prepared by Harry G. Kosch, general counsel for the Allied Theaters of New York, is being drafted for introduction in the State of New York's legislature next January. Patterned after those in other states, particularly Washington, bill is designed to limit Ascap's activities in the state. . . . The flare of antagonism against the Canadian Broadcasting Corp.'s present license fee has been upped to the extent that a "chain" letter, threatening boycott of CBC is being widely-circulated. No official action has been taken as yet, but if the movement grows, it is believed that the Prime Minister or other officials will have to make some official answer.

★ COMING AND GOING ★

NORMAN CORWIN, CBS writer, sailed aboard the S. S. Queen Mary over the week-end on a "One World" tour of France, Italy, Poland and Palestine. He's accompanied by his wife, KATHERINE LOCKE.

ANNE C. BALDWIN, publicity director of WOV, vacationing on Long Island.

MARTIN HODDE, of NBC TV news department, vacationing at Nantucket.

PHILIP BRODSKY, president of Video Associates, Inc., has left on a three-week business tour of Mid-West and Coast tele stations.

FRANK ZUZULO, assistant publicity director of Mutual, beginning a two-week tour of Westchester golf courses.

CARL BROWN, partner and N. Y. chief of Sherman & Marquette, off to Chicago for home office huddles.

SYD EIGES, NBC veepee in charge of press, off for a two-week vacation at Atlantic Beach.

TED OBERFELDER, ABC director of advertising and promotion, leaves today for a tour of web affiliates in the South. He's due back on the 25th.

DON MILLER, WCBS sales manager, returns to his desk following a three-week vacation in Indiana.

AGNES MCGILLVIN, national advertising manager of KOOL, Phoenix, in town conferring with Mutual execs.

KATHRYN M. HARDIG, time buyer for the Ralph H. Jones agency, Cincinnati, is in New York this week to attend cuttings of the Kroger shows.

NEAL HATHAWAY, manager of the CBS program promotion department, today takes off via American Airlines on a brief business trip to Chicago.

LELAND B. NELSON, general manager of WGBR, Goldsboro, N. C., is in town visiting MBS headquarters.

Salvation Army Produces New 13 Week ET Series

(Continued from Page 1)
designed as "open end" platters so that local officers of the army may open and close the program, the series features short, down-to-earth talks on practical problems by the national commander of the organization, Commissioner Ernest I. Pugmire, of New York.

Smith Named Sales Mgr. Of WTCB In Flint, Mich.

H. Allen Campbell, vice-president of the Trendle-Campbell Broadcasting Corporation, operators of WTCB, Flint, Mich., has announced the appointment of Leo D. Smith as sales manager of WTCB.

Smith, who for the past three years has been advertising and public relations director of the Merchants and Mechanics Bank in Flint, was previously sales superintendent for the Curtis Publishing Company. He has also been head of the Gray-Lee Advertising agency where he has actively handled several leading radio accounts.

In his new position, which he assumes today, Smith will direct sales activities of the station under Don DeGroot, WTCB manager.

It has also been announced that David Mendelsohn, formerly account executive with WFDF, has resigned that station and has joined the sales staff of WTCB.

Chi. Schools Add TV

Chicago - Northwestern University will have a seminar on TV, open to upper classmen and selected students from the University School of Speech. Illinois Technology Institute will also have a television program and space is now being made available in studio laboratory.

Prof. J. D. Davis, of Michigan State College, and Prof. John E. Dietrich, of the University of Wisconsin, are expected here this week to join the WBKB cooperative training plan, where they will work with crews to obtain actual working condition experiences.

Summer Music Slump Reported By Dealers

(Continued from Page 1)
cording ban had affected the music trade is not confirmed by retailers. They declare that sheet music and records are "luxury" items and that the buying public have cut down on their purchases during the summer months. A similar condition is reported in the dance orchestra field with summer spots operating with small combinations of scale local bands. Inclement weather at beach resorts on weekends has also affected the band business.

In the sheet music field publishers have turned to radio for their "plugs" and have ambitious plans for popularizing new tunes for fall. This segment of the music industry has definitely felt the recording ban as record plugs have added a great deal to popularizing songs.

WJOY Joins Rambeau

WJOY, Burlington, Vermont, has contracted with the William G. Rambeau Company for national representation, effective August 15. WJOY is a 250-watt outlet with an ABC affiliation and is managed by A. E. Spokes.

Announces ET Sales

Recent program sales of Charles Michelson, Inc., include: My Prayer Was Answered to WBIR, Knoxville, Tenn.; WDIA, Memphis, Tenn.; and to WKOK, Sunbury, Pa.; The Avenger to KYOS, Merced, Calif.; and A Date With Music to KGW, Portland, Ore.

Station Helps Award

Omaha-KOIL, through its sidewalk quiz show—"Umbrella Man," recently cooperated with the local RKO theater in the promotion of movie—"Miracle of the Bells." On Omaha's busiest corner KOIL's "Umbrella Man" introduced new Franklin-Liberty Bell half-dollars on first day of issuance and sold them for forty cents each. "Miracle" caused traffic jam. KOIL-RKO promotion won National RKO "Stunt of the Month" Award for Omaha theater manager, Will Singer.



Still Waters Run Deep

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

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

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

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



Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Spot Business Outlook Good For Fall And Winter Season

(Continued from Page 1)

ready placing schedules and the hottest competition seems to loom between Lever Brothers, Procter & Gamble and Colgate for the soap business. The soap and toilet goods manufacturers for the time being are concentrating in cities of 100,000 or over and the competition has resulted in sizeable time sales in many cities.

In the cereal food field the two most active purchasers of spot time at present are General Foods for Minute Rice and Swansdown flour through Young and Rubicam, Inc., and Kellogg Company's line of cereals through Kenyon & Eckhart, Inc.

Other national accounts which have been using spots and contemplate further usage through dealer tie-ups during the fall and winter include some appliance manufacturers, jewelry trade and greeting card manufacturers. General Electric, Westinghouse and Philco are among the radio, TV and home appliance manufacturers who have been active purchasers of spot time for fall.

The greatest disappointment to time salesmen and station reps so far this season has been the Detroit automobile manufacturers. Limited factory production and the backlog of automobile orders have caused the automobile manufacturers to withhold heavy use of spot radio. One exception has been Kaiser-Frazer, which has purchased heavy blocks of spot time in some key center cities.

Station reps in New York, Chicago and Los Angeles indicate broadcasters are satisfied with the prospects for Fall in most cases. Lewis H. Avery, president of Avery-Knodel, Inc., reported June business was up 11 per cent, July about even with last year and August holding promise for good returns.

Eugene Thomas of WOR reported that August business at the New York station would probably set a new high. Thomas feels that the commercial outlook for this fall and winter is good and well may surpass the business done last year.

Clothing Migr. Buys Spots

It was announced Friday that Sawdon Advertising Co., New York, will launch a spot campaign in twenty cities on next Wednesday to mark the change in name of the Case Clothes chain to Robert Hall Clothes. The Case Clothes chain, a subsidiary of United Merchants and Manufacturers, Inc., operate twenty units in New England, Ohio and Virginia. Company will use a heavy schedule of singing commercials and 15-minute programs on approximately 35 stations.

Bill Ensign, sales manager of the Rural Radio network, operating in upstate New York, reports a windfall of spot business from county and district fairs being held during August and September in western counties. The fairs are using spot campaigns on five FM stations, which are to be produced by WVFC, Ithaca.

Atlantic Refining Co. Buys WHDH Football Sked

(Continued from Page 1)

Yanks, WHDH has again sold the college line-up to Atlantic Refining Company.

Such annual inter-collegiate classics as the Harvard-Yale, Boston College-Holy Cross, Harvard-Princeton and Boston College-Georgetown games, among others, will be carried on one of the heaviest football broadcast schedules to be undertaken by a New England station.

In addition, WHDH will carry the complete home-and-away twelve game schedule of the professional Boston Yanks, with Boston's sports announcer Leo Egan handling the descriptive chores.

Radio Asked To Support Plans For Navy Day, Oct 27

Radio is being asked to co-operate with the Navy League of the United States in planning for the observance of the 27th annual celebration of Navy Day which falls on October 27th this year. Sponsors and stations are urged to arrange spot announcements, musical or dedications or special programs during the week starting Oct. 24 and ending Oct. 30. The Navy Day slogan this year is "Your Navy-Victor in War, Guardian in Peace."

Chandler Heads KTTV, Inc., At Organizational Meeting

(Continued from Page 1)

meeting last week at which directors and officers were elected.

The Board of Directors of the corporation, as elected, is: Phillip Chandler, Norman Chandler, Harrison Chandler, Dr. Frank Stanton, D. W. Thornburgh, Omar Johnson, and Ned Marr.

Norman Chandler was elected president; D. W. Thornburgh, executive vice-president; Harry Bowers, treasurer, and Ned Marr, secretary.

Lanphier Heads Group

Charles J. Lanphier, president of Milwaukee Radio Station WFOX was re-elected president of the League of Wisconsin Radio Stations by a unanimous vote in Green Bay recently. Ben Laird of Green Bay was elected vice-president and Ken Schmitt of Madison, secretary.

Shows Move To Midwest

The two audience quiz shows sponsored on NBC by Mars, Inc., have moved to the Midwest after engagements in the East. Dr. I. Q., Jr. opened in Milwaukee, Wis., Saturday, August 14 (4:30 p.m., CDST) and Dr. I. Q. starts a seven-week stay in Minneapolis, Minn., today at 8:30 p.m.



He Puts Pieces Together To Picture the National Scene

He doesn't accept pictures ready-made, as prepared by someone with a ready-made point of view. He, or a member of his staff, digs out facts, fits them together piece by piece. If a vital part is missing he phones a Congressman or a Bureau head—or someone who ought to know. If necessary he'll send a fact-finder direct to the source—to Alaska—or Mexico—or wherever it may be. He ends up with a clear, complete picture for his radio audience.

His program rates high with listeners and advertisers. Currently sponsored on 302 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 502 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).

FCC Sets Rules For Citizens Radio

Washington Bureau, RADIO DAILY

Washington—FCC on Friday announced proposed rules governing the operation of individual radio transmitter-receivers for personal and private communication.

Contemplated regulations define the so-called "citizens radio service" as "a fixed and mobile service intended for use for private or personal radio communication, radio signalling, control of objects or devices by radio, and other purposes." Such stations wouldn't be permitted to transmit paid communications or to carry program material.

The stations could be used either at fixed locations, or as mobile units on vehicles, aircraft or boats.

The FCC proposed two classes of citizens stations: Class A, permitted to operate through the 460-470 megacycle band, which would be required to meet more stringent technical specifications than Class B stations. These would operate on 465 megacycles only. Class A stations would have a maximum input power of 50 watts, while Class B would be limited to 10 watts.

No licenses will be issued except on an experimental basis pending the adoption of final rules, FCC stated. Interested parties may submit comments or briefs before Oct. 1 of this year. If warranted, hearings will be scheduled, the Commission said.

Damon Runyon Stories To Be Produced By Mayfair

Los Angeles—Radio rights to 156 of the most popular Damon Runyon short stories have been acquired from the Runyon Estate by Mayfair Transcription Company.

Syndication plans are being completed by Mayfair and production of the initial series of 52 half-hour programs got under way August 11 at the NBC Hollywood studios.

The principal role of "Broadway" is being played by John Brown, whose outstanding performances as "Digger O'Dell" on "Life Of Riley" (NBC) and as "Al" on "My Friend, Irma" (CBS), have attracted large listener followings.

Russell Hughes, script writer for Mayfair's Alan Ladd—"Box 13" series, is adapting the Runyon stories for radio. Richard Sanville, formerly with CBS, New York, is directing and Vern Carstensen of the Mayfair staff is producer.



California Commentary . . . !

● ● ● Addressing the Van Nuys, Calif., Optimists Club, Los Angeles Detective Sergeant Lillian Copeland criticized televised wrestling matches as "harmful to the young people of America." Sergeant Copeland finished

second in the women's discus throw in the 1928 Hollywood Olympics and won the event in the 1932 games.

. . . Elliott Lewis' "Casebook of Gregory Hood" will be an electrical transcription in the future, with the cast recording two shows at Mutual on alternate Mondays. . . Meredith Willson has changed the format of his musical review, opening on ABC in October for Jello, to include occasional guest stars. . . Mrs. Martin (Eversharp) Strauss has been in session with Sidney N. Strotz of NBC over television plans which involve Phil Baker. . .

Harold (Gildersleeve) Peary umpired a charity ball game for the Gardena, Calif., Optimist Club Aug. 13. . . The Sam Jaffe office will wax the stage play, "The Man Who Came To Dinner" and will use a screen star in the title role. . . Sandy Cummings, radio and video director of the talent agency, reports much interest in the Donald O'Connor show, which will use situation comedy and music.



● ● ● At press meeting at which he introduced his new video heads—Richard Goggin, director of programming and production; Jimmy Vandiveer, special events and remotes, and Phil Caldwell, engineering—Don Searle, ABC's Western division vice-president, declared ABC's local TV station would be in operation at the earliest by Nov. 1. It is likely outlet will have its own newsreel, in addition to one of a film company's footage. Goggin said the station's program would be divided three ways among films, remotes and live programs. ABC leans toward 15 and 30-minute shows as against the 20-minute length favored by NBC. . . Bob Wilson, who was recently made director of sports at KWKW, has had seven years experience in sports and radio in the Southwest and three years as a free-lance announcer and actor in Hollywood.



● ● ● Jerry Lewis, the writer, just returned to Hollywood to report to Jerry Devine, producer-director of ABC's "This Is Your FBI," from a two-week trip to Washington, D.C., where he has been visiting the FBI and gathering background material for the fall series of Devine's factual radio series. Lewis visited all departments, but concentrated on documents, the laboratory and nickname files. . . Bruce Gear, well-known horseman and manager of Jerry Colonna, and Don W. Hayes, long identified with the personal management field with such top band leaders as the late Glenn Miller, Charlie Spivak and Tex Beneke, are very much interested in "Horsecapades, a Musical Extravaganza On Horseback," which will make its debut at the San Joaquin County Fair in Stockton, Calif., Aug. 21. Gear is vice-president and secretary of Horsecapades, Inc., and Haynes treasurer.

Wallace First Candidate To Buy Network Time

(Continued from Page 1) stations in a quarter-hour broadcast on the subject, "What the Progressive Party Stands For."

NBC said Friday the Wallace broadcast was the only paid political time it had booked so far and other networks said no contracts have been signed yet. NBC said it is negotiating with five different political parties, including the States Rights Democrats and the National Prohibition Party.

Clothes Co. Buys Over 6 Hrs. A Week On WQXR

(Continued from Page 1) week contract for the clothing company about five years ago.

Crawford's account calls for sponsorship of a variety of morning, afternoon and evening shows including Breakfast Symphony, Symphonic Matinee, On Stage, Continental Melodies, Gypsy Serenade and The World of Music.

Al Paul Lefton Agency represents Crawford Clothes. Walter S. Newhouse, Jr., signed for WQXR.

Grossman Is Promoted To New CBS Exec. Post

(Continued from Page 1)

file, purchasing, traffic and construction. Since last January he has been director of technical and building operations.

Grossman joined CBS in 1930 as chief audio engineer, one year later became Eastern division manager, and in 1937 was named chief engineer for WABC (now WCBS), N. Y. In 1942 he was named technical director of CBS and in 1947, assistant director of operations.



GROSSMAN

Born in Buffalo, October 1, 1903, Grossman moved to Cleveland at the age of 13 and received his early technical training in the midwest. After completing his studies in Cleveland engineering schools, he joined the staff of KYW, in Chicago in 1926. In subsequent engineering assignments during the next few years Grossman, as chief engineer of WGHP, now WXYZ, Detroit and WSPD, Toledo, completely rebuilt the studios and transmitting equipment of the two Mid-Western stations.

FCC Answers Complaints About TV Set Operation

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday issued a lengthy statement to the general public explaining that it has neither the personnel nor the authority to step into all matters of interference to TV signals nor to approve or reject types and makes of TV receivers. It was said that many complaints about TV reception limits, sources of interference and similar matters are being received.

Listeners Report Interference

The Commission said many of the complaints seem to arise from attempts by listeners to bring in stations beyond the normal listening range. Some simple details regarding interference and the importance of making certain your receiving set is in order were outlined in the statement, along with an explanation that "deficiencies in receiver design" may result in interference from other TV receivers nearby—for instance in apartment houses where there are two sets or more.

"BRIGHT REMARKS"

Butter and Meat \$1.00 a lb. EGGS 84 cents a dozen =

MORE PEOPLE than ever before STAYING HOME, listening to RADIO, which costs nothing a Lb. or a DZ. 24 hours per day.

by **BOB BRIGHT**
WVNJ — NEWARK, N. J.

JOE & ROSA RENDEZVOUS RESTAURANT

745 3rd Avenue New York City
EL: 5-8874

ANNOUNCE
THAT THEY ARE OPEN AS USUAL FOR THE FALL SEASON

WHAT'S NEW IN RADIO AND TV?

Key men of Radio and Television will answer this question and many more in the editorial pages of the new 1948-1949 Edition of

SHOWS OF TOMORROW

The Roll Call of Contributors Include:

"Network Program Trends"

Ken R. Dyke, Administrative V. P. in Chg. of Programs, NBC
Hubbell Robinson, Jr., V. P. and Dir. of Programs, CBS
Charles C. Barry, V. P. in Chg. of TV & Radio Programming, ABC
Phillips Carlin, V. P. in Chg. of Programs, MBS

"Transcriptions Riding High"

John L. Sinn, V. P., Frederic W. Ziv Co.
Alfred L. Hollender, V. P., Louis G. Cowan, Inc.
Ray Green, Gen. Mgr., Kermit-Raymond Radio Productions
Aaron S. Bloom, Treasurer, Kasper-Gordon, Inc.

"Plea For Recognition"

Ted Cott, V. P. in Chg. of Programs, WNEW, New York

"FM Programming Today"

Everett L. Dillard, Pres., Frequency Modulation Association
William H. Ensign, Sales Mgr., Rural Radio Network
Morris S. Novik, Public Service Consultant, Member, FMA Board of Directors
J. N. (Bill) Bailey, Exec. Dir., Frequency Modulation Association.

"Importance of Research"

Hugh Feltis, President, Broadcast Measurement Bureau
Arthur C. Nielsen, President, A. C. Nielsen Co.
Frederic R. Gamble, President, A. A. A. A.
C. E. Hooper, President, C. E. Hooper, Inc.

"Public Service Programs"

Lyman Bryson, Counsellor on Public Affairs, CBS

"Television Progress Report"

J. R. Poppele, President, Television Broadcasters Association
J. L. Van Volkenburg, V. P. and Dir. of TV, CBS Television Network
Sylvester L. Weaver, Jr., V. P. and Dir. Radio-Tele, Young & Rubicam, Inc.
James L. Caddigan, Dir. of Programming and Production, DuMont TV Network

"Tomorrow's TV Planning"

Noran E. Kersta, Asst. to V. P. in Chg. of Television, NBC

"Memorandums On Music"

Carl Haverlin, President, Broadcast Music, Inc.
Fred E. Ahlert, President, ASCAP
Paul Heinecke, President, SESAC, Inc.
Richard S. Testut, V. P. & Gen. Mgr., Associated Program Service

"The Foreign Language Field"

Ralph N. Weil, Gen. Mgr., WOV, New York
Fortune Pope, Executive V. P., WHOM, New York
William I. Moore, V. P. & Gen. Mgr., WBNX, New York

"The Commercial Outlook"

L. T. Steele, V. P. in Chg. West Coast Operations, Benton & Bowles, Inc.

"Trend In Program Budget"

J. Carlisle MacDonald, Asst. to Chairman of the Board, United States Steel Corp.

"New Horizons In Radio"

Robert Saudek, V. P. in Chg. of Public Affairs, ABC

TO BE PUBLISHED AUGUST 19

CHICAGO

By NAT GREEN

THE transcribed Tommy Dorsey disc jockey program show has been renewed by WCFL for a six-month period.

ABC had a number of out-of-town visitors during the past week, among them Al Albinger, manager WCOL, Columbus, O.; John S. Major, manager WREN, Topeka; Mary Colton, WREN, visiting on her way to the WJZ-TV opening in New York; Luther Mason, of WISE, Madison, Wis., and Earl Smith, of WLCS, Baton Rouge, La.

Thomas Wason, formerly with Hill Blackett, has joined the staff of Morris F. Swaney, Inc., Chicago advertising firm. Lester Rondell has been made art director of the firm's New York office, and R. L. Walker, Jr., formerly with Walter Scott Associates, has joined the New York staff.

Monica Lewis, of radio, makes her first theater appearance here August 19 when she opens a two-week engagement at the Oriental Theater.

During a special broadcast over WGN-WGNB and WGN-TV this evening, the Mutual network will make a special award to Arch Ward, sports editor of the Chicago Tribune in recognition of his outstanding work to encourage and develop sports ethics. The program, sponsored by the Tribune and the State Street Council, is "Stars Over State Street," and will feature players and coaches participating in the 15th annual All-Star football game Aug. 20.

John Akerman, WBBM account executive, is on an extensive fishing trip in Canada.

Sam Kaplan has been elected vice-president of Zenith Radio Corporation. He is in his 25th year with the firm.

ABC's "Ladies Be Seated" will travel extensively during the next three months. Schedule includes broadcast and non-broadcast performances at the following places: Council Bluffs, Iowa, non-broadcast, August 14, sponsored by Frontier Association; Springfield, Ill., daily broadcast today through the 20th, Illinois State Fair; Dunkirk, N. Y., non-broadcast, August 22, sponsored by the Optimist Club; Pittsburgh, Pa., non-broadcast, September 18; Dayton, Ohio, broadcast and non-broadcast performances September 20 through 26th Fair Grounds, Dayton Food and Appliance Show; Rock Island, Ill., broadcast and non-broadcast appearances, Sept. 29 through Oct. 1, Rock Island Chamber of Commerce; Amarillo, Texas, broadcast and non-broadcast appearances, Oct. 4 through 8, Tri-State Fair.

Wrightson Gets Citation

Baritone Earl Wrightson was awarded a citation from the Disabled Veterans of America on the CBS "Family Hour" broadcast of Sunday, August 15, 6:00-6:30 p.m. The accolade cites Wrightson's many volunteer performances for veterans hospitals.

★ THE WEEK IN RADIO ★

Legislative Inquiry Underway

By VAL ADAMS

NAB's legislative activities to be studied by Senate Interstate Commerce sub-committee. Particular attention will be given to lobbying. Group wants to know to what extent NAB has right to speak for over 2,000 broadcasters and if NAB heads should be registered as lobbyists. Jess Willard and Don Petty registered under Lobby Registration Act last January but said they didn't think it necessary.

Atlantic Refining Co. mapping football sponsorship this fall on more than 100 stations. Agency is N. W. Ayer & Son. Army and Air Force Recruiting Service to sponsor grid-iron "Game of the Week" over ABC and sports review on Mutual. Gardner Advertising is the agency.

Agencies and sponsors seriously considering changes in format of giveaway shows in light of FCC's new proposals. . . . Round table discussion of the giveaway question scheduled by Mutual's Wednesday night "Opinion-Aire" on Aug. 18. Listeners can phone in their opinions. . . . Police checking collapse of 294-foot tower of WSVS, Crewe, Va., which toppled after four guy wires were apparently cut.

ABC's estimated net income for first half of '48 was \$850,000, equivalent to 50 cents a share on common stock. This is down slightly over last year but gross income of \$28,286,574 for first half of '48 was higher than same period last year. . . . Standard Oil Co. (Ohio), big user of radio time, reported biz increase of 34 per cent.

Hypo of AM and TV set prices may spread throughout major phases of manufacturing industry. Emerson Radio & Phonograph Corp. announced general increase on all models starting Sept. 1. . . . Thomas F. Flanagan, formerly president of Penn Tobacco Co., appointed managing director of National Association of Radio Station Representatives. Assoc. established permanent office at 101 Park Avenue, N. Y. C.

WJZ-TV, key tele outlet for ABC, debuted in New York. Outlet rented famed Palace Theater and brought back old time vaudeville stars for one night stand. . . . Edmund L. Cashman named director of the radio department for Kudner Agency. He headed Kudner's Hollywood office for last 18 months.

Old Gold paying over a million to sponsor "Original Major Bowes Amateur Hour" on ABC AM network and DuMont TV web. Two shows will be aired separately. . . . Procter & Gamble, number one on radio's sponsor list, shelled out \$16,652,790 for network time in 1947.

Embassy cigarette, P. Lorillard's new product, started heavy two-month campaign on seven New York stations. Nationwide campaign hinges on outcome. Agency is Geyer, Newell & Ganger. . . . Comedian Jack Paar seeking release from Jack Benny's Amusement Enterprises, Inc.

Major advertisers continue to increase billings on Lourenco Marques

Radio in Portuguese East Africa, only commercial station covering the rich South African market. . . . Band leader Blue Barron started legal proceedings against "Stop the Music," claiming 50 per cent ownership and asking for accounting. Barron says that in Feb., 1947, he and producer Mark Goodson made an oral agreement to peddle a telephone giveaway show called "Blue Barron's Mystery Melodies." . . . Sam Kaplan elected a veepee of Zenith Radio Corp.

Federal Trade Commission charged Radio Kits, Inc., with misrepresentations in marketing of its product. People who bought radio kits complained all the parts were not there. . . . Ed Pauley's television company wants a breakdown of the Dorothy Thackrey package to Warner Brothers—two AM stations and a TV permit—listing the price of each. FCC said it had already asked Mrs. Thackrey to amend her application for transfer to show the three different costs.

Ed Breen, manager of KFVD, Fort Dodge, Iowa, re-elected president of Iowa Tall Corn Network. Group will protest to FCC over proposed ban on telephone giveaway shows. . . . Eric Johnston and movie star James Stewart among eight Americans named to judge second annual "Voice of Democracy" contest sponsored by NAB, RMA and Junior Chamber of Commerce.

Broadcasting observing its 28th birthday from Nov. 14-30, National Radio Week. . . . John Masterson resigned as manager of ABC's "Breakfast in Hollywood" program. He retains his ownership interest. . . . George L. Harrison, board chairman of New York Life Insurance Co., elected to RCA board.

Wayne Coy refused pleas of Harness Committee to tell broadcasters the FCC won't revoke any licenses as a result of censorship of political speeches. Coy conceded that stations deleting material which is obviously libel probably won't lose licenses in event of complaint. . . . Met Opera may not have to forego 1948-49 season, after all. Encouragement came after special meeting between Met officials and reps of 12 theatrical unions.

Judge A. L. Ashby, recently retired veepee and general counsel of NBC, elected president of Olivet College in Olivet, Mich. He serves without salary. . . . All four major networks granted time to States Rights Democrats for acceptance speeches, from Houston, Tex.

John H. Thompson, manager of news and public affairs for KNBC, San Francisco, appointed radio director of Gov. Earl Warren's vice presidential campaign. Thompson taking leave of absence from NBC. . . . NAB's by-laws committee meets Cavalier Hotel, Virginia Beach, Aug. 19. . . . Longines-Wittnauer Watch Co. to sponsor new half-hour musical series on CBS, starting Sunday afternoon, Sept. 26.

ABC filed brief with U. S. Supreme Court saying there is no reason for

AGENCIES

JOHN A. BACON, former executive of Buffalo Broadcasting Corp., has been appointed Eastern Advertising Manager of Outdoor Life according to an announcement made by Stephen P. Glennon, vice-president. Former associate of the Scripps-Howard newspapers and the "Buffalo Times," Bacon was sales manager of WGR and WKBW and most recently was the general manager of WKBW. He will now make his headquarters in New York.

MCCANN-ERICKSON'S office in Sao Paulo, Brazil, has been appointed by Arno & Cia. of that city to handle the advertising of all its products, including CEB Electric Motors. Newspapers and trade magazines will be used.

OAKLAND'S new Minit-Man Laundry (mass production car wash every 3 minutes) advertised its opening this month with 84 line reverse ads. In fifteen Alameda County daily and weekly newspapers, plus 5 announcements daily on local stations. Schedule was placed by Ad Fried Advertising agency, Oakland, which has also started a direct mail and publicity campaign.

ROBERT S. LOURIE has joined the executive staff of Charles M. Storm Co., Inc., New York, advertising agency. He was formerly advertising and sales promotion manager for Logansport Distilling Co. and Julius Wile Sons & Co.

ROBERT H. CARROLL has joined the public relations department of Doremus & Co., it was announced by William H. Long, Jr., president of the agency. Carroll previously was associated with the public relations staff of the National Board of Fire Underwriters.

SHERMAN & MARQUETTE, Chicago advertising agency, announces the retirement from business of Miss Carolyn E. Bonnesen, head of the Space Department for the agency since its founding in October 1937. Miss Bonnesen has been identified with the advertising agency business in Chicago since 1923, and at the date of her retirement was considered the dean of the space buying fraternity in Chicago.

Renew Farm-Home Hour

Chicago—Paul McCluer, manager NBC central division network sales department, announces that Allis-Chalmers has renewed the Chicago-originated "National Farm and Home Hour" on the full NBC network for another 52 weeks, effective September 11. Bert S. Gittins Advertising is the agency.

high court to take jurisdiction in case of WSAY, Rochester, N. Y., versus MBS and ABC. Both webs once used WSAY but have turned to other outlets.

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, August 16, 1948 — TELEVISION DAILY is fully protected by register and copyright

COMM'L STRATOVISION BID FILED

TELE TOPICS

By JIM OWENS
Associate Editor

AERICAN TOBACCO has signed for eight college grid games on DuMont's WABD, included among which are several Ivy League (Yale, Harvard, Princeton, etc.) meetings. . . . Staffers of Theater Arts magazine have wrapped up a series titled "Broadway On Parade," with top legit names on the talent roster. Format calls for both live and film pickups of Main Stem productions, backstage interviews, etc. . . . Official films of the disputed 400-meter Olympic relay final, which the Yanks "lost" and won back a few days later by reverse decision, will be aired on the Time-Life seg on NBC tonite.

IRVING PAUL SULD, producer of "Current Issues" (on station WABD), has lined up a discussion of the hottest topic in radio on a forthcoming show: giveaways. He's had no trouble finding guests to slam the evil—but plenty difficulty finding anyone to defend it! . . . FCC Chairman Wayne Coy, at the WJZ-TV opener last week, gave the TV boys an enthusiastic lift with his prediction about 400 stations in operation, or under construction, "within two years." . . . RCA Exhibition Hall now has a set which projects a picture measuring six by eight feet.

BILL BERN (MBS' "While Berns Roams") writes from Texas: "WBAP-TV is set to hit the air with a pattern on Sept. 15th, and station execs. are completing the 9-studio AM and TV layout, covering an area of 74,500 square feet. Outlet has already signed up several major sporting events, including all home football games of Texas Christian University, with Humble Oil and Refining Co. picking up the tab. They have also wrapped up Camel's Newsreel and will have a local newsreel covering both Fort Worth and Dallas."

Cincinnati Hotel Installs Extensive Tele Set-up

Cincinnati—What is described as one of the most extensive uses of video by a major hotel is under way here by the newly-completed 400-room Terrace Plaza. All rooms are equipped with TV antennas and guests are supplied sets on a "room service" basis, similar to other hotels in the east. System has been installed by the Crosley division of Avco Corp., whose receivers the Plaza will make use of.

Hotel also emphasizes TV in its private dining room, lounges and roof gardens, with several large-screen units gracing the walls, etc.

NBC Leases Space In Chi. For WNBQ

Chicago—NBC has leased approximately 20,000 feet of additional floor space in the Merchandise Mart here to further activity and an early start of operation by WNBQ, web's video outlet. Included in plans are reconversion of studio A, largest in the NBC quarters, into a modern video studio, construction to get under way by Oct. 1.

I. E. Showerman, vice prexy in charge of the NBC central division, said that additional space has been taken on first and second floors of the Mart, providing quarters for television technical and administrative staffs.

WTMJ-TV's Grid Sked

Milwaukee—WTMJ-TV, The Milwaukee Journal station, has completed arrangements to broadcast nine Suburban Conference high school football games during the 1948 season starting Sept. 17. Broadcasts will originate from three Milwaukee suburbs, Shorewood, Whitefish Bay and West Allis. Last winter, WTMJ-TV carried Suburban Conference basketball games.

Previously, WTMJ-TV announced the completion of arrangements to broadcast three National Pro League games to be played by the Green Bay Packers in Milwaukee against the Chicago Cardinals, Washington Redskins and New York Giants.

Joins Video Assoc.

Video Associates, Inc. announced last week the addition of a new staff member, Doris Kushins, former CBS program analyst and script writer.

Charles, Bivins Bout On CBS For Ballantine

Both CBS and P. Ballantine & Sons expand an already heavy schedule of sports with airing of the Ezzard Charles-Jimmy Bivins heavyweight bout in Washington's Griffith Stadium, on Monday, Sept. 13. Signed Friday, pact provides for cover of the bout outside the Capital (beyond a 75-mile radius) to Philadelphia, New York and Boston. Agreement is seen as a concession to the promoters, who are reported to have insisted the bout be kept off D. C. screens lest it injure the gate. Russ Hodges will handle the blow-by-blow, with Paul Moss doing color.

Sales Staffs Augmented In Chicago By WENR-TV

Chicago—Several new appointments in the sales division of ABC, and staff appointments to WENR-TV are announced. Robert Brethauer has been appointed manager of the sales service department, succeeding Floyd Van Ethen, who resigned. Brethauer has been with the network since 1945. His former duties in the sales department will be taken over by Robert Atwood, another member of the department.

Fred Kilian, director of television programming, announces three new members have been added to the tele staff. Herb Cunniff, who formerly headed ABC's guest relations, has been appointed a television program assistant. John Meyers also was made a program assistant. Nancy Goodwin has been appointed to the writing staff. Previously she was with Bozzell & Jacobs.

Outlet Sought For 200-Mile Area Near Pitts.

(Continued from Page 1)

vision channels affected by the stratovision operations on Channel 8. If accepted, it is pointed out the number or classification of ground station channels would not be reduced.

It is proposed by Westinghouse to operate the stratovision plane in conjunction with a ground television station to be established at KDKA, Pittsburgh. A separate application for a television channel for KDKA-TV has been filed with the Commission.

Envision Network

The Commission was asked to amend current radio regulations and set standards to facilitate future applications for airborne television stations. In the original stratovision system, as projected by the Westinghouse and Martin Companies, eight flying television stations spaced 400 miles apart could provide a coast-to-coast network linking New York and Hollywood, and a total of 14 stratovision stations could bring television service to 78 per cent of the nation's population.

Stratovision "is now ready for regular use and the public should be permitted to immediately benefit therefrom," it was pointed out in the petition as a result of successful demonstration flights conducted in the Pittsburgh area, reports of which showed reception in "270 towns in ten states, including Pennsylvania, Virginia, West Virginia, Maryland, Ohio, New York, Delaware and Michigan."

The stratovision system was originated by C. E. Nobles, 30-year-old Westinghouse engineer, to overcome the "line-of-sight" limitation in television and frequency modulation broadcasting. Unlike standard band broadcasting, radio waves which carry television and frequency modulation programs travel only in a straight line, so that reception from a station offering either service is limited to an area of about 35 to 50 miles from the broadcast tower.

WBAL-TV, Joins NBC

Pacting of an affiliation contract between WBAL-TV, Baltimore, and NBC was announced today by Sheldon B. Hickox, Jr., manager of the NBC Station Relations Department.

WBAL-TV, owned and operated by Hearst Radio, Inc. has been in operation since March 11 of this year. The contract is retroactive to May 1, since the outlet has received NBC network programs since it went on the air.

The Week in Television

WJZ-TV, ABC's New York flagship, made its debut as Gotham's sixth outlet amid a gala premiere. Inaugural program was pegged on vaudeville, emanated in the main from the Palace Theater on Broadway, also paid tribute to New York's Golden Jubilee. . . . CBS mapped plans for network service to 80 U. S. cities via films, live feed, etc., by 1951. Web continued to expand its number of affiliated outlets. . . . F. J. Bingley, chief engineer of Philco Corp. for many years, joins WOR-TV and WOIC-TV in same capacity. . . . NAB named a tele advisory committee to serve on its board of directors.

RMA studied plans to open up video markets in both Europe and South America. . . . Summer stock this year heavily studded with radio and tele actors, thereby creating a dearth of talent for the new medium this summer. . . . Paramount issued new rate schedule for its transcription service, in which clients have full freedom as to use of transcriptions. . . . FCC asked Warner Bros. and Dorothy Thackrey to outline details of the proposed transfer of KLAC-TV, in Los Angeles.

Name Committees For FMA Sept. Convention

Washington Bureau, RADIO DAILY

Washington—Makeup of six committees which will assist Marion Claire, convention chairman, in arranging the second annual FMA conclave in Chicago, September 27-29, was announced Friday by President Everett Dillard. Miss Claire is director of WGNB, Chicago Tribune FM outlet.

Board Vacancies Announced

Six vacancies on the FMA board of directors will be filled at the upcoming convention, which will be held in the Sheraton Hotel. Members of the nominating committee, announced Friday by Dillard, are Matthew H. Bonebrake, vice president and general manager, KOCY-FM, Oklahoma City, chairman; Gaines Kelley, general manager, WFMV, Greensboro, N. C.; Ben Strouse, vice president and general manager, WWDC-FM, Washington; Robert M. Beer, co-owner, WATG, Ashland, Ohio; Thomas B. Tighe, manager, WJBK, Asbury Park, N. J., and Charles D. Lutz, general manager, KYFM, San Antonio, Texas. Miss Claire was elected convention chairman by the board of directors meeting last May 6. In Washington last week for an FMA board meeting, she said the largest attendance yet to attend an FM meeting is indicated by advance registrations.

The FMA convention will embrace all phases of FM broadcasting and its kindred service, facsimile, Miss Claire said.

Committee Members

Agenda—C. M. Jansky, Jr., Jansky & Bailey, Washington, D. C., chairman; Gaines Kelley, WFMV, Greensboro, N. C.; Fred Weber, WDSU-FM, New Orleans; James H. Moore, WLSL-FM, Roanoke, Va.

Reception—Frank A. Gunther, vice-president, Radio Engineering Laboratories, New York; William J. Halligan, president, The Hallcrafters, Chicago; Thomas F. McNulty, WMCP, Baltimore; Ray E. Dady, KWK-FM, St. Louis; Ben Strouse, WWDC-FM, Washington; Matthew H. Bonebrake, KOCY-FM, Oklahoma City; Howard Lane, Marshall Field Enterprises, Chicago.

Registrations and Membership—Harold Essex, WSJS-FM, Winston-Salem, N. C.; William E. Ware, KPMX, Council Bluffs, Ia.; E. J. Hodel, WFCB, Beckley, W. Va.; Charles D. Lutz, KYFM, San Antonio, Tex.; George L. Sutherland, WAMS-FM, Wilmington, Del.

Exhibits—Sam Insull, Jr., Stewart-Warner Corp., Chicago; Stanley H. Manson, Stromberg-Carlson Co., Rochester, N. Y.; Thad Holt, WAFM, Birmingham, Ala.; Milton B. Sleeper, FM and Television, Great Barrington, Mass.; Raymond F. Kohn, WFMZ, Allentown, Pa.

Entertainment—Edward A. Wheeler, WEAW-FM, Evanston, Ill., chairman; Bert Lown, Associated Program Service, New York; C. O. Langlois, Lang-Worth Feature Programs, Inc., New York; A. J. Kendrick, World Broadcasting System, New York; Milton Blink, Standard Radio Transcription Services, Inc., Chicago; Walter Davidson, Capitol Records, Hollywood.

Publicity—Paul W. Reed, WFAH, Alliance, Ohio, chairman; Thomas B. Tighe, WJBK, Asbury Park, N. J.; Dan E. Jayne, WELL-FM, Battle Creek, Mich.; John K. West, RCA Victor Division, Camden, N. J.; Stanley Glaser, Crosley Division, AVCO Mfg. Corp., Cincinnati; O. H. Brown, Eitel-McCullough, Inc., San Bruno, Calif.; Roy Jordan, General Electric Co., Syracuse, N. Y.; Jerry Stone, WDNB-FM, Daytona Beach, Fla.; Leonard Higgins, KTNT, Tacoma, Wash.; Robert E. L. Moore, Transradio Press Service, New York; Fred W. Fischer, Westinghouse Electric Corp., Baltimore.

COAST-TO-COAST

Pattees Get New Show ON WTHT

Hartford, Conn.—Floyd and Betty Pattee, this state's "Mr. and Mrs." of radio, have taken on an extra half-hour over WTHT. Their new show, which features music, talk, time and weather, best food buys of the day and "Helpful Hints for Hapless Housewives," is heard Monday thru Friday at 8:30 p.m. Show is sponsored by a General Electric distributor.

KSET Adds Mickel

El Paso, Texas—New member of KSET's staff is A. E. (Bill) Mickel, who has taken over as station manager. Prior to his affiliation with this station, Mickel was associated with WGBA and WGBA-FM, Columbus, Ga., as general manager.

To Sponsor "WLAW News"

Lawrence, Mass.—Effective September 6 and continuing through March 4, La Touraine Coffee will sponsor "WLAW News" on Monday, Wednesday and Friday from 8:00 to 8:15 a.m. Newscaster will be Richard Hickox, emcee of "Yawn Patrol," station morning favorite.

KYOU Appoints Two

Greeley, Colo. — New arrivals at KYOU are Jack Hull, KMYR early morning announcer, who has taken over as special events director, and Paul Emrich, for four years on the KMYR engineering staff, who is the new station's chief engineer. Making its debut this month, KYOU is owned and operated by Elwood Meyer, former KMYR promotion director.

WNLK To Air Children's Fair

Norwalk, Conn.—WNLK, on August 25, will broadcast the Children's Fair of New Canaan, an annual charity presentation to be held at Mead Park. Several broadcasts will be made from the grounds by Bob ("Pedro") Drews, who also acts as master of ceremonies for the event.

To Emcee "Tune Inn"

Washington, D. C.—Willie Conover is the new emcee on WWDC's "Tune Inn" program heard Monday thru Friday from 10:00 a.m. to 12:00 noon. He will also handle news commentary and special events assignments.

Magee To Orig. At KTRE

Lufkin, Texas—Monte Magee, well-known entertainer, formerly heard on CBS, WLW and other major stations, is now appearing twice daily at the auditorium studios of KTRE. Now organizing an orchestra that will appear on KTRE weekly and at the Rendezvous, local night club, Magee is heard at 8:15 a.m. and 4:30 p.m.

Elected State AP Chairman

Indianapolis, Ind.—WISH manager, George Higgins, has been elected chairman of a state group formed in French Lick, Ind., by radio stations which are members of the Associated Press.

To Broadcast From County Fair

Pittsburgh, Pa.—KDKA is planning special broadcasts at the Allegheny County Fair, which will be held at the Fairgrounds September 2-6. Broadcasts will originate from the big stage, the farm judging ring, Agricultural Hall, the Wild Life Building, the Flower Show and other points of interest on the Fairgrounds. Station will post a complete crew of technicians, producers and announcers around the grounds.

Three Alarm Debuts Over WKRC

Cincinnati, Ohio—New WKRC audience-participation morning show is "Three Alarm," emceed by Harvey Cary, WKRC program director, and Syd Cornell. Show, which is heard Monday thru Friday at 9:00 a.m., asks listeners to write in the reasons why they like to listen to WKRC, their name and telephone number and the time of day they would like to have one of three alarms ring. The three best letters determine the time at which the clocks go off and the calls are made to the listener, who is asked the question of the day for the jackpot.

Gives Recitals Over WFUV-FM

Bronx, N. Y. — Violinist Howard Rallock has begun a series of recitals heard each Sunday over WFUV-FM from 4:40 to 5:00 p.m. Rallock will be accompanied by Elaine Cowan.

WABB-FM Airs "Try and Get It"

Mobile, Ala.—High up in listener popularity is WABB-FM's new "Try and Get It" quiz program. Staged and directed by the studio staff every Saturday, show features quizmaster Anthony Leighton, Jack Bitterman, announcer, and vocalist Helen Leighton, accompanied by Bill Ward at the piano.

10 Half Hour Programs Renewed On Mutual

(Continued from Page 1)

sors are as follows: Ernie Lee's Omega Show (H. C. Cole Milling Co.); Juvenile Jury (General Foods); House of Mystery (General Foods); True Detective Mysteries (Williamson Candy Co.); The Shadow (D. L. and W. Coal Co.); Quick As a Flash (Helbros Watches); Roy Rogers Show, replacing Those Websters (Quaker Oats Co.); Nick Carter Cudahy Packing Co.); Sherlock Holmes (Trimount Clothing); Behind the Front Page (Mutual Benefit Health and Accident Assn. of Omaha).

Commentator John B. Kennedy was recently added to Mutual's Sunday schedule, 1:15-1:30 p.m., EDT, and will be sponsored by Doubleday and Co., book publishers, starting Sept. 13. Agency is Huber Hoge & Sons.

Kennedy follows William Shirer on MBS, who is heard from 1-1:15 p.m., EDT, and whose sponsor from last season, Piedmont Shirt Co., returns Sept. 5. Jimmy Fidler will continue to be heard Sunday at 8:30 p.m., EDT, for Carter Products.

Frederica Millet To NBC

Frederica Millet, radio time buyer for the Democratic National Committee in 1936 and 1940, has become a special assistant to Walter "Hap" Myers in the NBC sales department. Myers is handling sale of political time for the upcoming campaigns.

Stork News

Mr. and Mrs. Tex McCrary (Jinx Falkenburg) became the parents of a son, born Friday the 13th, in Polyclinic Hospital, New York. Newcomer weighed eight pounds and nine ounces and is the second child, both boys, for the McCrarys.

BIG Television SHOW!

ONLY 2 DAYS: { THRILL TO THE MANY MARVELOUS NEW
TOMORROW { DEVELOPMENTS in TELEVISION and FM!
and WEDNESDAY

SEE the INTERESTING
TRANSVISION
TELEVISION EXHIBIT
at the **WALDORF-ASTORIA**
(Astor Balcony) 50th St. & Park Ave.
August 17 and 18; 11 A.M.-9 P.M.
Admission Free



AUSPICES: TRANSVISION, INC., NEW ROCHELLE, N. Y.
WIN ONE OF THE 25 VALUABLE DOOR PRIZES!
Note: Please use only the 49th St. Ballroom Entrance to the Waldorf!

P.S.: The foremost development in television,
the "Sightmirror" Remote Control Unit by
Sightmaster, will be demonstrated.

UNIVERSITY TO OPERATE TWO STATIONS

Fox Asks FCC Clarify Indust. Radio Rule

Washington Bureau, *RADIO DAILY*
 Washington — 20th Century-Fox yesterday asked the FCC to clarify its proposed ruling on industrial radio channels. The Fox declaration pointed out that it intends to file applications for two additional channels in the 25-30 megacycle band. Fox said that the proposed regulations provide for power radio, petroleum radio, forest radio and special industrial radio. The assumption, Fox added, that it would be classified in the last category.

Radio communication has very important applications to the motion picture field, especially to production location, the statement continued. 20th Century-Fox expressed the fear
 (Continued on Page 5)

Radio Talent Combines To Present 'Showcase'

Chicago — Actors, directors and technicians have combined several Chicagoland drama companies with radio and television actors, to present what they describe as "a talent showcase of the finest professional ability in the midwest." Will Haas, director of the Woodstock Players, has joined forces with John Bettenbender's Fort Dearborn Players, add-
 (Continued on Page 5)

Automobile Radio Sales On Increase In Canada

Montreal—Although sales of radio receiving sets have fallen off sharply, government figures show that motorists are purchasing more car radios. In the first four months of the current year manufacturers sales of car
 (Continued on Page 5)

Gets Around

Frank Zuzulo, MBS publicity man, observed the first day of his vacation by guesting on a WABD-Du Mont television sports show from the Yankee baseball park. Zuzulo, a Yankee fan and ex-pro ball player, was questioned by Stan Lomax on the American League pennant race and received a pair of shoes for his baseball I.Q. on the Du Mont airtel.

Pays Tribute

New York stations last night paid tribute to Babe Ruth via special news programs and short documentaries. WNBT aired a quarter-hour film on the life of Ruth within an hour of his passing. WOR will present a special Memorial Program tonight from 8:00 to 8:30 p.m. Among those appearing will be "Happy" Chandler and Ford Frick.

Farnsworth Pres. Sees Radio-TV Price Rises

Possibility of impending price increases in radio and television receivers toward the end of this year—reported in many segments of the industry and denied in others last week—was voiced with emphasis yesterday by E. A. Nicholas, president of Farnsworth Television & Radio Corp., at a dealer showing in the Hotel Pierre.
 Due to the continued rise in the cost of labor, components, steel and other phases of production, prices in radio and television sets "are going to have to go up," Nicholas said. He
 (Continued on Page 7)

Caley Re-elected Director Of Ninth District NAB

Charles C. Caley of WMBD, Peoria, Ill., was re-elected chairman of the 9th District NAB at the closing session of the regional conference held Friday in Chicago, which wound up a two-day session by adopting several resolutions.
 The resolutions adopted included:
 (Continued on Page 5)

Texas Indies Form Group To Represent Small Outlets

Dallas—Culp Krueger, KULP, El Campo, has been elected president of a slate of temporary officers to guide the newly organized Texas Independent Broadcasters Association, which will primarily represent small station interests throughout the state. Other officers include Bill Laurie, KEBE, Jacksonville, vice-president; Ernest Jones, KAND, Corsicana, secretary, and Harwell V. Shepard, KDNT, Benton, treasurer. A steering committee was also appointed and these include Guy C. Hutcheson, local radio consulting engineer; Tom Whithead, KWHL, Brenham; Ross Prescott, KTAE, Taylor, and George W. Smith, KMAE, McKinney.
 35 Broadcasters Attend
 About 35 station manager and owners attended the organizational meeting which included talks and informal discussion of station operations,
 (Continued on Page 5)

Denver Educators Work Out Agreement To Manage KSFT, Trinidad, And KOKO At La Junta, Colorado

Networks Will Carry Amsterdam Confab

Church dignitaries attending the World Council of Churches at Amsterdam, Holland, Aug. 22 to Sept. 4, will be heard in special broadcasts over the major networks. The speakers will include Dr. John R. Mott, president emeritus of the World's Y.M.C.A., Rt. Rev. Eivind Berggraw, primate of the Church of Norway and Dr. Geoffrey Fisher, Archbishop of Canterbury.
 Dr. Henry Smith Leiper, associate
 (Continued on Page 8)

Eiges Heads Radio Div. Of Travelers Aid Drive

Sydney H. Eiges, NBC vice-president in charge of press, has been named chairman of the Radio Division in the 1948 fund drive for the Travelers Aid Society of New York.
 (Continued on Page 4)

General Foods To Sponsor "Mr. Ace And Jane," Oct. 1

General Foods Corporation will resume sponsorship of the CBS comedy series, "Mr. Ace and Jane" beginning with the broadcast of Friday,
 (Continued on Page 2)

An arrangement whereby the Radio Office of the University of Denver assumes management of two commercial Colorado radio stations was announced jointly late Saturday by Chancellor James F. Price and the boards of directors of the two stations.
 The radio stations involved
 (Continued on Page 5)

Speakers Give Views At Religious Workshop

Chicago — Legislation empowering the FCC to license national radio networks would eliminate the present tug-of-war between the FCC and the networks, Clifford C. Durr, former FCC commissioner, told members of the religious radio workshop now in session at the University of Chicago. Durr appeared on a panel discussion, "Broadcasting In the Public
 (Continued on Page 8)

Special ABC Broadcast For Annual Fisher Awards

A special broadcast sponsored by Fisher Body Division of General Motors over ABC on Tuesday, Aug. 24, will highlight the award presentations in the 1948 Fisher Body Craftsman's Guild competition with university scholarships valued at \$20,000 going
 (Continued on Page 2)

Iron Man

CBS comic Robert Q. Lewis has a hectic sked mapped out for himself this Wednesday. From 11 to 11:30 a.m. he subs for Arthur Godfrey on the Chesterfield show; from 5 to 6:00 p.m. he returns to his first love, disc-jockeying, when he pinch-hits for Bea Wain and Andre Baruch over WMCA, and from 7 to 7:30 p.m. he returns to CBS to do his own nightly stanza.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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FINANCIAL

(August 16)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse.

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., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Stork News

Herbert W. Hobler, of the MBS sales department, is the father of a second child, a six-pound, 12-ounce girl, born to Mrs. Hobler, Aug. 13, in Princeton Hospital. Newcomer is named Deborah Virginia.

★ COMING AND GOING ★

HUBBELL ROBINSON, JR., CBS vice-president and director of programs, leaves tomorrow for the West Coast on an extended business trip.

A. N. "BUD" ARMSTRONG, JR., commercial mgr. of WCOP, Boston, in town for the week to meet with station reps.

ROBERT LEWIS SHAYON, producer, director and collaborating writer on CBS' "You Are There," has returned from a six-week West Coast vacation.

ADELAIDE HAWLEY has returned from a three weeks' fashion tour of Paris and London to resume her role as narrator on WABD's "Television Fashions On Parade."

BILL ELWELL, manager WCBS program operations, back at his desk after a three-week holiday.

CLARENCE L. MENSER, president of WEAT, Lakewood, Fla., in Gotham conferring with NBC officials.

DOUGLAS ROGERS, NBC-TV field director, has returned from a two-week vacation in Wisconsin.

ELINOR INMAN, CBS director of religious broadcasts, is in Chicago on a brief business trip.

ALVIN KEECH, announcer for ABC, emplanes for Hawaii, his native land, on Sept. 20. He will return to New York the middle of October.

JOHN B. KENNEDY, Mutual commentator, will substitute for Gabriel Heatter on the net's "Behind the Front Page," Sunday, August 22.

ED OBERFELDER, ABC's director of adv. and promotion, has left for a tour of network affiliates in the Southeast. He will discuss promotion with officials of ABC affiliates in Richmond, Norfolk, Charlotte, Atlanta, Memphis, Chattanooga and Knoxville, returning to New York on August 25.

AIME GAUVIN and ED STOKES, WHN announcers, have departed on three-week vacations. Gauvin to the Maine woods. Stokes to the West Coast.

JULES DUNDES, promotion director, WCBS, back at his desk after a three-week vacation at his summer home in Nyack, N. Y.

JOHN W. OWIN, president, and MALCOLM A. YOUNG, manager, of WBSC, Bennettsville, S. C., are in town visiting MBS headquarters.

W. S. TURNER, commercial manager of WFAK, Charleston, S. C., has returned home after a brief visit to New York where he conferred with Mutual execs.

RICHARD T. ALLEN, general manager of WNOK, Columbia, S. C., is in town visiting MBS headquarters.

JOHN MacVANE, NBC chief UN correspondent, sails with the U. S. delegation aboard the S. S. America Sept. 13 to cover the General Assembly in Paris, which convenes Sept. 24.

CEDRIC FOSTER, commentator for MBS at WOL, Washington, D. C., today and tomorrow, on Aug. 19 and 20 he will be in Chicago and on the 23rd through the 27th in Denver, his broadcasts originating from the Mutual studios in those cities.

General Foods To Sponsor "Mr. Ace And Jane," Oct. 1

(Continued from Page 1)

October 1, 8:00-8:30 p.m. During the summer months CBS is airing the series in cooperation with U. S. Army recruiting. Agency for General Foods is Young & Rubicam, Inc.

Texas AM Outlet Opens

Amarillo, Tex.—Operated by Amarillo Broadcasting Corp., and owned by J. Lindsay Nunn and Gilmore N. Nunn, KFDA went on the air here last week with 5,000 watts daytime, 1,000 watts nighttime, on 1440 kc. Outlet is an affiliate of the American network. Howard P. Roberson is general manager.

10 YEARS AGO TODAY

(From the files of Radio Daily)

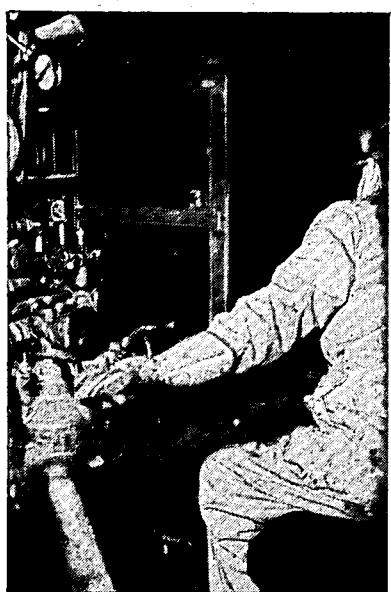
Texas State Network was incorporated in Austin by Elliott Roosevelt, Harry A. Hutchinson and Raymond E. Buck. Firm proposes to operate 23 Texas stations tied in with 73 Mutual outlets. . . Two-year contract was signed by AFRA and NBC calling for pay boosts and other benefits for all web sustaining announcers. . . Andre Kostelanetz and Lily Pons honeymooning. . . Lever Bros. and Campbell Soups renewed Lux Theater and Hollywood Hotel, respectively, over CBS for 52 weeks. . . Despite ban on mikes in courtroom, WMCA set plans for coverage of Jimmy Hines trial with studios set up a block away from court. Prosecutor Thomas E. Dewey expected to introduce surprise testimony.

Special ABC Broadcast For Annual Fisher Awards

(Continued from Page 1)

to the winners. More than \$65,000 in cash, plus the scholarships, is provided this year for the boys whose model cars are judged best by a group of nationally known educators, industrialists and designers. Kudner Agency handles the GM account.

Ford Frick, president of the National Baseball League, will announce the winners during the broadcast which is to originate during a banquet in Detroit. To date, Fisher Body Division of GM has awarded more than \$570,000 in cash, scholarships and education trips in the 18 year history of the educational foundation.



"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.

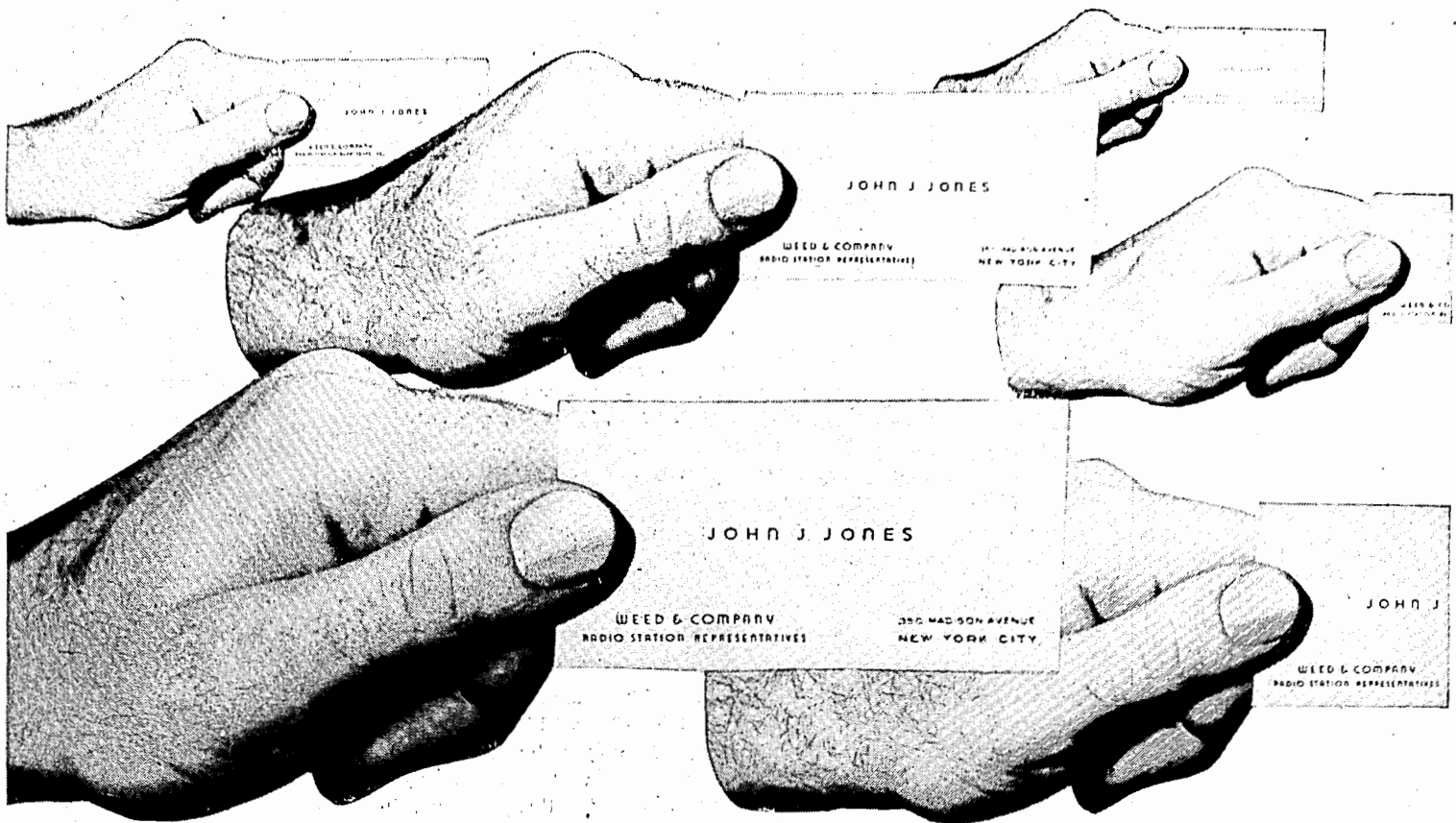
And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

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

WEVD 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA Send for WHO'S WHO Among Advertisers on WEVD WEVD 117-119 W. 46th St. HENRY GREENFIELD, Mgr. Director N. Y. 19

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

When WIBW Speaks... Kansas People Listen and BUY! Ben Ludy, General Manager WIBW The Voice of Kansas TOPEKA



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

In business there's a lot more to that calling card than formal presentation of a name. It means someone no farther away than your receptionist is *here ... right now ...* to see you personally.

And if the card carries the name of a Weed and Company representative, it means even more. It tells you:

1. that the product represented is Spot Radio — one of the most profitable and most flexible of all forms of advertising.
2. that the salesman of that product has taken the trouble to learn about *your* business before coming to talk about his own.
3. that — like all Weed and Company men — he has over 250 years of combined experience behind him ... with all it implies in terms of practical skill in an enormously complex medium where skill is at its highest premium ... and ...
4. that this skill was produced by two basic factors: extensive *knowledge* and plain *hard work*. They *always* pay off ... in *any* business. They are indispensable in Spot Radio. They are, in short, the two major reasons why Weed and Company service has proved so valuable to so many successful advertisers.

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

LOS ANGELES

By RALPH WILK

A new radio and TV quiz show, "A Fortune in a Flicker," ties in motion picture promotion, and is being packaged by Monte Brice, who conceived the idea, and Mitchell Hamilburg Agency (copyright has been applied for). Contestants chosen from studio audience are tagged Director, Assistant Director, Camera-man, Sound Man, Script Girl, and Prop Man, and must be able to answer questions concerning films and movie personalities. To make it more realistic, contestants are given camp chairs and megaphones.

Deannie Best offers something new in radio songs over KMGM-FM each Wednesday evening.

Motion-picture star Rosemary LaPlanche, former "Miss America" beauty, began a series of broadcasts Wednesday, Aug. 11th over KMGM-FM. Labeled "Fashion Clinic," Miss LaPlanche's views on styles, personal make-up, and things feminine, will be broadcast each Wednesday evening at 8:30 (PDT). Personal interviews with Miss LaPlanche's friends in the industry will be an added attraction.

Elythe Alexander, traffic manager for KMPC, planes out to Tulsa, Oklahoma and Hot Springs, Arkansas, for a three-week vacation.

Newest addition to the expanding Los Angeles television field is Eclipse Productions headed by Dorothy Colin, with Michael Colin as executive producer and Leslie Urbach, as supervising director. The first Eclipse telefilm, "Fireside Detective," a comedy mystery half-hour show, is now being edited for showing to clients.

Eiges Heads Radio Div. Of Travelers Aid Drive

(Continued from Page 1)

Thomas W. Balfe, vice-president of National Distillers Products Corp., is general chairman of the \$409,000 campaign which begins in September.

Eiges' committee will solicit contributions from persons in the industry to help support the varied activities of the 43-year-old agency. His group forms a part of the Society's Commerce and Industry Division.

BUCKS COUNTY FARM

70A: fine pointed stone house, 5 BR & 3 Baths; stone barn; 2 car gar & apt; stone studio. Asking \$32,000. PARKE M. WETHERILL, Broker, Buckingham, Pa. Tel. Buck. 2461 or 2301. Open daily and Sundays.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Reason Dick Haymes nixed that American Railroads show for ABC was because the contract called for his exclusive television services. . . P & G adding another soap to their NBC stable in the fall. . . Is Household Finance dropping "The Whistler" on CBS? . . . Mutual's "Teentimers" planning to use permanent ork instead of different ones weekly. . . Add IMP-ressions: The Answer Man: Questionairer. . . Standard Brands (thru J. Walter Thompson) closed deal on Kermit-Raymond's transcribed "Hollywood's Open House," while Kaiser-Frazer, thru Weintraub, bought it for the whole West Coast. . . Carl Brown, Sherman & Marquette partner, off to Chi. for conferences. . . A low bow to Bill Gillette who directs two of the top three shows on the Hooper video chart. His "We the People" is 2nd with 33, and "Toast of the Town" came up 3rd with 26.

☆ ☆ ☆ ☆

● ● ● Some people never get that big chance for a free trip to Paris—but Herb Moss just got his 2nd offer within four months. Herb, who took Vox Pop to Paris and London a few months ago, is now mulling a cabled offer from Hildegard-Sosenko to fly to Paris to produce a series of 26 transcriptions for them. Only thing holding him back is the fact that his television show, "Sing For Your Supper," (featuring Warren Hull and himself) preems Sat. on ABC-TV, plus a few other ideas he has in the works.

☆ ☆ ☆ ☆

● ● ● VIEWS AND REVIEWS: Each week, home viewers may win a contest on "Charade Quiz" by interpreting a charade and writing an essay of ten words or less. May we suggest that this program (and any others with written essay contests) flash that essay on the screen? Takes a second, convinces the spectator of sincerity and provides a basis for future essays from the home audience. . . Unless Allen Funt can conceal the camera on Candid Camera, his television show will be completely out of focus. Show lacks all of the charm and authenticity of Candid Mike and any relationship between them is purely coincidental. . . Walter Kiernan possesses a real television personality but there were some other radio stars at the ABC studio party who should have showed themselves only in AM. . . Don Hollenbeck's CBS Views the News remains one of the hardest hitting shows on the air. . . Television sports announcers (not you, Bill Slater) should speak less and see more. The duty of the television sports announcer should be to interpret rather than to report.

☆ ☆ ☆ ☆

● ● ● One of the B'way columnists is complaining that ever since the papers announced Winchell's terrific new radio salary, his wife has been nagging him with: "If it can happen to Winchell, why can't it happen to you—and when!"

☆ ☆ ☆ ☆

● ● ● Jackie Miles is the victim of an odd situation regarding a tune he wrote and there isn't much he can do about it. Seems he wrote a song called "I'm A-Rollin'," which he sold to Sammy Kaye. As a result of a hectic dispute the pair had on the golf course, a first class feud has developed and now Sammy has refused permission to Miles to sing his own tune.

☆ ☆ ☆ ☆

● ● ● SID-BITS: Les Tremayne and his missus (Alice Reinheart) currently vacationing in Mexico, will incorporate some of the film they're shooting into a special video travelogue. . . Ruth Adams Knight and Dickson Jay Hartwell packaging a series with a fresh approach to the news broadcast. Blanche Gaines office is handling. . . Bob Monroe's "High Adventures," formerly heard on WOR in the afternoon, switches to a Wed. 9:30 p.m. spot.

SOUTHWEST

E. R. BUSH, has been named manager of KREL, Baytown, replacing Virgil Evans who has resigned his post to become manager of KMUS Muskogee, Okla. Bush was formerly commercial manager of KVLC, Little Rock, Ark. and former manager of KRIS, Corpus Christi, Tex.

Ray Bright, formerly on the staff of KLEE, Houston as salesman has joined the sales staff of KTRH, Houston.

Melissa Smith has replaced Dotti Dodson as featured vocalist on the WOAI, San Antonio twice weekly presentation "Prelude To Evening." Miss Smith was formerly with WWL New Orleans and was vocalist with such orchestras as Bob Crosby, Dick Jurgens and Jimmy Greer.

Application has been submitted by KTBB, Tyler to the FCC for permission to change hours of operation from daytime only to unlimited and change power from 500 watt to 1000 watts. Station operates on 600 kilocycles.

The San Antonio Junior College heard each Sunday afternoon over KONO, San Antonio in an all student production. Program is written and produced by Carl Atkins and features the songs of Blanche Coker soprano and Bob Johnson, tenor with Norma Ann Dullnig at the piano. Series is announced by John Dunlavy and are titled "Musical Moments."

Bill Pelham has joined the announcing staff of WRR, Dallas. He was formerly on the staff of KTBC Austin and a graduate of the school of radio at the University of Texas at Austin.

Jack Keasler, assistant general manager of WOAI, San Antonio attended the recent opening of the new Burris Mill plant near Fort Worth. The formal ceremonies were aired through the facilities of the Texas Quality Network.

Will Open Football Season

The CBS network will launch its 1948 season of football broadcasts on Saturday, September 18, with a play-by-play account of the Louisiana State-Texas contest from Austin, Texas. The game will be carried from 4:00-6:30 p.m., EDT.

Texas Indies Form Gp.; 35 Stations Meet

(Continued from Page 1)

engineering and programming. A total of 60 letters were sent out to Texas stations by Krueger. Many sent regret being unable to attend but were strongly in favor of the organization of such a group.

Speakers at the meeting included Gordon McLendon, manager of KLIF, here; Don Clark, assistant professor of radio at the University of Oklahoma and Hutcheson.

According to Krueger "the response has proved conclusively that small stations in Texas are in common understanding on the need for an association through which they would mutually help one another and better serve the public interest. This group has the power to meet that need."

Plan Special Committees

Among the recommendations on the program the association should carry out were for the setting up of a program advisory committee and also an advertising and promotion committee to serve the cause of the small stations. It was also suggested that arrangements be made for a survey which would establish the listening audience of the small stations in their local areas. Pooling of information and techniques in handling personnel was also suggested. Owners of daytime stations were advised to consider the possibility of receiving FCC authority to stay on the air several hours more in the evening where there is no conflict with the dominant frequency.

Caley Re-elected Director Of Ninth District NAB

(Continued from Page 1)

"... approving the naming of an observance committee for Standards of Practice, and urging that the committee undertake a continuing study of the standards for constant improvement.

"... requesting that the U. S. Bureau of the Census include among its questions one for the purpose of compiling information on AM, FM, and television set ownership.

"... endorsing and recommending the All-Industry Presentation Plan, which would promote radio as an advertising medium.

"... commending transcription and record companies for their efforts to solve the problems imposing the ban on recording.

"... commending the "militant stand" of Justin Miller, NAB president, for freedom of radio, as an 'an eloquent example in word and deed,' and promising continued support.

"... suggesting that station managers continually analyze music being played on their stations, to ensure that BMI music is being played as frequently as its quality would justify.

"... thanking Director Caley for his efforts in arranging the District Meeting."

Denver University To Run Two Com. Radio Stations

(Continued from Page 1)

are KSFT, Trinidad, and KOKO, La-Junta. Actual negotiations were not completed until Saturday, although a representative of the University has been supervising operation of the two stations for the past two weeks.

The arrangement calls for one full time member of the school's radio staff to actively manage KSFT and

Station Background

KSFT, Trinidad, Colo., one of the two stations to be managed by the University of Denver, operates on a frequency of 1280 kc, 1000 watts power daytime and 500 watts, nights. Station is owned and operated by the Trinidad Broadcasting Corporation with George H. Bowles, as general manager. KSFT is affiliated with MBS and the Colorado Radio Network.

KOKO, 1400 kc, 250 watts, is owned and operated by the Southwest Broadcasting Company, La Junta, Colo. Station operates from 7:15 a.m. to 3 p.m. and from 5:30 p.m. to 10 p.m. It is a member of the Southern Colorado Network and an affiliate of KBS.

supervise operation at KOKO. The plan also calls for use of the two stations in an "in-service" training program for advanced senior students in the radio management department of the university.

Students to Join Staffs

It is anticipated that from three to five students will study "on-the-job" radio in each of the stations each quarter of the school year, under the direction of the resident manager. Trinidad and LaJunta are about 200 miles from Denver.

Five students will be on duty at the two stations beginning next week.

Radio Talent Combines To Present 'Showcase'

(Continued from Page 1)

ing his direction to a cast which includes, among others, Lois June Nettleton, recently chosen "Miss Chicago"; Jay Belloc and Shelley Berman of the Actors Company and WGN-TV's "Cross Question"; Ted Seymour and Tom Bosley of Radio Institute, and Everett Clark of "The Whistler" radio series.

During the past week the group presented Moliere's "The Physician In Spite of Himself," at the Eleventh Street Theater. Next in the series will be "The Shoemaker's Prodigious Wife."

Resigns From Magnavox Co.

Nelson B. Sherrill, general sales manager of the Illustrovox Div. of Magnavox Co., Fort Wayne, has resigned his position to become general sales promotion manager of the Georgia Pacific Plywood & Lumber Co., Atlanta, Ga., effective Sept. 1.

to supplement the regular staffs, R. Russell Porter, director of the Radio Office, announced.

Harrison to Manage Outlets

Burton Harrison, instructor in radio at the University has been assigned to manage the stations and direct the in-service training phases of the program.

Porter pointed out that the arrangement gives the professional radio training areas of the University an opportunity unique among professional schools of the nation.

"It suddenly brings to a focus and gives real purpose to every class in the professional course of study," Porter said. "Problems in advertising, copywriting, traffic, promotion and production can now be studied in terms of the needs of an actual station in an actual community."

"Under this arrangement, graduates of the DU radio department will have first hand knowledge of radio station operation."

Through this arrangement, the two stations will not only have actual management and supervision by Burton Harrison, but also the consultant service of many other departments of the University. Audience research, public relations planning, sales techniques and program planning are among the many services available through such an arrangement.

Harrison came to the University a year and a half ago from radio station KTSW, Emporia, Kansas, where for three years before, and one year following his army service he was active in every phase of small market station operation assuming the duties of assistant manager in his final year. At the University, Harrison has been in charge of classes and laboratory experiences dealing specifically with local station operation.

Automobile Radio Sales On Increase In Canada

(Continued from Page 1)

radios totalled 25,037 units valued at \$2,149,333.

In April 4,267 car radios valued at \$381,375 were sold, compared with 1,685 valued at \$158,290 the previous April.

By provinces, the sales of such car radios were as follows: Ontario, 3,106 units, \$284,941; Quebec, 541 at \$47,031; Saskatchewan, 193 at \$15,616; Manitoba, 165 at \$12,393; Alberta, 140 at \$12,444; Maritimes, 94 at \$6,550 and British Columbia, 28 at \$2,400.

In the first four months of 1948 ending in April, sales of car radios showed the following, by provinces: Ontario, 20,207 units at \$1,769,725; Quebec, 1,259 at \$105,346; Alberta 1,167 at \$92,037; Maritimes, 627 at \$46,310; British Columbia, 612 at \$47,573; Manitoba 602 at \$44,607.

Canadian producers showed inventories on April 30, 1948, of 5,552 automobile radios in stock.

Fox Asks FCC Clarify Indust. Radio Rule

(Continued from Page 1)

that the proposed rules might interfere with the obtaining of necessary licenses by motion picture producers.

Fox suggested that the present rules, or a more clearly defined classification for the status of film companies under proposed regulations, might be more in the public interest than the contemplated rules.



UNITED

Flight Facts



Guess I have the kind of job that every girl dreams about—stewardess on United's glamorous flight, "the Hollywood," the flight so many Hollywood stars and other famous people take!



This is the super de luxe DC-6 Mainliner 300 flight that leaves New York at 12:15 p.m., and arrives in Los Angeles at 8:25 p.m. In other words, just 11 hours, 10 min., coast to coast!



Everything on "the Hollywood" is tops in luxury. Thick carpets. Deep, soft seats. Powder room for the ladies. "Stroll-about spaciousness." Pressurized cabin. An observation lounge. And those m-m-m Mainliner steak dinners!



Even if you're not a celebrity, traveling on "the Hollywood" makes you feel like one!

Mary M. Single

United Air Lines Stewardess on "the Hollywood"

AGENCIES

EUGENE L. BRESSON, formerly on the executive staff of Young & Rubicam, Inc., has joined F. W. Prella Co., Hartford, as director of radio, member of the plans board and account executive for national advertising.

FAY EVANS has joined the radio copy dept. of Compton Adv., Inc., having formerly been associated with Morse International, Inc.

CHARLES W. HOYT CO., INC., has been appointed advertising agency to handle the account of Sports Extra, Inc., of New York City, a new sports publication.

LA VOZ DE LA PATRIA (HJAK), Colombia, has appointed Pan American Broadcasting Company its exclusive United States and Canadian representative. Broadcasting commercially since July, 1924, La Voz de la Patria transmits with 1000 watts on 1310 kc standard wave.

WBMS, classical music station in Boston, announces the appointment of Lorenzen & Thompson, Inc. of New York City as their national representative, according to John J. Laux, managing director of the friendly group radio stations. This group recently purchased WBMS from Templeton Radio Manufacturing Corp.

FEDERAL ELECTRIC PRODUCTS CO., Newark, N. J., manufacturer of a complete line of electrical products, has appointed Beatty and Oliver, Inc.

JOHN-RAIDER ASSOCIATES has been appointed by Nu-Art Films, exclusive distributor of "Films of the Nations." Marvin E. Meyer is account executive.

ROBERT S. LOURIE, formerly sales promotion and advertising manager for Logansport Distilling Co., has joined the executive staff of Charles M. Storm, Inc.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC., has moved into new offices at 437 Fifth avenue, New York. New telephone number is OREGON 9-2500.

MARSHALL BLAKE has been appointed an account executive with the Joseph W. Hicks organization, Chicago public relations counsellors.

RMA Tube Sales Report

Washington Bureau, *RADIO DAILY*
Washington—More than 100 million radio receiving tubes were sold by RMA member-companies during the first half of 1948, the Radio Manufacturer Association announced yesterday.

Total half year sales were 100,005,963, while June sales reached 15,114,272, RMA reported. A breakdown of the six months figures shows 72,543,504 for new sets, 20,280,996 for replacements, 6,644,749 for export, and 536,714 for government agencies.

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 August 6-12, 1948

TITLE	PUBLISHER
A Boy From Texas.....	Shapiro-Bernstein
A Fella With An Umbrella.....	Feist
A Tree In The Meadow.....	Shapiro-Bernstein
Baby Don't Be Mad At Me.....	Paramount
Beyond The Sea.....	Chappell
Blue Bird of Happiness.....	T. B. Harms
Blue Shadows On The Trail.....	Sanily-Joy
Confess.....	Oxford
Cumana.....	Martin Music
Dolores.....	Famous
Ev'ry Day I Love You.....	Harms
Haunted Heart.....	Williamson
Highway To Love.....	Broadcast Music
I'm Looking Ove A Four Leaf Clover.....	Remick
It Only Happens When I Dance With You.....	Berlin
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Judaline.....	Robbins
Little Girl.....	Leeds
Little White Lies.....	Bregman-Vocco-Conn
Love Somebody.....	Kramer-Whitney
My Happiness.....	Blasco
P. S. I Love You.....	La Salle
Put 'Em In A Box.....	Remick
Rambling Rose.....	Laurel
Steppin' Out With My Baby.....	Berlin
Takin' Miss Mary To The Ball.....	Miller
When The Red Red Robbin Comes Bob Bob Bobbin' Along.....	Bourne
Whisper A Word Of Love.....	Leeds
Woody Woodpecker.....	Leeds
You Call Everybody Darling.....	Mayfair
You Can't Be True Dear.....	Biltmore

Second Group

Always You.....	Sam Fox
Better Luck Next Time.....	Feist
Best Things In Life Are Free.....	Crawford
Caramba It's The Samba.....	Martin Music
Chillicothe, Ohio.....	Mellin
Cuckoo Bird Waltz.....	Lutz Bros.
Don't Blame Me.....	Harry Warren
I May Be Wrong.....	Advanced
I Went Down To Virginia.....	Jefferson
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
It's So Peaceful In The Country.....	Regent
Just For Now.....	Advanced
Lonesome.....	Republic
Maybe You'll Be There.....	Triangle
Night Has A Thousand Eyes.....	Paramount
Nobody But You.....	Duchess
Take It Away.....	Pemora
Tea Leaves.....	E. H. Morris
Things I Love.....	Campbell
We Just Couldn't Say Goodbye.....	Words & Music
You Came A Long Way From St. Louis.....	Jewel
You Were Meant For Me.....	Miller
Yours.....	E. B. Marks

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PROMOTION

WMRO Special Events

WMRO of Aurora, Ill. independent station which broadcast an "ear by ear" account of the Championship Husking Match from a Kaneville, Ill. farm, and who had Ken Griffin of "You Can't Be True" fame present a half-hour concert on a steam caliope, went to the State Penitentiary last Saturday and broadcast for the first time in history a baseball game from behind prison walls. The occasion was the Aurora Labor Temple's great team playing the Joliet, Illinois State Prison Nine. Thirty-five hundred inmates provided the entire audience, and Warden Joseph Ragen characterized the broadcast as of great value to the prisoners themselves, as well as to the WMRO audience. WMRO is owned by Martin R. O'Brien.

NBC Plugs Daily Series

Attractive blue single-fold presentation on heavy stock has been prepared by NBC Radio-Recording Division on behalf of the Thesaurus "Church in the Wildwood" series. Cover of piece, which measure 8½ by 11 inches, shows tall white church steeple framed by leafy boughs. Inside features choir and organist heard on the show.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a *sure identification* of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, August 17, 1948 — TELEVISION DAILY is fully protected by register and copyright

NAB, TBA GROUPS TO MULL CO-OP

TELE TOPICS

By JIM OWENS
Associate Editor

TROMMER'S, the next of the major beer accounts scheduled to give TV the acid test, probably via the spot trail first. . . . Bates Fabrics, Inc., has inked a 52-week pact to star Kyle MacDonnell in the NBC-built "Girl About Town." Johnny Downs, whose work in the movies and B'way musicals is happily familiar to Gothamites, also lands a spot on the show, which bows Sept. 8.

NOW THAT IT'S A PROVEN TV vehicle, why doesn't Allen Funt change the name of his show to suit the medium: Candid Camera? . . . Bob Stanton and Jack Dillon had themselves a bushel of fun doing the Gaelic football and hurling games last Sunday. Stanton once again demonstrated his uncommon versatility—calling a game he'd never even seen before! . . . American Theater Wing, which had its most recent attempt to install a TV course in its training program scuttled by the steel shortage (!) finally gets it rolling on Sept. 15th. Lack of the metal prevented completion of studio facilities.

PROCTER & GAMBLE, which bankrolls "Fashions On Parade" on WABD, may decide to expand the show to the Du Mont web come fall. Adelaide Hawley returns to her role as narrator on the show this week after a vacash in Europe. . . . Following an accident to his roof antenna, a network exec has improvised an antenna in his L. I. home made from the following: a Christmas tree stand, broom stick, two wire coat hangers and a strip of moulding. Says it works as well as the 65-buck original—and what's more, gets all six stations clearly. . . . Aside to agency execs. and station film buyers: an outfit, whose name appears to be a new one among the boys who usually know, is peddling a batch of film pieces the ownership rights of which are said to be—shall we say "obscure"?

Farnsworth Pres. Sees Radio-TV Price Rises

(Continued from Page 1)
pointed out that there currently exists a state of "overproduction" of radios and phonographs for the current season, but attributed this in part to the slump in summer business which has been considered normal. He said it was "reasonable to speculate" however, that manufacturers would find their products in high demand during the last quarter of the current year, a period when a major portion of the activity in radio and phonograph sales is transacted.

Included among the new Farnsworth radio and tele lines is a table model priced at \$425, which includes installation and servicing for one year.

New Training Course Set By Philco Div.

Philadelphia — Service division of Philco Corp. announced yesterday a new nation-wide long-term program to train experienced radio servicemen in the technics of modern video set servicing, without charge, in which its dealers and distributors will play a major role. Program includes home instruction, classroom and shop training, and a special course on service work to those who complete the first two.

All Philco distributors in TV cities will cooperate in the program, aimed at developing "many additional thousands" of competent technicians. Course is available to all servicemen who have sound basic technical knowledge of radio.

Scott Orders Heavy

Chicago—Scott Laboratories stockholders' meeting this week disclosed the company had received orders during the past sixty days for one million dollars worth of television sets. Three new models of combination television, radio and phonograph sets will be offered to the public this fall.

Kaye NTFC Speaker

Sidney Kaye, vice president and general counsel for Broadcast Music Inc., will be guest speaker at the NTFC dinner meeting at Sardi's, Thursday. Kaye will discuss "The Right To Perform Music on Television."

Pa. Applicants Would Share TV Channel

Washington Bureau, RADIO DAILY
Washington—Two of a trio of applicants for the one TV channel available in the Easton-Allentown-Bethlehem area asked the FCC this week for permission to share time. They are: The Lehigh Valley Broadcasting Company, Allentown, and the Easton Publishing Company, with the third applicant the Penn Allen Broadcasting Company.

Both applicants to share time will seek full-time operation if additional channels are to be had, they said. In the meantime they would alternate days on the air, with both cities given local representation thereby.

Celler On "People"

Rep. Emanuel Celler, Democratic candidate for reelection from the 15th Congressional District, New York, and his opponent, Henry D. Dorfman, Republican candidate from the same district, debate "Is The Un-American Activities Committee Doing A Good Job?" as CBS' "People's Platform" launches a new series of fortnightly television broadcasts tonight (9:35-10:00 p.m., EDTST).

McGiveran In New Post

Toledo, O.—Stanley J. McGiveran, sales executive and vice-president of Owens-Illinois Glass Co., has been named general manager of the company's Kimble Glass Division, succeeding Herman Kimble, recently elevated to the O-I board of directors.

Press-Time Paragraphs

TV At Ohio State Fair

Cincinnati—Television with a twist will be a feature for Ohio State Fair visitors, if efforts of the Crosley Broadcasting Corporation jell. Thousands of fair visitors will "see themselves on television," through a special installation consisting of four receivers, a micro-wave transmitter and WLW-TV's specially-designed mobile unit. Arrangements have been completed for special telecasts on the fair grounds August 31 and September 1 and 2. The telecasts, it is emphasized, will not be aired outside the fair grounds and will be visible only to persons in attendance there.

Chi. Hotel Adds TV

Chicago—Hotel-Tele is progressing. Now comes the loop Sherman Hotel, installing 100 television sets in its rooms for use of hotel patrons, in addition to radio service and an emergency fire alarm system to tie in with the new setup.

Gould Joins WBAP-TV

Fort Worth, Tex.—Robert Gould, formerly with GE's WRGB, Schenectady, has joined WBAP-TV as chief producer. Gould began TV work in 1939 with WRGB as a cameraman and has been with the station until the present move, with the exception of a year's navy stint in 1945. During recent years he had directed sports and variety shows with the Schenectady station.

Committees Meet At Future Date Re Plans

Chicago—Fusion of activities between the Television Broadcasters Association and the National Association of Broadcasters regarding major developments in the industry is foreseen following the appointment last week of a three-man committee from the latter to meet with a similar group from TBA to "discuss cooperation between the two associations."

Committee, appointed by the recently-named television advisory committee of the NAB board, includes: Walter Damm, WTMJ-TV, Milwaukee; Clair McCollough, WGAL, Lancaster, Pa., and A. D. Willard, Jr., NAB executive vice president. TBA will appoint its own group to meet with the NAB representatives at a time and place to be designated later.

NAB group's action comes as a result of a meeting last week of video broadcasters who are NAB members to discuss the services of the Association to TV operators. Group adopted a resolution asking that such a joint committee be named to study cooperation to effect "industry progress and great economies" in "areas of identity of interest."

WJZ-TV's Premiere Hit Hooper Of 29.3

Premiere of WJZ-TV, ABC's New York outlet, registered an over-all TV Hooper of 29.3 during the 7:30-10:30 period (Tuesday, Aug. 10th), it was announced yesterday. Sets-in-use was 56.5, and station's share of audience was figured at 52.3.

Peak time was during the 10-10:30 period when station hit a Hooper of 36.9.

Norge Sets WFIL-TV Sked

Philadelphia—For the second season in succession, the Norge Company, manufacturer of refrigerators and other household appliances, through its Philadelphia distributor, Trilling and Montague, will sponsor the telecasts of the complete home schedule of the professional basketball "Warriors" on WFIL-TV.

Under Norge sponsorship, WFIL-TV will televise the entire regular season home schedule of 33 games and, in addition, will televise all championship play-off games staged in Philadelphia, providing the "Warriors" are eligible for tournament play at the end of the regular season.

Speakers Give Views At Religious Workshop

(Continued from Page 1)

Interest," with Erik Barnouw, president of the Radio Writers Guild, and Everett C. Parker, director of the Joint Religious Radio Council.

"At the present time," Durr said, "individual radio stations are caught in the squeeze of the regulations of FCC, on one hand, and the power of the networks to cancel their network affiliations on the other. FCC has the power to license local station operation, but networks have the power to hold or withdraw the largest source of revenue for local station operation."

Licensing of network organizations would make possible a review of network programming, as is now done with stations under the local station licensing procedure, Durr explained.

Barnouw told the 35 religious workers from all parts of the country attending the workshop that there is more freedom in writing religious programs than in any other type of program. "Radio writers constantly censor themselves," he said, acting in expectation of trouble from listener complaints. As potential embarrassment to networks and advertisers, this expected protest places rigid inhibitions over writers.

Parker told the group that a problem more important than censorship in radio is that of the lack of cooperation between stations and networks in the production of public service programs. "The extent of cooperation in many cases is limited to seeing that public service groups do not offend any of the station's or network's listeners," he said.

The session now in progress, and to continue through August 27, is the third annual workshop on religious radio. It is a non-sectarian enterprise sponsored by the federated theological faculty of the University of Chicago and the Joint Religious Radio Committee representing the Methodist, Congregational Christian, and Presbyterian churches in America and the United Church of Canada. Five areas of religious broadcasting are being discussed. They include: Constructing goals and policies of religious broadcasting; writing and producing religious programs and program series; utilizing radio programs in the educational work of the church; building relations with the listening public, and training religious broadcasters in the local community and in the seminary. Ross Snyder, associate professor of religious education on the federated theological faculty of the university, is serving as dean.

Resigns KLIF Post

Dallas, Texas—Aubrey Escoe has resigned his post as manager of KLIF to become vice-president and director of radio for Madden-Barrett Inc., local advertising agency. Escoe has been with KLIF since its inception. He was formerly with KAND, Cossicana and KTBC, Austin.

COAST-TO-COAST

To Be In Blind Golfer's Tourney
Philadelphia, Pa. — Bob Allman, blind lawyer-athlete and KYW sports authority, will participate in the International Golf Tournament for the Blind, to be held August 27 and 28 at Glen Oaks Country Club, Detroit, Mich. Restricted to the totally blind, tournament is sponsored by the Michigan Blind Golfer's Ass'n.

KXOK Adds Three

St. Louis, Mo.—KXOK has added three platter spinners to its staff. They are Joseph Ferente, Richard Monahan and Harold Nienkamper, who will take over duties included in programming for Transit Radio.

Etters Solos at Fashion Show

Charlotte, N. C.—WBT music director of FM, Clarence Etters, was guest soloist at the fall fashion show for the Carolinas, held recently by the J. B. Ivey Co., city department store.

WADC Offers New Quiz Show

Akron, Ohio — WADC, yesterday, inaugurated "The Good Time Club," a new quiz show which offers a weekly prize of a trip to New York City with all expenses paid. Contestants are called on the telephone and asked to answer a question and then write 100 words or less on a suggested subject. Five daily winners are selected with the contest judges choosing the weekly winner. Bob Wilson is the emcee of the program, which is heard from 9:15 to 9:30 a.m., Monday thru Friday.

Swann Joins WGAC

Augusta, Ga.—New member of the WGAC sales staff is Damon J. Swann. Formerly advertising and sales manager for a large grocery concern in Cincinnati and Atlanta, Swann has taken over as director of sales promotion for the Augusta station.

Appt'd To Golf Tourney Comm.

Denver, Colo. — KLZ commercial manager, R. Main Morris, has been appointed a member of the program committee in charge of advertising for the Denver Open Golf Tournament—the outstanding golfing tournament of the year in this area.

"Name It & Play It" On WTTM

Trenton, N. J.—"Name It and Play It," a novel sidewalk interview program, was recently inaugurated over WTTM. Program features tape recordings made by Wes Hopkins who, each morning, visits different sections of the city interviewing people who announce their favorite records on his show.

To Air Nat'l Tennis Matches

Oakland, Calif.—KROW will this year broadcast the National Tennis Matches in Forest Hills direct from Long Island, New York. Matches will be aired on Saturday and Sunday, September 18 and 19 from 12:00 to 2:00 p.m., PDST. A. G. Spalding and Bros., sporting goods, is the sponsor.

WCCM Airs "Playhouse Interviews"

Lawrence, Mass.—"Playhouse Interviews," a series of programs which consist of weekly interviews with leading New England summer stock actors and actresses is being presented over WCCM in this city.

To Broadcast Plowing Contest

Norfolk, Neb.—WAJG will, today, originate four 15-minute programs for the site of the Nebraska State Plow Terrace Contest, which will be held at the Frank Murphy farm. Over 10,000 people are expected to witness the contest and to facilitate their transportation, two temporary air fields have been established for the flying farmers.

WDIG Appoints Wilson

Dothan, Ala.—H. L. "Chick" Wilson has joined the WDIG sales staff. Wilson left the radio field to enter commercial movie making in 1933 and continued in the film business until his present connection with WDIG.

WRR Presents Romantic Music

Dallas, Texas — Romantic ballads and nuptial music make up a new quarter-hour on WRR. Entitled "Wedding Belles and Beaux," program features the Belles, an 18-voice women's chorus, and a male quartet called the Beaux. Organ background is provided by Alta Faye, with Kenneth Davis directing the chorus.

WCSI Anniversary Party

Columbus, Ind. — WCSI-FM has lined up an impressive list of talent for its first anniversary celebration on September 1. Scheduled to attend and speak are Rue J. Alexander, Indiana's Lt. Governor; Mayor Al Feeny of Indianapolis; J. N. (Bill) Bailey, executive director of the FM Association; Waite Hoyt, Cincinnati Reds sportscaster; Representative Earl Wilson of Indiana; Fred A. Palmer, mid-west radio consultant, and R. M. Fairbanks, president of the Indianapolis News.

WSAV Staff Additions

Savannah, Ga. — WSAV has announced the appointment of George P. Cooper, Jr., formerly account executive, as local advertising manager of that station. New addition to the station is Perry Silvey, former publisher of the Savannah Illustrated World, who has joined the staff as account executive.

Form State Association

French Lick, Ind.—The Indiana Associated Press Broadcasters' Association has been organized by Indiana AP radio members with George Higgins, manager of WISH at Indianapolis, as chairman.

Other officers are William Spencer, manager of WHOT at South Bend, AM vice-chairman; John Englebrecht, manager of WIKY at Evansville, FM vice-chairman, and John Jameson, AP chief of bureau at Indianapolis, secretary-treasurer.

Networks Will Carry Amsterdam Confab

(Continued from Page 1)

general secretary of the World Council, will open the series with a broadcast on Mutual, Wednesday, Aug. 25, 1:15 to 1:45 p.m., EDT. He will present "A Picture of the Church at Amsterdam."

On Sunday Aug. 29, Dr. Walter W. Van Kirk, executive secretary of the Department of International Justice and Good Will of the Federal Council of Churches, will be heard on NBC. He will lead a round-table discussion of issues before the convention and the broadcast will be heard from 10 to 10:30 a.m.

Dignitaries To Be Heard

The Archbishop of Canterbury will be among the religious dignitaries participating in a symposium which will be heard on NBC on Sunday, Sept. 5, from 12 to 12:30 p.m., EDT. On the same day, from 1:30 to 2 p.m. EDT, a round table discussion will be heard on ABC. Dr. Paul C. Empie, executive director of the National Lutheran Council, will preside.

Mutual will carry a second broadcast from Amsterdam which will present Dr. Ralph W. Sockman, Minister of Christ Church in New York. The date of this broadcast will be announced later.

Dept. Store To Sponsor Rural Program On KTSA

San Antonio, Texas — Under the sponsorship of Joske's of Texas, "The Farm and Ranch Reporter," with Hugh Muncy, will make its debut over KTSA on Aug. 16 and will be heard Monday through Friday thereafter for a quarter hour. The program will include local farm and ranch items, news, highlights of the markets and weather reports and will also include interviews with farmers and ranchers.

Listeners will be taken to fairs, rodeos, stock judging events, 4-H and FFA meets throughout the South.

Muncy will be available for speaking engagements and consultation with farm and ranch groups and individuals.

He has received a Grand Award for this type program through the National Retail Grocers Association contest. He is a member of the National Association of Farm Directors, FFA and 4-H. He is also serving as a member of the Farm and Ranch Committee of the San Antonio Chamber of Commerce.

Brewer Buys ET Show

The Stegmaier Brewing Co. of Wilkes-Barre, Pa. makers of Gold Medal Beer are now sponsoring the Frederic W. Ziv-produced and transcribed musical, The Barry Wood Show in 14 New York and Pa. markets. Included are Wilkes-Barre, Pa., Scranton, Pa., Reading, Pa., Binghamton, N. Y., Olean, N. Y., etc. The agency is the Croll Advertising agency of Wilkes-Barre.

INDIANA ERECTS BUILDING FOR RADIO

RDF Making Plans For U. N. Coverage

Radio coverage of the United Nations General Assembly which gets under way in Paris Sept. 21 will be aided by "the most complete and efficient installations ever made in France's history," officials of the French Broadcasting System (Radio-Diffusion Francaise) said yesterday. In the Palais de Chaillot, which will house the Assembly, several broadcasting booths have been installed in the plenary session and committee rooms, and six special studios have been constructed for interviews and commentary programs. In addition, the sessions will see the first

(Continued on Page 8)

Philly Servicemen's Assoc. File Suit Against RCA

Philadelphia — Charging "monopolistic practices" in the servicing and repair of television sets sold by Radio Corporation of America, the Philadelphia Service-Men's association and nine other groups filed suit in Federal District Court here. The plaintiffs seek to prevent RCA and its service company from continuing its "exclusive contract" feature in the sale of television sets.

NMA Sectional Chairmen Appointed By Plamondon

Twenty-one section chairmen in the NMA Parts Division were appointed this week by Division Chairman A. D. Plamondon, Jr., president of the Indiana Steel Products Company of Chicago. Two new sections were created because of the broadening interest of

(Continued on Page 8)

Lum & Abner Set

Lum and Abner, recently dropped by Alka Seltzer, have been signed by the Frigidaire division of General Motors for a Sunday night spot on CBS, starting October 3. Rustic comics will replace "Man Called X," starring Herbert Marshall, and will be heard in the 8:30 to 9:00 p.m. period. Foote, Cone & Belding handled the deal.

Writers Bolt Union; Negotiate Own Deal

The eight news writers on the staff of WOR, New York, have disaffiliated with the Radio Writers Guild and made their own individual arrangements with the station, it was learned yesterday. A member of the group said the break came during recent RWG negotiations, which included ABC, CBS and NBC, because of "dissatisfaction with union negotiations." In the midst of the recent contract discussions between the Guild, the networks and WOR, news writing

(Continued on Page 2)

U. S. Radio Personalities To Attend LaG. Memorial

Arnold Hartley, program director of WOV, leaves today via Air France for Foggia, Italy, where he will arrange radio coverage of the dedication of a hospital to the memory of the late Fiorello LaGuardia on Sept. 1. Ceremonies, which will be aired by the New York indie, will be attended by a group of Americans sent by the One World Committee, which hon-

(Continued on Page 2)

Ruth Tributes Aired By Nets; Sports World Pays Homage

Former team mates of Babe Ruth, sportswriters who followed his career and high officials of baseball were heard during special memorial programs broadcast last night over three major networks in tribute to the man considered to be the greatest sports figure who ever lived. Pick-ups were made from a dozen different points between San Francisco and Paris for a quick rundown of the Ruthian era by those who actually

Permanent Communications Building Ready For Dedication At Fair Grounds On September 4th

Rankin Gets Post As NAB Radio Advisor

Washington Bureau, RADIO DAILY
Washington—Appointment of Forney A. Rankin, associate chief of the State Department's International Broadcasting division, as Adviser on International Radio to NAB president Justin Miller was announced yesterday by NAB. Rankin will join the NAB staff October 1. A native of Gaston county, North

(Continued on Page 3)

Engineering Appointments Announced By Columbia

Robert G. Thompson has been named manager of network technical operations for the Columbia Broadcasting System and chief engineer of WCBS, New York, and John D. Gilbert becomes assistant manager of Network Technical Operations, in two

(Continued on Page 3)

Louisiana Test Campaign Under Way For Wine Co.

Louisiana has been selected as the test market for an introductory campaign on Dolly Madison Wine, a new product recently launched by Fruit Industries, Ltd. of San Francisco.

(Continued on Page 5)

Indianapolis — A \$240,000, 12-studio Radio Center — believed to be the first of its kind in the country — will be dedicated on the Indiana State Fairgrounds here, Sept. 4, with FCC Chairman Wayne Coy and top industry officials slated to participate. The building was constructed by the State Fair

(Continued on Page 5)

NAEB Plan Meeting For Oct. In Illinois

Members of the National Association of Educational Broadcasters will gather at the University of Illinois, Urbana, on October 10, 11 and 12th for the annual meeting of the organization, Richard B. Hull, president, of WOI, Iowa State College, Ames, announced yesterday. The NAEB meeting will be held in

(Continued on Page 3)

Time Shifts On CBS Affect Several Shows

Several changes in CBS' Saturday afternoon schedule will take place effective September 18. "Stars Over Hollywood," sponsored by Bowey's Inc., now in the 12:30-1:00 p.m. time period, airs its final broadcast on

(Continued on Page 4)

WAB To Meet

Calgary—Broadcasters of western Canada will gather at the Benabough Hotel, Saskatoon, August 23 to 25, for their annual meeting. Bert Cairns, president of the Western Association of Broadcasters, announced yesterday. Jim Allard, CAB general manager, will attend the convention and will be one of the principal speakers at the Canadian meet.



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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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6425 Hollywood Blvd. Phone: Granito 6007
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlenega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

★ COMING AND GOING ★

FRANK BURKE, editor of RADIO DAILY, accompanied by Mrs. Burke and daughter, Mary Louise, will sail tomorrow afternoon on the S. S. Kathryn, Bull Steamship Line, on a vacation trip to Puerto Rico. While in San Juan they will be guests of Jose Ramon Quinones, owner of WAPA, and members of the Puerto Rican Broadcasters Association.

PAUL MOWREY, ABC's national director of television to Chicago via plane. He leaves there tomorrow for Detroit, returning to New York on Aug. 21. Purpose of the trip is to outline plans for the TV debuts of WENR-TV in Chicago and WXYZ-TV in Detroit.

FRANK MARX, v. p. in charge of general engineering for ABC, left by plane last night for Syracuse and will return to New York on Aug. 20. He is accompanied by JAMES MIDDLEBROOKS, of the net's engineering department.

CHARLES C. BARRY, ABC vice-president in charge of radio and television programming, off last night for the West Coast. He returns to New York on Aug. 30.

GUY della CIOPPA, associate director of network programs, CBS, Hollywood, returns to the Coast after two weeks business confabs in New York.

WALTER DAVISON, manager of the transcription division of Capitol Records, Inc., attending the various NAB district meetings, will return to his Hollywood office on Aug. 22.

J. L. VAN VOLKENBURG, vice-president and director of CBS TV; EDMUND CHESTER, director of special events, news and sports, CBS TV, and CHARLES UNDERHILL, CBS TV director of programs, all down to Baltimore on tele business tomorrow.

RICHARD HESS, manager of the ratings services division of CBS research department, leaves for Chicago tomorrow.

KELVIN KEECH, announcer for ABC, will leave for Hawaii, land of his birth, on Sept. 20th, returning to New York the middle of Oct.

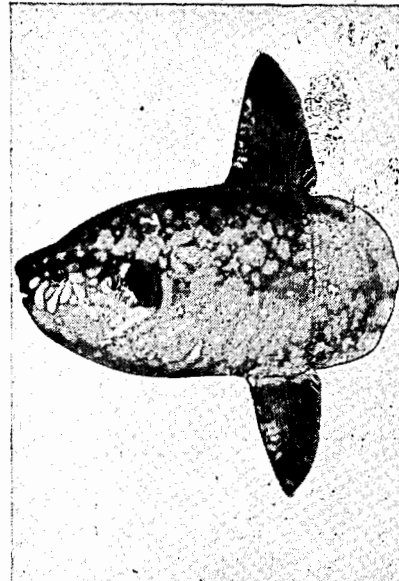
JUDSON BAILEY, CBS sports staffer, back from Boston, where this past week-end he produced the CBS "Club House" program.

PETE JOHNSON, MBS' director of engineering, by plane to Boston on network business.

ESTELLE ELLIS, program director of Seventeen Magazine, off on Aug. 20, for a week's motor trip through New England and Canada.

BILL HENRY, MBS sports commentator, returns from England tomorrow aboard the S. S. Queen Elizabeth. Starting Monday, Aug. 23, he will originate his network show, "Bill Henry and the News" from Washington, D. C.

HUGH FELTIS, president of BMB, leaves Kansas City today, where he addressed the 10th and 12th district meetings of the NAB, for Minneapolis, where he will speak at the NAB's 11th district meet.



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!



W.I.T.H.

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

FINANCIAL

(August 17)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes ABC, Am. Tel. & Tel., CBS A, CBS B, etc.

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Asked. Includes DuMont Lab., Finch Tele Comm., etc.

To Interview Miss Bentley

Elizabeth Bentley, key figure in Washington spy investigations, will be interviewed tonight on "Story of the Week" over NBC by Richard Harkness. "The Story of the Week" is broadcast every Wednesday at 8:45 p.m., EDT.

U. S. Radio Personalities To Attend LaG. Memorial

(Continued from Page 1)
orded LaGuardia two years ago with its One World Award. Among those slated to attend are Norman Corwin, CBS writer, and M. S. Novik, New York consultant and former radio advisor to the "Little Flower."
From Italy, Hartley will go to Paris to consult with the Italian division of the French Broadcasting System, with whom WOV is collaborating in presentation of Italian language programs produced in France.

WOR Writers Bolt Union; Negotiate Their Own Deal

(Continued from Page 1)
staff members of Mutual's key station suddenly called their own special meeting and agreed to pull out of the union. RWG was so notified by the news writers. Since that time the WOR news writers have received a blanket pay increase of about seven and one-half per cent, the same raise which the Guild's new contract calls for at ABC, CBS and NBC. RWG contract at WOR expired last July 1.
WOR news staffers had been covered by only one RWG contract, which ran for 18 months.

Wedding Bells

Miss Margaret Frances Lynch, better known as Peg Lynch, writer and co-star of "Ethel And Albert," the ABC network's co-op series, was married last Thursday, Aug. 12, to O. Knut Ronning of Oslo, Norway. The couple are now honeymooning in Europe and will make their home in New York following the honeymoon.

MacVane To Paris

John MacVane, NBC's chief United Nations' correspondent, will leave on the S. S. America Sept. 13 with the United States delegation to the United Nations to cover the sessions of the U. N. General Assembly which convenes in Paris September 24.
MacVane will broadcast a weekly series on the activities of the General Assembly as well as spot broadcasts on NBC's 7:15 and 11:15 p.m., EDT, "News of the World" broadcasts. In addition to these programs, MacVane plans to broadcast direct from the U. S. S. America on the way to France.

George Voutsas, NBC producer, was married August 15 to Marjorie Pittenger, of Chicago. Couple will make their home in New York City.

Form Illinois AP Group

Chicago — Representatives of Associated Press radio stations in Illinois organized the Illinois AP Radio Association here August 13.
Formation of the group will give the stations an opportunity to exchange ideas and suggestions, especially concerning the AP's radio news report.
Merrill Lindsay of station WSOY in Decatur was elected chairman. Vice-chairmen are Art Milward of WMIX, Mt. Vernon; Laverne Waltman, WLPO, La Salle, and Harold Safford, WLS, Chicago.

Rejoins Fetzer Stations

Carl Collin, former farm service director of the Fetzer Broadcasting Company, has returned to that organization in the same capacity, from WLS, Chicago. Collin, well-known in West Michigan from his former affiliation with the Fetzer Broadcasting Company, will broadcast two shows daily, five times a week, over both stations WKZO, Kalamazoo, and WJEF, Grand Rapids, as well as other individual broadcasts in connection with the Fetzer Broadcasting Company's expanded farm service.

INS has served KOA DENVER FOR 12 YEARS. Includes a calendar graphic for 1948.

Rankin Gets Post As NAB Radio Advisor

(Continued from Page 1)
 Carolina, Rankin is 35 years old. Educated in his native state, he served both the Department of Agriculture and the Office of Inter-American Affairs in radio posts before moving to the State Department. He was a member of the U. S. delegation to the informal four-power international high-frequency broadcasting conference in Paris two years ago and last summer was a U. S. delegate at the conference at Atlantic City. From March to May of this year he chaired the U. S. delegation to the high frequency planning conference at Geneva.

ABC Sets Two Fall Shows

General Electric Company's lamp division has renewed "What's My Name?" with emcee Arlene Francis, over 167 ABC stations for 52 weeks, effective Sept. 4. Program is broadcast Saturday from 9:30 to 10:00 p.m., EDT. Agency is BBD&O.

Confirming previously published reports, ABC announced also that the 45-minute series of musical comedy hits, to be sponsored by the Association of American Railroads, will start Monday, Oct. 4, at 8:00 p.m., EST. Benton & Bowles is the agency. Eight-game gridiron sked, under the banner of U. S. Army and Air Force Recruiting Service, starts Saturday, Sept. 18.

★ AGENCY NEWSCAST ★

EDWARD M. MURRAY, former researcher for the N. Y. World Telegram, has joined the research department of Young & Rubicam, Inc.

WILLIAM J. LUEDKE has been appointed advertising manager of the Pepsodent division of Lever Brothers Co., Chicago.

NORMAN FRANK, formerly with the Mutual network, has joined the "We The People" staff as a researcher.

RICHARD N. DOYLE of Young & Rubicam's media department, N. Y., has been transferred to the agency's San Francisco office as a space buyer.

ERLE HOWRY, formerly secretary and promotion manager of Marx & Bensdorf, Inc., investment banking house of Memphis, Tenn., has joined the staff of Erwin, Wasey & Co., Ltd., Los Angeles.

WILLIAM BOLTON, for the past 18 years connected with McCann-Erickson, Inc., and N. W. Ayer & Sons, Inc., in executive and creative posts, announces the opening of a specialized Personnel Placement Service, as advertising personnel consultant, with offices located in Philadelphia, Pa.

MCCANN-ERICKSON'S office in Montevideo has been appointed by Bioquimica Riet, S. A. of that city, to handle the advertising of their veterinary products in Uruguay.

SANFORD F. WOLIN, formerly with Reporter Publications has been appointed radio and television director for Edwin Parkin Advertising, Inc. This is in addition to his duties as account executive of the newly formed agency.

WILLIAM K. ZIEGFELD, formerly vice-president of Young & Rubicam, and Milton H. Schwartz, formerly associated with Lord & Thomas, have been elected vice-presidents of Foote, Cone & Belding, Chicago.

KENNETH J. HAINES, for eight years advertising and publicity manager of the Northern Indiana Public Service Co., has been appointed vice-president of Homer J. Buckley & Associates, Inc., Chicago advertising agency.

CADENA ORIENTAL de RADIO, radio network in the Eastern part of Cuba, has appointed the Clark Wandless Co. as exclusive United States representatives.

NAEB Plan Meeting For Oct. In Illinois

(Continued from Page 1)
 October in order to precede the annual School Broadcast Conference which gets under way in Chicago on Oct. 13. Most of the educators attending the University of Illinois will also be in attendance at the Chicago conference which will attract nearly 1,000 educators.

Among those expected to attend the NAEB meeting are John Dunn, WNAD, University of Oklahoma, Norman, Okla.; W. I. Griffith, WOI, Ames, Ia.; M. S. Novik, radio consultant, New York; Seymour Siegel, WNYC, New York; Carl Menzer, WSUI, Iowa City; Frank E. Schooley, WILL, Illinois; Graydon Ausmus, WUOA-FM, Alabama; Ralph Steetle, WLSO-FM, Louisiana and William Sener, KUSC-FM, California.

Engineering Appointments Announced By Columbia

(Continued from Page 1)
 new appointments announced yesterday by Henry Grossman, CBS director of Broadcast Operations.

Thompson, with CBS since 1929, has been manager of technical operations, eastern division, since 1944. Gilbert, with CBS also since 1929, more recently was supervisor of CBS' short wave studios, and master control and supervisor of WCBS-FM.

advertisers:

JOHN NESBITT'S "PASSING PARADE" ON WOR

IS ONE OF RADIO'S MOST FAMOUS PROGRAMS!

THIS WOR NEWCOMER (started February 2) is one of the most popular shows (at its time) in New York. You can buy this big-name, low-cost show for Fall. It's a transcribed dramatic-narrative series; now heard weekday mornings from 9:15 to 9:30.

John Nesbitt has been called "the foremost storyteller of the nation." His "Passing Parade" is featured in two-thirds of the country's movie theatres. His movie shorts won him four Academy Awards.

You can cash in on all this glory if you move fast.

Call Longacre 4-8000 and ask for Sales.

heard by the most people

where the most people are

mutual

WOR



LOS ANGELES

By RALPH WILK

JEAN HERSHOLT, star of the Dr. Christian radio show for the past 11 years, is having a quiet chuckle over the publisher's announcements of his latest literary work, a translation of the works of Hans Christian Andersen. Heritage Press advertises the book thus: "Two Great Danes collaborated to create this master work. . . ."

KMPC's disc jockey Gene Norman's latest promotion effort is an ambitious production for the Hollywood Bowl, slated for night of Aug. 28th. Tagged, "Songs Under the Stars," the program will honor many of the leading song writers including Ferde Grofe, Victor Young, Johnny Mercer, Johnny Green, and Dave Rose. Added feature will be an amateur song contest. Tunes submitted in advance will be judged by the composers appearing on the program. Winning song will be played by the Bowl symphony, published by Mills, and awarded a \$250.00 advance royalty check.

Gibson Scott Fox, a winner of the Dr. Christian script-writing award for 1948, who received \$500 and a screen writing contract with Michael Curtiz Productions, has been assigned to do the screen play on "Calamity Jane," forthcoming Technicolor musical film to be produced by Michael Curtiz.

Lee Giroux, former manager of KSAN, free-lance emcee, announcer and sportscaster, joined KGO's (San Francisco) announcing staff, replacing Ben Morris, who resigned to return to Oklahoma City. Giroux, currently paired with John Galbraith on KGO's "Easy Chair Money," has been heard on many of KGO's top shows during the past five years.

Time Shifts On CBS Affect Several Shows

(Continued from Page 1)

September 11. "Grand Central Station," sponsored by Pillsbury Mills Inc., now heard 1:00-1:30 p.m., shifts to 12:30-1:00 p.m. on September 18. "County Fair," sponsored by The Borden Company, now heard Wednesdays, 9:00-9:30 p.m., will switch to Saturdays, 1:00-1:30 p.m. on September 18.



Mainly About Manhattan. . . !

● ● ● Bob Hope wants to air his show on another nite. He's had his fill of the Tuesday spot. . . . Phillip Morris Calling for Fanny Brice. . . . American Express in the market for a situation-comedy stanza. . . . Lowell Thomas working out a new type telecast format for fall use. . . . Raymond Paige with a 40-piece ork, a vocal choir, Kay Armen and Tex McCrary as emcee, has been signed for new U. S. Air Force show which preems on CBS next month. . . . Believe-it-or-not, sponsors still want more of the musical jackpot kind of radio shows. (As Dick Kollmar puts it, the FCC is afraid radio is going to jackpot.) . . . The word is quietly being passed around the B'way booking offices for old time vaudevillians to brush up their acts for video bookings. . . . Harvey Marlowe, WPIX program director, has been asked to come back to his old homestead, ABC, as eastern program manager of their television web. . . . Kate Smith dickering for an hour evening show. (She just nixed a \$20,000 offer from the Palladium in London.) . . . Personal walkie-talkies small enough to fit into a handbag will soon be introduced to give the telephone its first serious competition.

★ ★ ★ ★

● ● ● Look at how television has upset the habits of Walter Kiernan, Taylor Grant, Joe Hasel and others in the ABC newsroom. Nobody shaves any more until about 4:30 p.m. Reason: That new television program at 7 in the evening. The boys don't want to come in with any 5 o'clock shadow.

★ ★ ★ ★

● ● ● AROUND TOWN: Arlene Francis came up with an 8 Hooper—highest rating a Winchell summer replacement has ever tabbed. . . . Any actor touring the summer circuit will tell you it's tough enough to break even let alone crash into the percentage figures—which is by way of saying that's exactly what Jay Jostyn is doing out in Mountain Home, Pa., with "Mary Dugan." . . . Jacqueline Billingsley has landed a running part in the cast of "Young Widder Brown." . . . Herb Sheldon's ad libs via Rube Goldberg's WPIX-er proved he should be a tele-regular. . . . Les Damon and his actress wife, Ginger Jones, perform together for the first time tonite on "Mr. D. A." . . . Bret Morrison guesting on "Superman" today and tomorrow. . . . Eddie Dunn nixed deal to air Army sponsored football games due to conflict with his Sat. p.m. quizzer over Mutual. . . . It's a boy at the Al Sleps, writer for "Candid Mike." . . . John Tillman signed to do P & G's first television commercials. . . . Television is having a new wrinkle a minute, observes one of its pioneers, Ted Nelson, who has come up with a syndicated TV show on film about golf. No commercials, yet it's available free to stations. . . . Bill Cullen showing the town to his mom and pop in from Pittsburgh. . . . Lloyd's of London approached Joe Franklin to insure his 25,000 antique record collection for 200 G's. . . .

★ ★ ★ ★

● ● ● TELEpathy: The one-word vocabulary of emcees which video has inherited from radio (that word being "wonderful") seems especially inadequate when you're watching as well as listening. . . . We think the reason for the success of vaude stars on video is their expert timing, a quality glaringly absent from most live television shows. . . . Because video is a medium that people turn to for its visual appeal, we think it's an imposition on the viewer to merely present an over-long radio commercial with illustrations as some of the ad agencies are doing. . . . Why do stations go back to the beginning of an industry like the movies for their borrowing when they could start off their video baby with the advantages of advanced lessons learned by its parent medium? . . . We're thinking that the Vision in TeleVision is still around the corner—and we're afraid it will stay there if more folks don't start using the industry's newness as a challenge instead of as an excuse.

CHICAGO

By NAT GREEN

BILL HARMON is subbing for Mal Bellairs on the "Slack Time" show over WCFL while Mal vacations in California. Bellairs' emcee duties on the "GI Notebook" show are being handled by Hal Bohm, WCFL staff announcer.

Jim Mahoney, Mutual station relations manager, just back from the NAB regional convention at French Lick, Ind., is off again for an extended trip through Minnesota, North and South Dakota, and Colorado, after which he will take a vacation at home.

Kurt Emde, chief mechanical engineer of the household radio division of Zenith Radio Corp. died suddenly August 9. He is survived by his wife and a daughter, Geanette.

Charles Barnhart, program director of WMBD, Peoria, Ill., and Carter Ringlip, sales manager of KMOX, St. Louis, were WBBM visitors the past week.

Robert Spiro, third Career Performance artist to be selected for a featured role on the "Chicago Theater of the Air," will be heard on the show August 21 over WGN-WGNB and Mutual, co-starring with Nancy Carr, featured on WGN's "Enchanted Hour."

William D. Connolly, recent Yale U. grad and Navy vet, has joined the NBC advertising and promotion department as an assistant.

Lois Jean Nettleton, 20, radio, television and stage actress, won the "Miss Chicago" title in the Sun-Times contest and will appear in the Atlantic City national beauty competition next month.

Dick (Two Ton) Baker, heard on WGN, has been added to the Chicago Theater's disc jockey vaude show which opened August 13 for two weeks.

Dutch Perry, former vaudevillian and current men's fashion authority, is introducing a men's suggestion department on the "Slack Time" program on WCFL.

DAVID O. ALBER

Associates, Inc.

NATIONAL PUBLICITY

for

Personalities and Programs

654 Madison Avenue, N. Y.

TEmpleton 8-8300

6331 Hollywood Boulevard
Hollywood

GLadstone 3769

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

Special Net Programs Pay Tribute To Ruth

(Continued from Page 1)
Commissioner of baseball, was heard from Washington.
Christy Walsh, manager, adviser and long time close personal friend of Ruth, spoke over ABC. Bob Con-

Language Tribute

As a tribute to the universality of Babe Ruth's appeal, Fortune Pope's WHOM yesterday paid honor to the king of swat on programs broadcast in 7 foreign languages plus English. On one program in particular, the imaginative 'Window On The World,' broadcast in Italian, the tribute took the shape of high-lights of the Bambino's career as they might have flashed through the Babe's mind during his last hours. Also highlighted was Ruth's well-known love of kids.

sidine, who wrote the slugger's biography, was heard from Paris.

"Happy" Chandler was also heard during the half-hour MBS tribute at 8 p.m., EDT, along with William Harbridge and Ford Frick, presidents of the American and National leagues, respectively. Others paying their respects were Clark Griffith, Waite Hoyt and Tom Zachary, former Washington Senators pitcher who threw the 50th home run ball to Ruth. Show was emceed by Bert Lytell.

As a special feature of the Mutual broadcast Larry Cutler, star player in the American Legion baseball league, read what was said to be the last wire ever received by the "King of Swat" prior to his death. Telegram was from an 11-year-old boy who had visited Ruth and suggested a "\$3 Club" for the Babe Ruth Foundation, the "club" activity being a \$3 a year pledge by boys around the country.

Mutual also pulled a 10-year-old transcription out of the files containing an interview made with Ruth during a quail hunt at Forked River, N. J., on Dec. 10, 1937. Interviewer

You Can't Go Wrong When They Write!

★ 10,997

listeners responded to one program, in a 10-week period!

THERE'S THAT VOICE AGAIN!



Basic Mutual Network

WNDR

SYRACUSE, N. Y.

Indiana Builds Radio Center; Dedication Set For Sept. 4

(Continued from Page 1)

Board as "a permanent and lasting symbol" of "appreciation and recognition of the radio broadcasting industry, and what it has done to aid the State Fair."

Origin of the project dates back to 1946, when the Board created a radio division within its publicity department, and hired a Ft. Wayne public relations firm, Gemmer-Culp, Inc., to handle the job. Working in cooperation with the Indiana Broadcasters' Association, the agency serviced stations throughout the state with material based on all phases of the Fair. Ensuing radio publicity played a large role in helping to establish a new attendance record at the exposition, and a total of 19 stations originated programs at the Fairgrounds.

Naturally pleased with the "astounding results" of radio's participation, Levi Moore, then publicity director and member of the Fair Board, dreamed up the idea of the Center. With the help of other radio-conscious members, he proceeded to set the plan into action.

Originally planned to open during the 1947 Fair, the Center ran into construction difficulties which delayed its use until this year. In the meantime, however, the industry intensified its efforts and 25 stations, representing every part of the state, participated in the 1947 Fair.

(The first air-conditioned building on

the grounds, the Center is finished in pastel shades of green, pink, yellow and white, with the use of glass brick providing an atmosphere of spaciousness.

Scheduled to attend the dedication, in addition to Coy, are Ade Hull, Mutual Mid-Western vicepres; William Hedges, NBC vicepres; Governor Ralph Gates; Louis J. Demberger, president of the Fair Board, and Bruce McConnell, president of the Indiana Broadcasters' Association.

To Demonstrate TV & Fax

Included in the ceremonies will be a half-hour documentary broadcast, carried by 40 stations, depicting the growth of radio throughout the state and nation. Continuity and production will be handled by Walter Harberd Hogan and William Dean, of WIRE, with Stokes Gresham, Jr., of WISH, in charge of engineering.

Also planned for the dedication are demonstrations of television and facsimile.

Commenting on the opening, Demberger said, "We are, indeed, grateful for the tremendous support given the Indiana State Fair by the broadcasting industry. It is our hope that the eyes of the world will be focused on Indiana this September, so that others may see and learn about the Radio Center which is to be dedicated to those who give expression to the spoken word."

Louisiana Test Campaign Under Way For Wine Co.

(Continued from Page 1)

Spot radio is being used extensively, throughout the state to promote this premium brand as a timely beverage to be served cold during warm weather.

Hugh Adams, president of Fruit Industries, Ltd., and Merritt R. Schoenfeld, president of Schoenfeld, Huber & Green, Ltd., the agency servicing the account, recently made a two-day junket of the territory visiting dealers and distributors and calling on the various radio stations used in the campaign.

The schedule which is being carried through August is on the air in New Orleans, Baton Rouge, Alexandria, New Iberia, Lake Charles, Lafayette, Shreveport, Crowley and Opelousas.

New Mutual Aired To Debut

A new Roy Rogers show will debut on the Mutual network, Sunday, August 29, the first ten dramatic series of which has already been set. Program will be supported by a vocal group known as the Riders of the Purple Sage, with Rogers as soloist.

started Ruth on his big-league career, Lou Effrat of the N. Y. Times, J. P. Carey, long-time business friend, Bill Robinson, the dancer, Dan Daniel, sportscribe, and Bob Jamieson, ex-major leaguer.

Effectively Covers a Sales Rich Area

W
O
R
K

YORK, PA.
Established 1932

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

A STEINMAN STATION

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.#1 in the Juke Boxes
In the Country**"I'LL HOLD YOU IN MY HEART"**

Till I Hold You in My Arms

ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Avenue, Chicago 4, IllinoisA Great Rhythm Ballad
CONFESS

OXFORD MUSIC CORPORATION

1619 Broadway New York City

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.

1650 Broadway New York City

TWIN SONG HITS From M-G-M's
"A DATE WITH JUDY"**IT'S A MOST UNUSUAL DAY**
JUDALINEROBBINS MUSIC CORPORATION
799 SEVENTH AVENUE NEW YORK 19
MURRAY BAKER, Gen. Prod. Mgr.**WORDS AND MUSIC**

By PINKY HERMAN

The (Sam) Smith, A Mighty Man Is He...!

• • • With the national release of Allied Artists' "The Babe Ruth Story," it's time to reveal for the first time a bit of history concerning the mighty Babe and Tin Pan Alley's own Sammy Smith, dean of contact men and prexy of Smith-Foley Music Co. . . . it was back in 1914 (or 1913—Sammy couldn't remember) Smith was pitching for Montreal against Baltimore . . . Dan Howley, manager of Montreal, was catching and when the rookie Ruth stepped up to the plate Sammy quickly got himself ahead of the batter with two strikes . . . Dan called for a high pitch and Ruth slammed his FIRST major league home run . . . in the clubhouse, Dan bawled Sammy out for not pitching what he called for, so Sammy sent for the rookie . . . when Babe entered Smith said, "Young feller, what kind of a ball did you hit?" . . . "It was a little high," answered Ruth, "but I like 'em there." . . . Incidentally, Fred Lightner made his screen debut in this flicker and did such a great job as "Miller Huggins" that Hollywood moguls are battling for his signature on a contract.

★ ★ ★

• • • TIN PAN ALLEY OOPS: Having made musical history with the "Sabre Dance," Leeds Music has just released another song, "Comedians' Gallop," extracted from a Suite by Dmitri Kabalevsky in his play "The Inventor and The Comedian." . . . • Al Goodhart and Sammy Gallup have been signed to compose the new Latin Quarter show which will open at the Broadway nite spot early in December. . . . • New music firm, Mogull Music Corp., tees off with "The Silver Wedding Waltz," penned by Max and Harry Nesbitt. . . . • Jimmy Doane in Gotham with the "Mayor Of The Town," package starring Lionel Barrymore . . . show was formerly on CBS for 3 years and last year on ABC. . . . • Peter Lind Hayes will be starred in the forthcoming Monte Proser musical, "Heaven On Earth" . . . Eddie Dowling will direct. . . . • DeeJay Bill Hickok at WCON, Atlanta, doing a fine music hypo job locally by making a tie-up with music dealers on his "five weekly hit tunes" . . . he rates the gratitude of music pubs, and if other platter spinners emulate Bill sales of sheet music records would increase.

★ ★ ★

• • • Every so often a new tune zooms to the top, seemingly coming out of left field . . . the current hit, "Just For Now," published by Advance music was clefted, words and music, by Dick Redmond (his first songwriting effort), deeJay at WHP, Harrisburg, Pa. . . . • CBS quizzer Bill Cullen subbed last week for vacationing John Reed King . . . with his other chores, this gave him 47 radio appearances for the week. . . . • Did you know that the hit "Underneath The Arches" was published back in 1933 under the title of "Sleepin' On The Benches" by Robbins Music Corp.? . . . • Ruth Deutsch, Murray Baker's Gal Friday, will marry agency exec Danny Rubin when they FIND an apartment. . . . • Stan Shaw's thrice-weekly deeJay series via WPIX a MUST . . . easy, breezy chatter about new and old-time favorites.

★ ★ ★

• • • ON AND OFF THE RECORD: Barclay Allen, Capitol's newest luminary, offers an instrumental platter pairing a bright Latin tune, "Muchachita" with "Locfi Lomond" . . . latter opens with bagpipe atmosphere for Allen's brilliant piano solos. . . . • Ziggy Elman and his Orchestra come thru with a fine MGM waxing of "You're Mine, You" backed with an original Elman novelty, "Hup-Je-De-Bee" . . . top side features some fine trumpeting by the maestro with the novelty side, a distinct contrast in flavor, tempo and delivery. . . . • Columbia can be proud of Claude Thornhill's latest waxing . . . "La Paloma" backed with "The Arab Dance," from the "Nutcracker Suite" . . . this platter will be played by music lovers for many, many years. . . . • Newest plattery is Lucky Records, headed by Ernie Bruell of Cleveland. . . . • Herman Bess signed Tommy Dorsey's disc jockey series to start on WLAB September 6—a day after his pact with WMCA expires.

PLUG TUNES

On Records and Transcriptions

"TELL ME A STORY"

LAUREL MUSIC CO.

1619 Broadway New York 19, N. Y.

A Big Revival!

"LITTLE GIRL"

LEEDS MUSIC CORPORATION

On RECORDS and TRANSCRIPTIONS

"I'M WAITING FOR SHIPS THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.

1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois

A HIT? — YOU BET!

"WHEN YOU LEFT ME"

PORGIE MUSIC CORPORATION

Revived

BY POPULAR REQUEST!

"LADY OF SPAIN"

Sam Fox Music Pub. Co.

RCA Bldg. New York City

From Walt Disney's
Technicolor Musical,

MELODY TIME:

BLUE SHADOWS ON THE TRAIL
PECOS BILL **MELODY TIME**
LITTLE TOOT

SANTLY-JOY, INC.

1619 Broadway, New York

Eddie Joy, Gen. Pro. Mgr.

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, August 18, 1948—TELEVISION DAILY is fully protected by register and copyright

FIGHT MOGULS PRESS TELE BATTLE

TELE TOPICS

By JIM OWENS
Associate Editor

PARAMOUNT PIX said to be conducting exhaustive experiments with stratovision when Michigan City, Ind., and Pittsburgh, Pa.'s Chi. station, WBKB, is building two relay stations nearby Purdue Univ. in prep for the latter's '48 grid schedule, and it's believed strato may play an important part. A look around the Loop indicates some movie houses may equip to screen the games come kick-off time. Chi. looms large in TV at the moment, with four outlets skedded to be operating by the end of the year.

CBS has wrapped up exclusive rights to scan the professional football Dodgers later this season, with the home sked getting later way week from Friday nite in Ebbets Field. Net will air six home games in all. Walter Shirley, the well-heeled L. I. estate magnate, will use video extensively during his campaign to plug Mastic, the north shore development. He's increased his '48 ad budget to 175 G's, will use film commercials to kick off the TV season.

DU MONT'S remote crew, setting up for last nite's cover of the fights at Jamaica Arena, discovered it had itself a "natural" special event right across the street. Remote chief Harry Coyle noticed the mob hanging around the entrance to Yankee Stadium, where Babe Ruth was lying in state, and had a camera into the rotunda and got it on the air within minutes. . . . E. A. Berstein, a N. Y. State boxing commissioner, personally collared WPIX's Guy Leach last week to thank him for "explaining the rules of boxing" to the video audience.

KROW Bids FCC Uphold Oakland Tele Ruling

Washington—Further objections to the admission in evidence of 20th Century-Fox claims for an auxiliary radio station in Oakland were raised today. KROW, Oakland, filed a request with the FCC asking it not to reverse the ruling denying the film company's petition to amend its exhibits presented at the San Francisco hearings. Television California and CBS filed similar petitions immediately after the 20th appeal was made to the Commission.

Paramount, the remaining applicant for San Francisco's two tele channels, filed a notice with the FCC Friday in which it took a neutral position.

The FCC also denied the petitions of Television California and Television Productions (Paramount) for a reversal of the ruling which separated the application of Don Lee for San Francisco TV station.

"Break The Bank" For B-M On AM-TV

ABC this week pactured its first commercial simultaneous airtel in "Break the Bank," which gets dual AM-TV treatment, starting Oct. 22, for Bristol-Myers. Program has been signed for 52 weeks, and will be aired on other ABC TV outlets to be announced later.

B-M has been bankrolling the AM version since July 5. Doherty, Clifford & Shenfield, Inc., is the agency.

RCA's Kell Awarded '48 Ballantine Medal

Ray Davis Kell, director of video research at the RCA laboratories in Princeton, N. J., will be the 1948 recipient of the Stuart Ballantine Medal of The Franklin Institute, it was announced this week by Dr. Henry B. Allen, executive vice-president and secretary. Citation accompanying the medal states that it is awarded "in consideration of his outstanding pioneer work in television; the adaptation of this means of communication to military needs, and for his inventive contributions and leadership in the development of color television."

Under Kell's direction, many of the components of the present RCA television system were developed, including the first high-power, high-frequency television transmitter, the first iconoscope camera, the first remote pickup and radio relay. From 1942 to date he has been directing the television research at the RCA Laboratories in Princeton.

Your Witness

Radio giveaways will get a thorough going-over next Monday nite when Du Mont's "Court of Current Issues" devotes itself to the topic. Against the giveaway format will be trade show editors Jerry Frankon and Ed James, who'll argue the point with Mark Goodson, producer of ABC's "Stop the Music."

Five N-E Accounts Set McBride NBC Series

Five clients of Newell-Emmett Company have signed for sponsorship of a new 50-minute show on NBC featuring Mary Margaret McBride.

Sponsors, "tentatively set" are Sherwin-Williams Co., Proctor Electric Co., Sylvania Electric Products, Inc., International Silver Co., Holmes & Edwards Division, and Sunshine Biscuits, Inc. Sponsors are each buying five 10-min. segments at regular rates, entire show to be aired in the 9-9:50 slot following the Texaco show, starting Sept. 21.

Walsh To WFIL-TV

Philadelphia—George Walsh, veteran of 14 years in sports broadcasting, will join the staff WFIL-TV August 30 as TV sports commentator, it was announced Friday by Roger W. Clipp, general manager. At the same time it was announced that Tom Moorehead will continue as sports director for the WFIL stations.

Progress Report No. 6

WTMJ-TV Programs 29 Hours Weekly,
Has 22 Advertisers On Client List

Milwaukee—Rounding out its eighth month of operation (as of July 31), WTMJ-TV, owned and operated by the Milwaukee Journal, has 22 advertisers using time on a regular basis, with average weekly program hours registering 29, according to Walter J. Damm, vice-pres., and general manager.



DAMM

Of total air time, 23 per cent is accounted for by studio programs, 29 per cent film, 42 per cent remote, and six per cent is "network." Commercial time is but at 47 per cent, and sustaining 53 per cent. Number of TV sets in the area, as of July 19, was 4,000, with the number obviously growing rapidly.

Station will be part of the NBC midwest network some time this fall, currently airs network shows via film transcriptions. WTMJ-TV is currently in the midst of its heaviest remote schedule since the opening last year, with Wisconsin Centennial at State Fair Park, a strong attraction during entire month of August.

N. Y. & Phila. Mgrs. Bar Coverage Of Fights

Flame of competition between video and fight promoters has again been fanned to the point of open warfare here and in Philadelphia, where two major boxing authorities have sounded the death knell on TV bout-scanning within the past week.

Battle, long smouldering among the N. Y. arenas, but prevented from flaring up on a major scale by Madison Square Garden's co-op attitude toward the medium, is out in the open in Philadelphia where promoter Herman Taylor and the Inquirer's WFIL-TV have come to a definite parting of the ways. Taylor, who recently sounded off with vehemence against TV when he went in the red on the Ike Williams-Beau Jack fight in Shibe Park, severed relations with the Philadelphia Arena because he nixed TV. Arena is owned by the Inquirer and run by the Arena Corporation which specifically requires that all fight promoters agree to let video cover their bouts. It's also reported the Arena Corp. intends to scan any and all sports events in the house, with WFIL-TV presumably getting the entree.

Latest skirmish between fight moguls and TV in New York got underway Monday when Andy Neiderreiter, promoter of the upcoming fistic doubleheader at Jersey City's Roosevelt Stadium, featuring Tony Zale-Marcel Cerdan, Gus Lesnevich-Jersey Joe Walcott, officially announced "no television." It'll be recalled Neiderreiter was the central figure of the spring rhubarb surrounding proposed telecast of the Zale-Graziano fight in Newark. Promoter and Du-Mont had a "secret" pact to scan the bout—certain conditions being met before the fight—which Neiderreiter was charged with ducking. Latter has agreed to let radio cover the fight card next month in Jersey City, but is reportedly firm against TV's entry.

WPIX Ups Bretz

Rudy Bretz has been appointed production manager of WPIX, the New York News television station. Austin O. Huhn has been named his assistant. Bretz was formerly assistant manager of news and special events and Huhn was a writer-director.

Capp On CBS

Al Capp, creator of the comic strip, "Little Abner," will visit Barry Wood, producer-emcee of the CBS-TV series, "Places, Please!" on Friday night's show, Aug. 20, 7:15-7:30 p.m. As a guest attraction, Capp will introduce model "Corky" Crowley.

RMA Sect'l Chairmen Named By Plamondon

(Continued from Page 1)

radio component manufacturers with-in RMA, Plamondon explained. The new groups are for tube parts manufacturers and ceramic capacitor producers.

The following are the sectional chairmen and some of the alternate chairmen:

Coil: Edwin I. Guthman, Edwin I. Guthman & Co., Chicago.

Ceramic Capacitor: K. E. Rollefson, The Muter Co., Chicago, chairman; and W. H. Fryling, Erio Resistor Corp., Erie, Pa., alternate chairman.

Fixed Capacitor: W. Myron Owen, Aerovox Corp., New Bedford, Mass.

Fixed Resistor: D. S. W. Kelly, Allen-Bradley Co., Milwaukee, Wis., chairman; and H. A. Williams, Stackpole Carbon Co., St. Marys, Pa., alternate chairman.

Instrument & Test Equipment: R. L. Triplett, Triplett Electrical Instrument Co., Bluffton, Ohio.

Insulations: John W. Apgar, Irvington Varnish & Insulator Co., Irvington, N. J.

Metal Stampings & Metal Specialties: Marvin M. Lane, Croname, Inc., Chicago, chairman; and Jay H. Johnson, John Volkert Metal Stampings Inc., Brooklyn, N. Y., alternate chairman.

Phonograph Cartridges & Pickups & Microphones: S. N. Shure, Shure Brothers, Inc., Chicago, chairman; and H. G. Kobick, Webster Electric Co., Racine, Wis., alternate chairman.

Plastics and Molded Parts: John J. Bachner, Chicago Molded Products Corp., Chicago.

Record Changers & Phono-Motor Assemblies: R. E. Laux, General Instrument Corp., Elizabeth, N. J., chairman; and A. W. Fritzsche, The General Industries Co., Elyria, Ohio alternate chairman.

Socket: Lester W. Tarr, Cinch Manufacturing Corp., Chicago.

Speaker: Laurence A. King, The Rola Co., Cleveland, Ohio.

Speaker Parts: Wm. H. Welsh, Wm. H. Welsh Co., Chicago.

Special Products: W. R. MacLeod, King Laboratories, Inc., Syracuse, N. Y.

Switch: W. S. Parsons, Centralab (Div. of Globe-Union Inc.) Milwaukee, Wis.

Transformer: L. S. Racine, Chicago Transformer Div., Chicago, chairman; and James M. Blackledge, Standard Transformer Corp., Chicago, alternate chairman.

Tube Parts: S. L. Gabel, Superior Tube Co., Norristown, Pa.

Variable Condenser: Russell E. Cramer, Radio Condenser Co., Camden, N. J.

Variable Resistor: W. A. Nicely, Chicago Telephone Supply Co., Elkhart, Ind.

Wire: R. G. Zender, Lenz Electric Mfg. Co., Chicago.

Wire Wound Resistor & Rheostat: Roy S. Laird, Ohmite Manufacturing Co., Chicago.

Stork News

It's a baby girl at the Gene Kings, born August 7. Father is program director of WCOP, Boston. This is the couple's third child and she has been named Deborah Ann.

Mr. and Mrs. Russell Becker became the parents of a six-pound, seven-ounce boy on August 10. Becker is on the engineering staff of KXOK, St. Louis.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

COAST-TO-COAST

Three Join WTWS

Clearfield, Pa.—Three former students of the School of Radio Technique in New York have joined the announcer's staff of WTWS. They are Frank Toro; Jerome White, formerly with WLAG, La Grange, Ga., and Clemence Rachel, former manager of the student operated station at Seton Hall College in New Jersey.

To Honor Fall Market Week

San Antonio, Texas—KTSA will air a special half-hour show to inaugurate the opening of Fall Market Week, sponsored by the Chamber of Commerce. Program will feature a forecast of merchandising and business trends in 1949. Interviewing six expert manufacturers will be chairman William Sinkin.

WSB Adds Dorothy Kirby

Atlanta, Ga.—New member of the sales staff of WSB and WSB-TV is Dorothy Kirby, one of the nation's most outstanding amateur golfers. Miss Kirby joins the Atlanta Journal station as part of the expansion program now under way.

WNLK Welcomes Firemen

Norwalk, Conn.—WNLK is doing its part in welcoming the State Firemen's Association Convention which is being held August 19, 20 and 21. The station will carry a direct broadcast from convention hall at the Norwalk High School and will cover the giant parade on Saturday when 8,000 firemen are expected to be in the line of march. Station news director Tom McNeil will broadcast his impressions of the parade by means of WNLK's remote lines at South Norwalk and the city itself.

Anthony Leaving Mutual To Accept College Post

Joseph Anthony, writer on the Mutual "Newsreel" show, has resigned, effective Aug. 27, to become director of public relations of Stevens College, Columbia, Mo. He will be in charge of the school's departments of public information, alumni relations and publications.

With the web for the past six months, Anthony will retain an association with MBS, serving as an advisor on educational matters. Before he joined the network, he was associate editor of Liberty magazine, and previously a screen writer. He is author of several novels and two anthologies.

Named Sales Manager

Thomas Kirby has been appointed national sales manager of Edward C. Lobdell Associates. Kirby assumes his new post after years of Hollywood motion picture activity and after leaving the Socony Vacuum Oil Company for whom he was sales representative in charge of the Republic of Panama and Canal Zone districts.

WCCM Aims "Morning Devotion"

Lawrence, Mass.—WCCM is now airing a daily 15-minute program of inspirational music and messages entitled "Morning Devotion." Program, formerly aired over WLAW, features a different pastor each morning.

WHLI To Plug Square Dances

Hempstead, N. Y.—WHLI will plug, daily, Burt Hilber's "Square Dancing Night" which will be held each Wednesday at Folk Festival Park, Franklin Square, L. I., starting tonight. Hilber, who plays lead roles in WABD's video series, "Fashions on Parade," plans to expand his radio promotion next month.

Lenay Joins "Trailblazer" Show

Cincinnati, Ohio—Popular WLW announcer, Will Lenay, has joined the "Trailblazer" show, filling the spot vacated by Hank Fisher who has joined the staff of an Illinois daily. The 15-minute show is aired Monday thru Friday at 8:00 a.m., EST.

To Broadcast Miss Wash. Finals

Washington, D. C.—WWDC is arranging to broadcast the entire finals in the Miss Greater Washington Contest. Competition will be held August 23 at 10 p.m. on the stage of the Capitol Theater where the program will originate.

RDF Making Plans For U. N. Coverage

(Continued from Page 1)

wide-spread use of the "Magnetophone," new French tape recorder said to provide higher fidelity than any other currently in use.

Live broadcasts will be relayed through a special control room by wire and cable to London, Brussels, Holland and Geneva, and via short-wave to the U. S. Complete broadcasts of all sessions will be short-waved around the world by RDF.

The French Broadcasting System, which last year began a strong pitch for world recognition of its post-war reconstruction and advances, is going all-out for the Assembly. Much of the equipment to be used was specially manufactured for the occasion, and one-hundred of the country's top technicians have been assigned to coverage.

Praising the "cooperative attitude" of RDF in setting up facilities for coverage, Peter Aylen, UN radio director, said, "France has developed a most expert understanding of the requirements of large-sized international gatherings. As a result of the close collaboration between the UN and RDF, the coverage by radio of the Paris meeting will provide impressive evidence of what radio can do to spread knowledge and understanding of the great work of the United Nations."

ANOTHER STEP AHEAD in rural coverage

KDKA, founder of farm radio service, is always seeking new ways to broaden that service. Latest development: scholarships for outstanding students in agricultural schools of three State universities. In addition, scholarship winners compete for a summer job in KDKA's agricultural department. All this enhances the stature of radio as a modern farm tool... and further increases the size of the KDKA FARM HOUR audience.

50,000 WATTS
NBC AFFILIATE
PITTSBURGH

KDKA



WESTINGHOUSE RADIO STATIONS Inc

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

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters



SHOWS' EDITION SETS NEW RECORD

Army-Air Force Sets New CBS Musical Prog.

U. S. Army and U. S. Air Force recruiting service, in cooperation with CBS, will sponsor a new musical show, "Skyway to the Stars," over the network every Sunday from 8:30-5 p.m., EDT, starting Sept. 12. The talent lineup are Raymond Price and a 40-piece orchestra, 16-piece choir, vocalist Kay Armen and Rex McCrary. Dan Seymour will do the announcing.

Special feature, pointing up the significance and importance of the Army or Air Force, will be worked (Continued on Page 148)

GOP Radio Luncheon To Honor Mrs. Weis

Washington Bureau, RADIO DAILY
 Washington—Mrs. Charles W. Weis, associate campaign director for the women's division of the Republican National Committee, will be honored a luncheon at the Mayflower hotel today to which representatives of radio have been invited. The luncheon is being given by Ed Engle, GOP radio director, and Mrs. Florence Warner, director of women's radio activities.

Amateur Band Leaders To Compete In Contest

The finals of Sammy Kaye's third annual contest to determine the best amateur bandleader in the land will be held this year for three consecutive days, September 13, 14 and 15 on the maestro's NBC "Supper Club" series. Amateur bandleaders from all parts of the country will be (Continued on Page 145)

Dollar Documentary
 "The Hungry Dollar," a four-part documentary program series on the high cost of food will be presented on WNBC beginning in mid-September, it was announced by Thomas B. McFadden, manager of the station. The exact dates and time of the documentary programs will be announced later.

Special U. N. Program Set By CBS For Oct. 24

Secretary of State George C. Marshall; John Foster Dulles, member of the United States mission to the United Nations, and Trygve Lie, Secretary General of the U. N., will speak on a special 30-minute CBS program climaxing the first worldwide observance of United Nations Day on Sunday, Oct. 24, 4:30-5:00 p.m., EST.

Edward R. Murrow will act as master of ceremonies for the program. Larry Lesueur, CBS news analyst and the network's regular U. N. correspondent, will give a "box-score" report on the United Nations' accomplishments to date.

Most of the program is expected to (Continued on Page 4)

Fox Heads Publicity For Advertising Council

Maxwell Fox, formerly executive editor of Tide Magazine, has been named public relations director of the Advertising Council, it was announced by T. S. Repplier, president. Before joining Tide in 1945, Fox (Continued on Page 148)

Total Of 1120 Program Ideas Listed With Tele Shows Leading Categories; 'Giveaways' List Only 44 Shows

NBC Parade Of Stars Kits Ready For Use

First of the 1948-49 NBC "Parade of Stars" kits were mailed to affiliated stations yesterday, James H. Nelson, director of advertising and promotion for the network, announced.

Eleven separate block promotion kits are being sent out in three shipments. In the mail now are kits for four evenings: Sunday, Wednesday, Friday and Saturday. On August 25, (Continued on Page 4)

Topping all previous editions in programming content, the 9th annual edition of RADIO DAILY's "Shows of Tomorrow" reveals that the current craze of audience participation or giveaway shows does not rate high in the program categories for the new season.

By actual count only 44 show (Continued on Page 4)

NLRB Announces Election For Texas Radio Stations

El Paso—The National Labor Relations Board has authorized elections to determine if the American Federation of Radio Artists should be designated as collective bargaining agent for the announcers of the three El Paso radio stations. Principals in the (Continued on Page 145)

Industry Statistics Committee Named

Washington Bureau, RADIO DAILY
 Washington — Industry Statistics Committee for RMA has been named by RMA president Max Balcom, with Frank Mansfield of Sylvania continuing as chairman, RMA reported yesterday. In addition to the voluminous production and sales records now kept by the Association, additional market data and tube production (including cathode tubes) is planned.

The committee includes Mansfield, John Q. Adams of Hytron, E. C. Anderson of RCA, J. A. Berman of (Continued on Page 145)

WMAW Joins ABC Web As Milwaukee Outlet

Milwaukee — Station WMAW became the exclusive Milwaukee outlet for the ABC network, Monday. Salutes to its new Milwaukee affiliate (Continued on Page 145)

NAB Non-Affiliated Comm. To Meet Aug. 31 In Wash.

Washington Bureau, RADIO DAILY
 Washington—First official meeting of the NAB's newly-established Non-Affiliated Committee will be held (Continued on Page 4)

29 Colombian Stations Closed; Govt. Halts All Short Wave

Total of 29 commercial stations in the South American country of Colombia have left the air since the unsuccessful Bogota revolution to overthrow the government last April, a series of events which makes for a revolution itself in the broadcasting industry. Reason for the weeding out is obviously a move by the controlling government (Conservative) toward steadying its position. Not only have stations voluntarily

gone off the air and others ordered to close, via more stringent communications standards, but the government has also halted all short wave operations. Most stations previously broadcast on both standard and SW — advertisers getting two bands for the price of one. Knocking out of SW means that many people in the hinterlands, because of mountainous conditions, are now without (Continued on Page 145)

Full Schedule
 Arthur Godfrey will return Monday, Aug. 30, to CBS and a schedule of five and one-half hours of network time each week in addition to his eleven and one-quarter hours of local programs over WCBS, New York, and WTOP, Washington. Beginning that day his Monday-thru-Friday "Arthur Godfrey Show" will be expanded to one full hour.

"Shows Of Tomorrow" — see page five



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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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FINANCIAL

(August 18)

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, 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. Lists stocks like Hazeltine Corp., DuMont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

WOR Takes Air Force Hour

The Air Force Hour, official Air Force show produced at Bolling Field, Washington, will be carried by WOR beginning this Sunday, 8 a.m. Program has been a regular Sunday afternoon feature on Mutual since Jan. 14.

INS has served



FOR 12 YEARS

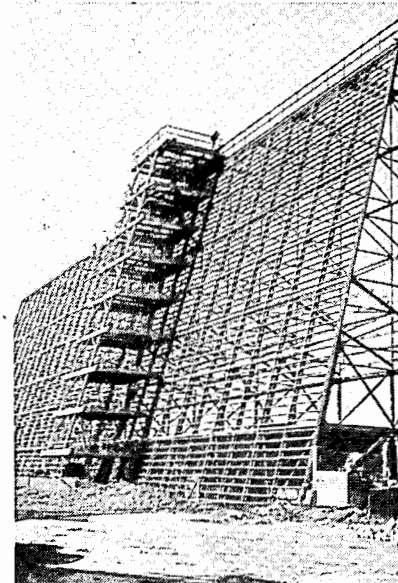
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This'll fool you!

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

LET'S LOOK
at the
FACTS

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for **TELEVISION**

There is only one combination — Telenews-INS — that offers complete TV news packages embracing five distinctive services that make for the simplest, foolproof programming in television:

- Daily 10-minute newsreels
- Weekly 20-minute newsreels
- Spot news and news photos
- Teletype news for television
- Packaged combinations of above elements

5
Distinctive
Services

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PLUS...

All Telenews-INS newsreel clients automatically receive—free of charge—accumulating library rights to all film furnished on a daily and weekly basis. This provides a daily flow of fresh, up-to-the-minute newsreel footage which client stations can file in their libraries and use at will whenever news events warrant. This vital film library can be used very effectively to illustrate and document daily news events and dispatches.

A TESTED AND ESTABLISHED SUCCESS FROM COAST TO COAST!

More than two-thirds of the presently operating TV stations are already carrying various Telenews-INS shows as an integral part of their news programming:

- | | | |
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| CBS Television Network | DuMont Television Network | Don Lee, Los Angeles |
| WBAL-TV, Baltimore | WLWT, Cincinnati | WTMJ-TV, Milwaukee |
| WBEH-TV, Buffalo | KSD-TV, St. Louis | WTTG, Washington |
| WBKB, Chicago | WMAR-TV, Baltimore | WTVR, Richmond |
| WBZ-TV, Boston | WPTZ, Philadelphia | WWJ-TV, Detroit |
| WFIL-TV, Philadelphia | WRGB, Schenectady | WSPD-TV, Toledo |
| | KTLA, Los Angeles | |



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1120 Programs Listed In New 'Shows' Issue

(Continued from Page 1)
ideas are listed under the "Audience Participation" category with a few more giveaway ideas turning up under the "Quiz" classification. This is a very small percentage of 1120 program ideas listed in the new "Shows of Tomorrow" edition.

Ranking first in the program categories of this year's edition is "Television" with a total of 209 programs presented for fall and winter production. Next comes the "Disc Jockey" classification with 118 musical show ideas submitted for either sustaining or commercial sale. The "Dramatic Series" ranks a close third with 107 programs listed for consideration.

Next in popularity in the new programs submitted is the musical group. A total of 92 programs are listed under "Music" and shows with a feminine angle follow with 70 programs. Juvenile programs are next in popularity with news, sports, cooperative.

Program Director's Survey Popular

A total of 806 station program directors participated in the second annual questionnaire survey which is included in today's "Shows of Tomorrow." These program directors, in most instances, gave RADIO DAILY detailed answers to questions on programming with their opinions revealing some interesting trends.

NAB Non-Affiliated Comm. To Meet Aug. 31 In Wash.

(Continued from Page 1)
here Aug. 31, it was learned Friday. One of the first major attempts of the committee will be to establish liaison between the nation's indies in an effort to obtain the force of group action comparable to network affiliates.

FURNISHED HOUSE FOR SALE

A TRULY CHARMING DECORATOR-FURNISHED HOME, MAGAZINE ILLUSTRATED DECOR THROUGHOUT, LOVELY BIG LIVING ROOM WITH COUNTRY FIREPLACE, PICTURE MASTER BEDROOM, BATH, AND GUEST ROOM ON MAIN FLOOR. ALSO EXCELLENTLY PLANNED GENERAL ELECTRIC EQUIPPED KITCHEN WITH SMALL COLONIAL DINING ROOM. DOWNSTAIRS, BESIDES UTILITIES AND LAUNDRY, THERE'S A 16 x 26-FOOT PLAYROOM AND A PINE-PANELLED SITTING ROOM, WITH ANOTHER BIG BEAUTIFUL FIREPLACE; CONCEALED IN THE WALLS ARE TWO SHIP BUNKS WITH AIR MATTRESSES. A DUTCH DOOR OPENS ON A DOUBLE TERRACE LAWN WHICH HAS A BAR-BECUE PIT AND STILL ANOTHER FIREPLACE FOR OUTDOOR COOKING FUN. ALL THIS AND A WONDERFUL VIEW CONTAINED ON TWO ACRES. IN RESTRICTED, EXCLUSIVE YALE FARMS IN NORTHCASTLE. COMMUTING FORTY MIN. TO GRAND CENTRAL.

\$30,000—50% MORTGAGE AVAILABLE

WRITE BOX 161, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.



Windy City Wordage. . . !

● ● ● The Civic Theater, where Tennessee Williams' "The Glass Menagerie" got its start, will become the home of radio audience participation shows and probably television shows after September 1, ABC having signed a long-term lease for the house. . . . Our apologies

Chicago

to Elgin Watch Case Co. We inadvertently stated Elgin Watch Co. would sponsor the Groucho Marx show "You Bet Your Life" when it returns to the air over ABC, September 29, but, of course, it should have read Elgin Watch Case Co. . . . Radio's oldest network quiz show, "Dr. I. Q.," will go far afield, starting October 4, when it will become the first quiz show to air an extended series from Honolulu, from which city "Dr. I. Q. Junior" also will originate. . . . (Miss) Dorsey Connors, whose work in public relations and social affairs has won her a world of interesting and important friends, started a new weekly feature Wednesday on WGN-TV called "Personality Profiles," which should prove popular.



● ● ● The Huckster League baseball series ended the other day with WMAQ as the champs, WBBM in second place, and WLS third. . . . A stock company composed of professional actors and newcomers, who will be given an opportunity to break into the video field, will be organized by WENR-TV, according to Harold Stokes, television program manager of the ABC central division. Plans still in the formative stage. . . . "The five 'o's in this town's name are 'ohs!' for its beauty," postcards George Herro, Mutual publicity man, from his Oconomowoc, Wisconsin, vacation spot.



● ● ● "The world is full of would-be movie stars, and most of them still think they look like Clark Gable or Lana Turner," says John M. Sanabria, vice-president of American Television, Inc., tele training school after watching thousands of visitors who have passed through the "See Yourself in Television" section of the Pullman-Standard exhibit at the Chicago RR Fair.



● ● ● "The Northerners," oldest continuously sponsored show in Chicago radio, moved from Thursday to a 9:30-10:00 p.m. spot Tuesdays this week on WGN-WGNB. . . . Marilyn O'Shaughnessy, winner among 1000 contestants in the recent "Sing With Sands" competition to become vocalist with Carl Sands' Oriental Theater ork for eight weeks, made her first radio appearance Tuesday when she guested on the "Nikki Kaye Show" over WCFL. . . . Buff Cobb, recently seen with Tallulah Bankhead in the stage play "Private Lives," will be guest-starred in "Curtain Time's" "Grand Slam On the Nancy B" on August 28. . . . A new Bob Atcher album of folk song records is being readied by Columbia Recording Co. for fall release. . . . The familiar "from Bolstad" line will no longer appear on WBKB releases, Helen having taken over the job of Chicago editor for two Macfadden magazines, Radio and Television Mirror and True Experiences. . . . The Don McNeill for president promotion wound up in a blaze of glory last Friday with Don's magnanimous withdrawal statement: "It wouldn't be sporting for me to campaign for the job because I am the only candidate who can boast of having five hours a week on the radio and at the ideal time for a politician—the early morning, when nobody can think."



● ● ● To supplement the WMAQ news staff, William Ray, NBC news department head, has requested cooperation of all the approximately 300 NBC Chicago employees in covering local news beats, asking them to tip off the newsroom to any newsworthy events they may witness. Ray says his staff of 10 reporters, writers and commentators will do the rest.

NBC Parade Of Stars Kits Ready For Use

(Continued from Page 1)

four more kits will be mailed; three for the evening programs of Monday, Tuesday and Thursday, and a kit for evening programs which are on the air more than once a week. The third shipment, with kits covering daytime Saturday programs, daytime Sunday programs and daytime programs heard Monday through Friday, will be shipped September 10.

Several hundred 11x14 inch action shots of NBC stars were made in New York and Hollywood recently by Sid Desfor, NBC Press Department photo editor, exclusively for this year's Parade of Stars promotion. Desfor spent several weeks in Hollywood making special pictures of the top NBC stars there. Station promotion managers also will receive suggested window display layouts to tie-in with the pictures. Also included are portraits of the stars.

On-the-air promotion will be divided into three groups: station breaks, disc jockey plugs and commentator continuity.

Special U. N. Program Set By CBS Oct. 24

(Continued from Page 1)

originate in Paris, where the next meeting of the U. N. General Assembly opens Sept. 21. Secretary Marshall, who will lead the United States delegation to Paris; Mr. Dulles, who is also personal adviser to Gov. Thomas E. Dewey on foreign affairs, Mr. Lie and Mr. Lesueur are scheduled to speak from the French capital. Mr. Murrow will broadcast from New York.

Oct. 24 was designated as official United Nations Day by resolutions of the General Assembly to commemorate the date on which, in 1946, the U. N. Charter came into force by virtue of sufficient ratification by member nations.

Remington Rand Sign King

Jean Paul King, WHN producer, has been signed by Remington Rand to narrate all of that company's slide films and recordings to be used in sales training and promotion. King has been doing similar work for National Distillers.

Advertising Salesman

Radio trade publication seeking man with advertising selling experience. Write your full qualifications.

Box No. 162

RADIO DAILY

1501 Broadway, New York 18

“And ye shall know the truth
and the truth shall make you free.”

—JOHN VIII,32—

WJR
DETROIT

KMPG
LOS ANGELES

WGAR
CLEVELAND



Dedicated to:
the preservation of
American Freedom.

THE GOODWILL STATION
DETROIT
50,000 WATTS

THE STATION OF THE STARS
LOS ANGELES
50,000 WATTS
(DAYTIME)

THE FRIENDLY STATION
CLEVELAND
50,000 WATTS

FRANK E. MULLEN, *President*

HARRY WISMER, *Ass't to the President*

AGENCIES

ANDREW J. HAIRE, president of the Advertising Club of New York, has appointed for the third term, Horace H. Nahm, president, Hoover Letters, Inc., chairman of the Advertising and Selling Course Committee.

FOXHALL FINNEY, formerly of Street & Finney and Robert Blake & Company, has joined the Vick Brands Division of Morse International, Inc.

JIM CAMPBELL, radio announcer and actor, is a member of the group of Chicagoans who have formed Radio Talent, Inc., an organization which is offering packaged talent, scripts and ideas for production use by radio stations, commercial film studios, television outlets and advertising agencies.

MCCANN-ERICKSON'S London office has been appointed as the agency to handle the advertising of Kellogg Shredded Wheat, effective Oct. 1. Product is produced by The Shredded Wheat Co., Ltd., of Welwyn Garden City, Herts, England, a subsidiary of National Biscuit Co. in this country.

THE ADVERTISING CLUB OF NEW YORK, is currently offering a non-profit advertising and selling course. Course is the 25th to be offered since the founding of the Club. The course will commence Oct. 7 and continue to March 14, 1949. It will embrace six clinic sessions with a total of 27 lecturers, prominent in the advertising field, scheduled to speak.

ists Officers To Head RMA Industry Comm.

(Continued from Page 1)

Lever Brothers, G. W. Henyan of E. H. J. Hoffman of Machlett Laboratories, Donald Hooper of Westinghouse, J. J. Kahn of Standard Transformer, George McCleary of RCA, C. C. Sprague of Sprague Electric, Arthur Whitehair of Philco and Fred Wilson of Operadio.

RMA president Max Balcom yesterday re-appointed Richard Colton of RCA to chair the RMA Traffic Committee, with W. L. Fogelson of R. Mallory renamed vice chairman. Committee membership for the coming year includes the following: P. Anderson of Zenith, J. D. Barrett of J. P. Seeburg, Frederick J. Brennan of Sylvania, E. J. Burkhardt of Sparks-Wilmington, H. E. Giese of Federal Telephone & Radio, J. A. Green of Corning Glass Works, R. I. Hoey of Farnsworth, Kenneth Kistler of DuMont, E. F. Kinzie of General Electric, E. A. LaBelle of Gallicrafters, J. M. Lorek of Philco, V. McGirr of Western Electric, F. M. Portland of Crosley, George A. Peters of Bendix, J. H. Sims of National Union Radio, W. W. Stephens of Westinghouse and R. R. Weist of Magnavox.

29 Colombian Stations Closed; Govt. Halts All Short Wave

(Continued from Page 1)

the service of radio and the singing commercial.

Prior to the Bogota revolution, Colombia had a total of 115 stations to serve a national population of only 10,000,000. Probably one reason that the figure got so large was because of financial remuneration to the government, since it collects an annual fee from each one licensed, a figure that runs from \$1,800 to \$3,000 per station according to frequency and power.

But after the revolution the fee benefit became secondary and the government began enforcing a Communications Act of 1946 and also tacked on several more regulations. Every station license was automatically cancelled and each broadcaster had to reapply.

Consequently, 12 stations didn't ask for renewals. According to the latest information received in New York by A. M. Martinez, vice president of Melchor Guzman Co., Latin American rep, another 12 outlets could not meet the new broadcasting requirements and were ordered off the air and five more are temporarily suspended because they have foreign managers or are dual operations in the same city.

The Colombian government owns 13 non-commercial outlets, called cultural stations. All of these are still on the air.

Following the revolution, the government set up a national association of broadcasters for the country and directly charged the group's seven-

man board with the responsibility for all station operations. President is Gregorio Obregon, a non-broadcaster but a member of the Conservative and controlling party. He gets \$24 a meeting plus \$150 for monthly expenses. The secretary receives \$240 monthly and the accountant \$30.

No citizen in Colombia can get a station license until he first joins the national association, somewhat of a reverse twist compared with U. S. methods. And to join he pays an initiation fee of \$1,500, considered high in Colombia. Membership dues for each station are one per cent each month of the total amount paid to the national treasury annually.

Broadcasters Welcome Govt. Directives
One purpose of the association is to set up a code of ethics for Colombia broadcasters. Another is the instituting of uniform rate cards—cutting has been notorious—which is going to result in higher minimum rates. This move, when it's effected, may cause a few more stations to go off the air.

Martinez, whose firm represents about 10 stations in Colombia, said that broadcasters he has questioned there report they welcome the new government directives and the effort to better commercial radio. Although the government has cracked down on lax operating conditions and ordered inferior equipment replaced, it reportedly gives free reign to broadcasters in the matter of program content.

NLRB Announces Election For Texas Radio Stations

(Continued from Page 1)

case are KR0D, owned and operated by the Roderick Broadcasting Corp.; KELP, owned and operated by the Paso Broadcasting Co., Inc., and KTSM, owned and operated by Tri-State Broadcasting Co., Inc., and AFRA.

The elections must be held within 30 days according to the ruling by secret ballot under supervision of the regional director of the NLRB to ascertain if employees wished to be represented, for purpose of collective bargaining by AFRA. Program and supervisory employees at the outlets were excluded from participating in the election with the exception of Caryl Downey at KELP. Other units affected from participating in the election was the music librarian at KTSM and the news editor at KR0D.

Will Resume Broadcasts

"My Friend Irma," sponsored by Lever Brothers Company, returns to CBS on Monday, August 30 after a summer vacation. The comedy series which stars Marie Wilson and is written and produced by Cy Howard, is heard Mondays, 10:00-10:30 p.m., EDT.

WMAW Joins ABC Web As Milwaukee Outlet

(Continued from Page 1)

were given by the network on its "Breakfast Club," "Welcome Travelers" and "Ladies Be Seated" programs Monday and are scheduled for other ABC shows throughout the week.

The airing of all ABC programs on WMAW followed several months of partial affiliation with the network. WEMP was formerly the network's outlet here. WMAW is Milwaukee's newest and the city's third 5,000-watt station, operating on 1250 kilocycles. It is owned and operated by the Midwest Broadcasting Co., Milwaukee, and its transmitter is located at Hales Corners, Wisconsin. Studios are in the Towne Hotel building.

A two-hour program celebrating the new affiliation and featuring Milwaukee's son Tommy Bartlett of "Welcome Travelers" will be held at the Milwaukee Auditorium on September 4 at 8:30 p.m.

Brown Promoted At WWSC

WWSC, Mutual outlet in Glens Falls, New York, announces that its former continuity chief, Alfred A. Brown, has been promoted to the position of commercial manager. Brown replaces Jack Bennett, who leaves for Florida and a radio sales post.

SOUTHWEST

KGBS, Harlingen, has applied to the FCC to change its frequency from 1240 kilocycles to 850 kilocycles and increase operating power from 250 watts to 5000 watts.

Marti Inc., at Cleborne, owners and operators of KCLIE have applied to the FCC for a Class A FM outlet to operate on 94.3 megacycles with 325 watts ERP.

Fred Bennett, KTSA disc jockey in San Antonio, was surprised to receive a captain's commission from Uncle Sam in the mail. It turned out that Bennett was confused with another Bennett, disc jockey Myron J. of WCKY, Cincinnati where Fred also worked, prior to coming here.

Phil Baxter, Dallas songwriter was interviewed by Norvell Slater on the WFAA, Dallas "Early Birds" program. Baxter is author of "Piccolo Pete" and "Smile for Me" theme song of the Fitch Bandwagon. He sang two of his newest songs on the air, "A Faded Summer Love" and "Ding Dong Daddy."

The Dallas Bar Association in cooperation with the Better Business Bureau is presenting "Your Legal Rights and Their Protection" each week over WRR, Dallas.

The Record Department of the Lakewood Shop in Dallas is airing "Serenade at Noon" over KIXL. Program is made up of the fine music in the record department and available to music lovers in this area.

Amateur Band Leaders To Compete In Contest

(Continued from Page 1)

brought to New York to compete for the 1948 titles as well as considerable prizes. Kaye will alter his usual Monday and Tuesday night programs to include the "So You Want To Lead A Band" format in order to facilitate the final elimination.

GOP Radio Luncheon To Honor Mrs. Weis

(Continued from Page 1)

attend will be Charles "Scoop" Russell of NBC; Earl Gammons, CBS; Walter Compton, DuMont television; Art Feldman, Mutual; Phil Hoffman, Cowles stations; Ed Scoville, CBS; Mary Osgood, NBC and Hazel Markel of CBS.

"BRIGHT REMARKS"

To outlaw that which is not morally wrong is to create a superstition, a taboo, an evil. The People like the fun, entertainment and prizes of Quiz Programs. Why deprive the People of what they want? After all, no one clamors to abolish Life—and that dubious artistic endeavor could be dubbed a Lottery, too.

by **BOB BRIGHT**
WVNU — NEWARK, N. J.

TV'S MAJOR ADVANCE IN 1948!

Instantaneous Transcriptions
of Television Programs
on
35-mm or 16-mm Motion Picture Film

On December 10, 1947, Paramount Pictures Inc. gave the Television Broadcasters Association (assembled at the Waldorf-Astoria) a first-showing of transcriptions of various types of programs recorded off the air on 35-mm film in the booth of the Paramount Theatre, New York.

It was explained that these recordings could be used for simultaneous theatre projection, for television program syndication, for reference purposes and in many other ways which will improve television programming. Since that time, the use of television transcriptions has grown extensively. We have recorded shows for networks, advertisers, advertising agencies and package producers. These transcriptions have been re-broadcast over stations in New York, Chicago, St. Louis and Los Angeles. Transcriptions of the recent political conventions were telecast in Chicago and Los Angeles a few hours after their recording.

Paramount recordings were designed to meet the competitive test of theatrical 35-mm motion pictures. And when broadcast to the smaller TV screen the quality is even better. Similar apparatus will soon be available in Hollywood and Chicago.

You can share this advancement *now*.

-
- VIDEO TRANSCRIPTIONS MEAN BETTER PROGRAMS •
- You can add pacing and sparkle through editing. •
- You can use a rehearsal recording for audience-testing . . . for study, timing, polishing and planning retakes. •
- You can be sure your commercials are broadcast exactly as okayed by the sponsor. •
- You can schedule shows when and where you need sales pressure . . . repeat shows as audiences grow . . . amortize costs over many markets . . . forget time differentials and the lack of coaxial networks. •
- You'll save audition time . . . speed up policy decisions . . . get quick approval from distant executives . . . settle client-agency-talent differences of opinion and recollection. •
- You can copyright your tele-show (it's the only form in which it can be protected in its entirety under existing law). •
- You'll have an impressive new promotional tool in your sales kit for use at sales conventions, product exhibits, business luncheons and gatherings of dealers, salesmen and employees. •
-

GET IN TOUCH WITH



Paramount Video Transcriptions

NEW YORK OFFICE • 1501 BROADWAY • BRYANT 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, August 19, 1948—TELEVISION DAILY is fully protected by register and copyright

WEBS PUSHING COAST EXPANSION

TELE TOPICS

By JIM OWENS
Associate Editor

GOTHAM'S fight club operators, only a few months ago groaning about anemic receipts, now at the mouth-watering edge over the prospect of TV do-re-mi this coming winter. It's figured the advent of WPIX and WJZ-TV—plus WOR before the end of '48—will mean an added take to the boxing-wrestling circuit. News' outlet, currently airing boxing from Queensboro arena, moves into Ridgewood Grove for the winter months, with RGH Beer probably paying the freight. ABC flagship is also expected to effect a tieup with a local cauliflower club, probably the St. Nick's by Sept.-Oct.

MARL WILSON will be the featured personality in a video package now in the works. . . . And Dorothy Doan, the INScribe, being auditioned by CBS for a fashion seg. . . . Note on studio bulletin board WJZ-TV: "Found, in bottom drawer of desk, one pair of slightly used ladies' stockings. Owner please call—preferably after hours—no questions asked."

CBS yesterday closed a deal for its first drama seg, to be aired in co-op with Actors' Studio and World Video, Inc., (later the John Steinbeck shop). Program, titled "Actors' Theater," will bow as a Sunday niter Sept. 19, and will be first out of the net's new studios. Steinbeck will select scripts from top plays, novels, etc., and playwright Marc Connelly will narrate. Inval vehicle will be Manuel Komroff's "The Thousand Dollar Bill" with David Wayne, "Mr. Roberts" heavy.

Joins WSB-TV Staff

Atlanta—Newest member of the WSB-TV staff is Ivey Peterson. Peterson, formerly on WSB's talent roster, joins the Atlanta video station as director of television properties. WSB-TV's newest staff member will be in charge of the building and decorating of TV sets.

WTMJ's Busy BB

Milwaukee — Semi-pro baseball was covered for the first time here on television when WTMJ-TV, The Milwaukee Journal station, broadcast the championship game of the Wisconsin State semi-pro tournament at Borchert Field last week. WTMJ-TV will also broadcast the annual Firemen vs. Policemen baseball game from Borchert Field later this month. Station is also carrying the 77 home games played by the Milwaukee Brewers of the American Association.

Compton Joins WOIC As Technical Director

Robert D. Compton, veteran video engineering exec and consultant, has been appointed technical director of WOIC, Washington, D. C. outlet of WOR, it was announced yesterday by Eugene S. Thomas, general manager of the Capital station. Compton's activities will be coordinated with WOR-TV and WOR, by J. R. Poppele, veepee in charge of engineering for the stations.

Compton has been in the field for 20 years, and until recently was a consulting radio and TV engineer with offices in Norristown, Pa. Previously he was with NBC and other AM outlets.

Adds To NTFC Committees

Additions to several of the working committees were announced this week by Melvin L. Gold, chairman of the National Television Film Council. Jose di Dinato, television station representative for Edward Petry Co., was appointed to the television committee; Jay A. Maurer, president of J. A. Maurer, Inc., and vice president of Society of Motion Picture Engineers, was appointed to the Production Committee, headed by Jack Glenn. Other additions to the Production Committee roster were Bertrand Keane and Brian Calhoun, both members of the firm of Keaneleigh & Calhoun.

Wedding Bells

Atlanta—Wedding of John F. Cone, WSB announcer and WSB-TV announcer-actor, and Corinne Kennimer of Atlanta took place last week.

Rudy Vallee Predicts Tele To Be 85% Film

West Coast Bureau, RADIO DAILY

Hollywood — Rudy Vallee, whose Vallee-Video is one of the most active TV firms in the movie mecca, is firmly of the opinion that "85 per cent of television programs will be on film." Vallee and his associates aver that the idea of "immediacy" which might bolster arguments from the pro-live TV contingent, will be no more important than it is in radio—pointing to the wide use of transcribed shows.

Vallee outfit says 16 mm. film will grow in stature as does TV, and feels the industry will find it "the most economical, satisfactory way of satisfying the voracious appetite of future television."

KTLA Buys "Telepix"

KTLA, Paramount station in Hollywood, Calif., is the latest addition to the list of subscribers to TelePIX, the 10-minute daily newsreel produced exclusively for television by WPIX, The New York News station. Production of the syndicated newsreel for nationwide distribution started June 15 when WPIX went on the air. Subscribing stations have exclusive rights to the newsreel in their area.

Changes Name

General Television Corporation has announced a change in its name to Starrett Television Manufacturing Corporation. The change has been made to avoid an inadvertent conflict with the name of an Illinois corporation which is no longer in business.

CBS, ABC And KFI Spur Activity In H'wood

West Coast Bureau, RADIO DAILY

Hollywood—Expanded West Coast TV activity, in the blueprint stage for many months as outlined by construction schedules of the major nets, enters a new phase next month with sharply accelerated activity in and around the film capital.

KFI-TV, the Earle C. Anthony outlet, will begin experimental commercial operations on a six-hour weekly basis Aug. 25, via a special FCC authorization. Latter is made possible by what is described as first FCC action of its type wherein a station has received the green light on a basis of fewer than 12 hours weekly. Program schedule will be based on 12 hours minimum around Oct. 6, date of KFI-TV's formal opening. During first week of operation the Anthony outlet will air on a Wednesday-Friday-Sunday basis, this schedule to be gradually expanded shortly after the debut. Remotes will occupy considerable portion of the initial schedule, including pickups from the All-Electrical Exposition Aug. 27-29.

CBS has also pushed its TV expansion schedule here, and this week crews of KTTV—in which the web has applied to the FCC for a 49 per cent interest—began its studio and office construction work in the Bekins Building here. Station expects to have video facilities complete by October, at an over-all cost of approximately \$250,000. Both the web and Los Angeles Times, which owns KTTV, announced plans to join forces in operation of the station last April 28.

Meanwhile, ABC, which is about to begin operations in Chicago via the debut of WENR-TV, is expected to announce actual site of its L. A. station, KECA-TV, this week. Outlet is scheduled to hit the air by December, with a weekly total of some 28 hours at the outset. Web is said to be prepared to shell out some \$330,000 in equipment for its L. A. operation, including two mobile trucks.

Press-Time Paragraphs

Hamann To Head TV At WBRC

Birmingham—G. P. Hamann, a veteran radio and engineering exec, has been appointed video technical director and manager of FM for Birmingham Broadcasting Co., owners of WBRC. Hamann's been in radio since 1930, has been associated with several stations and consulting engineering firms. Station is expected to debut early part of next year.

WDSU-TV Picks New Quarters

New Orleans—Subject to approval by the FCC, WDSU-TV will be located in the Hibernia Bank Building here. Preliminary planning re use of office space in the new location is under way, and it's expected station's staff will occupy the 15th floor of the building shortly after the FCC approval.

RCA Barnstorms Indiana Fair

Bloomington—TV is making its opening bow in "downstate" Indiana this week via an elaborate layout made by RCA in connection with the Monroe County Fair, Aug. 18-21. RCA has installed \$100,000 worth of equipment to demonstrate TV progress to date, including 22 sets spread around a special exhibition area. Daily demonstrations include various types of shows currently featured on the Fair's agenda.

TV On The Hoof

Fort Worth —WBAP-TV's main studio will have a "video lane" through which herds of cattle, mounted cowboys, large trucks and automobiles may pass for live televising when the station goes on the air around Sept. 29. Unusual arrangement, considered to be the only one of its kind in the country, is made possible through the use of huge boxcar-refrigerator type doors that swing open from opposite sides of the studio.

COAST-TO-COAST

To Be Featured On Two Stations

New Haven, Conn.—Fowler Harper, professor of law at Yale University, is now being featured by WAVZ and WMMW, Meriden, in a Sunday news commentary heard at 7:30 p.m. Program will originate from the studios of WAVZ.

Paschall Back At WSB

Atlanta, Ga.—WSB news editor, Walter Paschall, has just returned to the studios of WSB after a two-week vacation in the North Carolina mountains. He has also taken up his position as an instructor in Contemporary South at Emory University.

To Emcee New WTTM Show

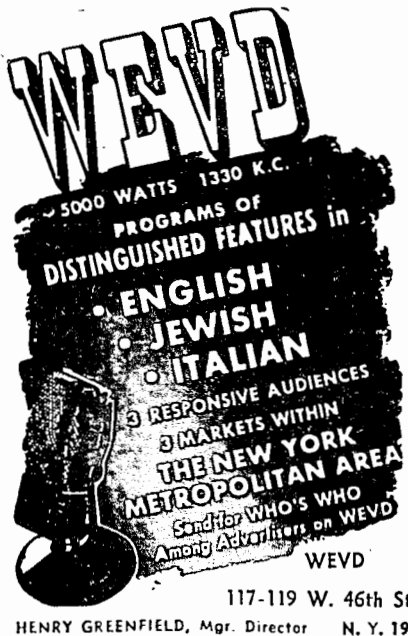
Trenton, N. J.—Fred the Fiddler has been chosen as featured entertainer and emcee on the newly organized WTTM "Chuck Wagon Jamboree." Others in the lineup include the Riley Sisters and "Purty" Peggy, a square dance caller.

Army-Air Force Sponsors New Musical On CBS

(Continued from Page 1)

into the script each week by the telling of a story out of the past or from the present. This story will be revealed through the appearance on each show of a name personality and Bob Hope, who brought entertainment to millions of GI's during the war, has been selected for the premiere performance.

All musical numbers and format of the show are to be based primarily on publicizing the Air Force. Roland Martini, veepee of Gardner Advertising Co. which handles the account, and Tex McCrary will write and produce the series. Army and Air Force ad budget pays talent and production costs and CBS donates the time. Show will originate in New York.



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
Sandler WHO'S WHO
Among Advertisers on WEVD

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

ADDITIONAL LISTINGS

Country Folks

A program giving dairymen, poultrymen, truck and fruit farmers the current morning's quotations, weather forecast, advance information on farm problems and news of farmers meetings, Grange, Farm Bureau, 4-H Clubs, etc. During the summer, the program includes tips and information on suburban gardening. Conducted by Will Peigelbeck, former Cornell agriculture instructor. Primary appeal is to farmers, but mail indicates unusually high urban listenership.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Entire family.
Suggested for: Morning.
Number of Artists: 1.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: WNJR, 91-93 Halsey St., Newark 2, N. J.

Tell It To The Teens

From 40 Parochial, Public and Private High Schools in and near New Orleans, we select teens (two boys and two girls) to discuss questions peculiar to their own social conduct, such as late dates, parental discipline. High spot is the determining of the ten requisites of an Ideal Girl Friend and Ideal Boy Friend, all schools entering candidates. Winners suitably honored and rewarded.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Department store, soft drink, confections, etc.
Audition Facilities: Transcriptions.
Submitted by: WNOE, New Orleans 12, La.

The Country Journal

Highest-rating farm program on any network; beats nearest competition by 186 per cent in latest NRI report available. John Crosby, N. Y. Herald Tribune: "treats the farmer as an intelligent specialist... gives five times as much information" as nearest comparable show. Piloted by Don Lerch, CBS Director of Agricultural Broadcasts, it dovetails international, national and regional farm news into one comprehensive picture for America's richest market: farmers. Among its first awards: Institute for Education by Radio; National Garden Institute.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Entire family.
Suggested for: Week-end morning; week-end afternoon.
Client Suitability: Farm market advertiser.
Number of Artists: Don Lerch—M.C., Virginia Tatum-Home editor, 4 additional farm editors, 10-piece orchestra and conductor.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

CONTINUITY SCRIPT WRITER

Full-time position available for seasoned continuity writer. Experience in music programming essential. Station and production know-how will help. Include sample script with reply. Box No. 160, Radio Daily, 1501 Broadway, New York 18, N. Y.

Who's Talking?

A telephone quiz show in which listeners are asked to identify celebrities who give transcribed clues about themselves in poetic form. More than 50 celebrities have recorded poems for this show. As a promotional "gimmick," masked photos of the celebrities are available to be placed in newspapers and/or in sponsor's outlets. Program is now broadcast in 14 cities throughout country and is available to one station in each city.

Availability: E.T.
Running Time: 15 minutes.
Cost: Weekly cost is one-half of station's one-time national quarter-hour Class "A" rate.
Audition Facilities: Transcriptions.
Submitted by: Hal Tate Radio Productions, 192 N. Clark St., Chicago 1, Ill.

Puzzle Party

Juvenile feature with strong adult appeal. Excellent, wholesome contrast to most children's serials. Will keep the youngsters away from "Blood and Thunder," and win appreciation of their parents without an obvious effort to educate. Keeps their minds working with puzzles, games and riddles which are fun every minute. Features "Uncle Jack," whose children's program with "Aunt Rita" on WLS is drawing over 1,500 letters per broadcast.

Availability: E.T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: Brinkley Recording Company, 232 E. Erie St., Chicago 11, Ill.

The Story Lady

The Story Lady is, as the name implies, a daily (Mon. thru Fri.) strip wherein the Story Lady tells stories to the Small Fry. Live musical background and effects are employed to enhance the stories and heighten interest. The program currently on the air has met with great success.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Dairy, bakery, cereals, kiddies' clothes, etc.
Audition Facilities: Transcriptions.
Submitted by: WSCR, Scranton 3, Pa.

PROMOTION

Program Planning

In preparation for a weekly program to be presented by students, after school starts this fall, station WMNB, North Adams, Massachusetts, has run a series of classes through the summer to acquaint local high-school students with fundamentals of broadcasting.

Course covered all phases of station operation, with emphasis on production. Classes were conducted by heads of all departments, with climax of course consisting of actual writing and production of drama by students, under supervision of staff members.

Station has also invited all four high schools in community to participate in weekly high school broadcast series.

Newspaper Tieup

A new twist has been added to radio in Oklahoma City by KBYE, 1000-watt outlet. The station presents a feature titled "Paul Hood's Best," a comprehensive review of programs featured in Hood's daily column, "Air Fare," appearing in the Oklahoma City Times. Programs reviewed are night-time shows on all the stations in Oklahoma City. Ironically enough, Hood's column appears in the Oklahoma City Times, which operates the NBC outlet, WKY.

Fox Heads Publicity For Advertising Council

(Continued from Page 1)

served as national publicity director of the USO-Camp Shows, Inc. He headed publicity operations for the USO in the Massachusetts area before transferring to the national organization.

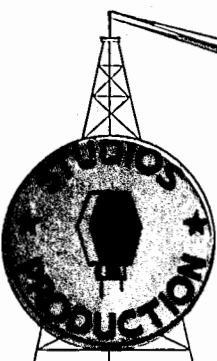
From 1933 to 1942 Fox maintained his own business news bureau in Boston. He also handled publicity and press relations for the New England Clothiers & Furnishers Association as well as writing, editing and producing the Advertising Club of Boston's house organ.

"WARM-UP TIME" • "SPORTS EXTRA" • "TAKE A TIP FROM ME" • "SPORTS GOSSIP"

Bert Lee

WHN • WMGM

NEW YORK RANGERS' HOCKEY • "TODAY'S BASEBALL" • NEW YORK GIANTS' FOOTBALL



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 36

NEW YORK, FRIDAY, AUGUST 20, 1948

TEN CENTS

RADIO TO AID NATIONAL HEALTH DRIVE

AFRA's \$2250 Weekly From Sealtest Show

American Federation of Radio Artists will receive \$2,250 a week—to be used for an insurance fund covering all members—from the sponsor, Sealtest, Inc., of a new show, emceed by Dorothy Lamour, which starts over NBC Sept. 9. It'll be broadcast Thursdays from 9:30-10:00 p.m., EDT, in the same spot occupied last season by Jack Carson under the Sealtest banner. Agency is N. W. Ayer & Son.

All performers on the show will receive substantial pay but less than they normally would in order that

(Continued on Page 2)

"Take It" Takes First In New Hooper List

"Take It or Leave It" climbed to first place among evening network shows according to the Aug. 15 Hooperatings released yesterday, and was followed by "Stop the Music," in second, and "Mr. District Attorney," third.

Audience figures, while still seasonally low, are still well ahead of last year. Average evening sets-in-use of 21.0 reported is up 1.7 from last

(Continued on Page 3)

Syracuse Vet Radio Exec. Dies At Summer Home

Mark S. Wilder, father of Harry C. Wilder and former director and vice-president of WSYR, Syracuse, N. Y., died at his summer home at Alexandria Bay, N. Y., last Wednesday, Aug. 18. He was 86 years old. His son Harry, is president of WSYR. Funeral services will be held this afternoon, Friday, at the First Presbyterian Church in Watertown, N. Y.

Love Those Yanks

"The United States is more popular in Italy than anywhere else in Europe," reports Cy Howard, writer-producer of CBS' "My Friend Irma," just back from a two-month European tour. While in Europe he gathered material for his new comedy-documentary, "The Little Immigrant," which will be heard on the Columbia network this fall.

FMA Sets Contest On Retail Dlr.-Co-op.

Washington Bureau, RADIO DAILY Washington — The FM Association announced yesterday that it will conduct a contest for member stations to determine the best cooperation given during the year to retail dealers.

The winning award, a Hallicrafter S-47 receiver, will be presented the manager of the winning station at the closing luncheon session Sept. 29, at the Association's second annual convention at the Sheraton Hotel, Chicago.

Rules listed by the Association state

(Continued on Page 5)

La. Broadcasters Sked Meeting For Today

New Orleans—The Louisiana Association of Broadcasters will hold a one day meeting in the auditorium studios of WJBO in Baton Rouge. James E. Gordon of WNOE, New Orleans, president of the Louisiana Association of Broadcasters, announced that Earl Smith of WLCS, Baton

(Continued on Page 6)

Stations Will Play Integral Role In Autumn Campaign Against VD; ET's, Scripts Prepared

Richfield News To ABC; New McConnell Show

Switch-over of the west coast nightly newscast, "Richfield Reporter," from NBC and scheduling of a new Smilin' Ed McConnell show, sponsored by Mantle Lamp Company of America, was announced yesterday by ABC.

"Richfield Reporter," currently heard on eight West Coast outlets of NBC, will shift to ABC and a lineup of 21 stations on Sunday, Aug. 29. Show, sponsored by the Richfield Oil Corp., will continue to be heard

(Continued on Page 3)

"Family Hour" Switches To Drama Starting Oct. 3

Prudential has switched title and format of its "Family Hour" from music to straight drama under the new tag "The Prudential Family Hour of Stars," with six top Holly-

(Continued on Page 5)

MBS Sets 13 Week Series With Big Name Stars

A new series of dramatic presentations has been set by the Mutual Broadcasting System to begin Friday, Oct. 1, in the 8 to 8:30 p.m. time spot

(Continued on Page 2)

Local stations throughout the country will be called upon by the United States Public Health Service to play an "integral" part in the most comprehensive venereal disease case-finding and educational drive in history. The first radio attack upon VD ever attempted on a national basis, the drive gets un-

(Continued on Page 3)

Sloan Foundation Sets Radio Safety Awards

Outstanding radio public service in the field of highway safety will receive recognition through a new group of awards sponsored by the Alfred P. Sloan Foundation, Inc. Announcement of the awards, to be known as the Alfred P. Sloan Radio Awards for Highway Safety, was made by Arnold J. Zurcher, executive director of the Foundation.

Purpose of the awards is twofold,

(Continued on Page 4)

CBS Cancels Socialists; Party Protests To FCC

Because of CBS cancellation of a network time period originally granted to the Socialist Party, which planned to answer President Truman's message to Congress, the party will

(Continued on Page 3)

BBD&O Picked By GOP; \$1,500,000 For Web Time

BBD&O has been named to handle the advertising and promotional activities for the Republican National Committee during the Presidential campaign, it was announced officially yesterday at GOP headquarters in Washington.

Edward T. Engle, radio director for the GOP National Committee for the last two years, will continue in that capacity. He will be in charge of all radio.

Ben Duffy, president of BBD&O, will supervise the servicing of the account from New York. All of BBD&O's 11 offices around the country will cooperate with regional, state and local Republican committees in carrying out the campaign.

GOPers are likely to spend upwards of \$1,500,000 for time on the major networks between now and the November elections. In addition,

(Continued on Page 4)

First Plunge

Montreal—With the introduction of price mention on the air, the Robert Simpson Co., Limited, has made plans for a test campaign of spot announcements, using both French and English stations here. The campaign, which gets under way in September, constitutes a new departure in radio advertising for the Montreal dept. store, to spotlight sales and events.

Foreign Report

Leon Pearson, NBC foreign correspondent, who left Paris a few weeks ago to cover the Berlin crisis, is now on his way to Amsterdam to cover the abdication ceremonies of Queen Wilhelmina on Sept. 4 and the coronation of Princess Juliana on Sept. 6. In addition, he will interview leaders of the International Council of Christian Churches.

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★ COMING AND GOING ★

Vol. 44, No. 36 Fri., Aug. 20, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor
 HARVIN 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 Dahlgren Rd.
 Phone: Wisconsin 3271

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

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

FINANCIAL

(August 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	14 3/8	14 1/4	14 3/8	+ 3/4
Am. Tel. & Tel.	152 5/8	152 5/8	152 5/8	—
CBS A	24 1/8	23 1/2	23 1/2	— 1/2
CBS B	23 3/4	23 3/4	23 3/4	— 5/8
Farnsworth T. & R.	7 1/4	7 1/4	7 1/4	—
Gen. Electric	39 3/4	39 3/8	39 3/8	+ 1/8
Philco	41	41	41	+ 3/8
RCA Common	12 1/4	12 1/8	12 1/4	+ 1/8
RCA 1st pfd.	72	72	72	+ 1/4
Stewart-Warner	13 5/8	13 5/8	13 5/8	+ 1/8
Westinghouse	27 5/8	27 1/4	27 5/8	+ 1/2
Westinghouse pfd. A	90 1/2	90 1/4	90 1/2	+ 1/2
Zenith Radio	32	31 1/2	32	— 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 3/4	12
Finch Tele Comm.	3 3/4	4 1/4
Hartberg-Carlson	14	14 1/2
J. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	25	29
WJR (Detroit)	7	8

VA Authority On Mutual

Dr. Thomas Timothy MacKie, authority on tropical diseases and director of the Veteran Administration's Tropical Diseases Clinic at Winston-Salem, N. C., will be the principal speaker on Mutual's "Veteran Wants To Know" program this Sunday, Aug. 2, 2:45-3:00 p.m. Dr. MacKie will discuss the 1,700,000 veterans who have already been admitted to VA hospitals for treatment of tropical ailments and of the thousands of others who have not as yet recognized the symptoms of the many types of tropical diseases they may have incurred in the past war, stationed in tropical ones.

CONTINUITY SCRIPT WRITER

Full-time position available for seasoned continuity writer. Experience in music programming essential. Station and production know-how will help. Include sample script with reply. Box No. 160, Radio Daily, 1501 Broadway, New York 18, N. Y.

BENEDICT GIMBEL, JR., president and general manager of WIP and WIP-FM, has left for a vacation at his fishing camp in Maine.

TED MALONE, ABC commentator, will arrive at La Guardia Field on Monday, Aug. 23, from a three-week European tour during which he visited a score of countries. He will bring back an eye-witness report on his travels to the ABC audience.

IVOR KENWAY, vice-president in charge of advertising, promotion and research for ABC, will address the Rotary Club, Summit, N. J., on Monday, Aug. 23.

BERNARD MUSNIK, of the New York offices of WLW, Cincinnati, Ohio, flies to Paris tomorrow, Aug. 21, for a brief visit to his native city.

HAROLD C. BURKE, general manager of WBAL, NBC affiliate in Baltimore, Md., in town conferring with network officials.

LES BLAND, CBS director of special events, left yesterday for a two-week tour of Army Airfields in Calif., Ariz., Kans., Ohio, Md., and Conn. Purpose of the trip is to gather material for a special Air Forces Day Show.

BARBARA VAN SLEET, assistant to Bill Leonard, of WCBS' "This Is New York" program, returns Monday after a sojourn at Monmouth Beach, N. J.

A. E. KESSLER, public relations counsel, has returned from a vacation trip to Canada and a stay in Western Pennsylvania.

FRANCIS H. HOGE, JR., vice-president of United States Television Mfg. Corp., is vacationing at Mt. Kisco, N. Y.

CODY PFANSTIHL, director of press information, CBS, Washington, D. C., arrives in town today on network business.

NOLA LUXFORD left for Holland yesterday, via plane to confer on radio business.

LESTER W. LINDOW, general manager of WFDF, Flint, Mich., ABC affiliate, conferring with network officials in New York.

CARL DOSER, sales manager of WCIE, ABC affiliate in Pittsburgh, Pa., in New York visiting the net's headquarters.

F. H. BRINKLEY, general manager, WILL, Wilmington, Del., ABC affiliate in that city, conferring with web officials in New York.

JOHN SYLVESTER has returned to New York from Boston for radio work following his appearance in the road show, "Sundown Beach."

BILL MICHAEL, general manager of KADC, San Antonio, Tex., ABC affiliate, is in New York conferring with network officials.

DAVE RUSSELL, program director, KFDM, Beaumont, Tex., and **BLAKEY LOCKE**, manager of the ABC station, in town discussing business with network headquarters.

JOSEPH HIGGINS, manager, WTHI, Terre Haute, Ind., ABC affiliate in that city, conferring with web executives in New York.

CHARLES JORDAN, vice-president of the Texas State network, is in town visiting the ABC network.

JERRY FAIRBANKS, producer, returned to Hollywood yesterday, after winding up a week of business conferences in San Francisco.

AFRA's \$2,250 Weekly From Sealtest NBC Show

(Continued from Page 1)

AFRA may benefit. The talent union has not yet worked out all arrangements for administering the insurance fund.

Regulars on the show will be Henry Russell's Orchestra and the Crew Chiefs Quartet. Glenhall Taylor will produce.

Top radio and movie talent is to be used on the program, two guests appearing each week. One will be a dramatic actor and the other a comedian. Miss Lamour will sing one song on each program. Series will originate in Hollywood.

MBS Sets 13 Week Series With Big Name Stars

(Continued from Page 1)

and will continue each Friday thereafter for a full 13 weeks.

Series, entitled "Great Scenes From Great Plays," will be presented by the National Council of Protestant Episcopal Churches. Walter Hampden has been named host of the entire series and in addition will star in the opening program as "Cyrano de Bergerac." The second broadcast on Oct. 8 will star Brian Ahearne in Charles Dickens' "Tale Of Two Cities," to be followed on Oct. 15 with the "Barretts Of Wimpole Street," featuring Basil Rathbone and Beatrice Straight. Among the other programs tentatively set are: "The Corn Is Green," with Jane Cowl; "On Borrowed Time," featuring Boris Karloff, and "The Light That Failed," starring Henry Fonda. Agency is H. B. Humphrey & Co.

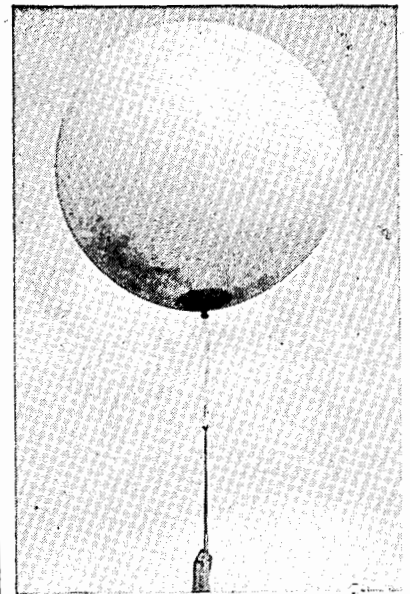
Bert Prager

Hollywood—Bert Prager, producer of NBC's "Meet Corliss Archer," died suddenly last Monday, Aug. 16, following a heart attack last week.

Tom McAvity, well-known radio director who was formerly associated with the show, will fill the vacancy probably for the remainder of the summer.

To Discuss Religious Radio

"The Religious Significance of Radio" will be the topic of discussion on CBS' Church of the Air Sunday, 10:30 a.m. Participants will be ministers and educators attending the religious radio workshop at the University of Chicago.



Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

The fact is: W-I-T-H delivers more listeners-per-dollar-spent than any other radio station in this big town.

Alert advertisers know it. So do the feet-on-the-ground time buyers!



Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

Radio's Aid Sought In Heavy VD Campaign

(Continued from Page 1)

der way in the fall and will be coordinated by the local Public Health Service districts from coast-to-coast.

Under a cooperative arrangement with Columbia University, the PHS has prepared a series of dramatic transcriptions, documentaries, scripts, program ideas and promotional and informational matter. These will be distributed to PHS district offices for use by local outlets when the campaign begins in each community.

Included in the kits are eight dramatic shows, featuring Margo, Eddie Albert, Raymond Massey and others; six documentaries with field interviews by George Hicks with patients under treatment, and spots by Drew Pearson and Rep. Adam Clayton Powell.

Package was prepared by leading network production staffers, with scripts by Sandra Michael, Max Erlich, Welbourne Kelly and Erik Barnouw, with direction by Frank Papp. Programs were prepared by the University's Radio Program Bureau under the supervision of Barnouw.

Shows will be previewed at a press conference Monday at RCA's Victor Theater. Dr. Leonard Sheele, U. S. Surgeon General, will speak and there will be a statement from Dwight D. Eisenhower, president of Columbia.

William Arthur Potts

Montreal—William Arthur Potts, 59, radio ham who recently talked with Resolution Island near the North Pole and relayed messages from men stationed there to relatives in Canada, died last Monday in Toronto.

Cantor Sets Two P.A.'s

Comedian Eddie Cantor, who has been vacationing with Mrs. Cantor in Europe this summer, will be back in time for two appearances at the Reading-Berks County Bicentennial Industrial Exposition at the Reading Fair Grounds Aug. 27 and 28.

MUSIC . . SPORTS . . NEWS

FULL TIME

WINZ

Florida's Big Independent

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

STUDIOS:

MIAMI, HOLLYWOOD, WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL 940 Kc. — FULL TIME

JONAS WEILAND, President

Represented by: John H. Perry Associates

CBS Cancels Socialists; Party Protests To FCC

(Continued from Page 1)

protest to both the FCC and NAB. CBS said it cancelled the broadcast because it would have been made after a deadline of Aug. 12, following which all political broadcasts must be commercially sponsored.

Harry Fleischman, national secretary of the Socialist Party, said he will ask the FCC to investigate the incident. He also is writing the NAB and pointing out that section of the industry's new code which says equal time should be granted to all significant opposing viewpoints in the case of controversial issues.

Prof. Maynard C. Krueger, a Socialist nominee for Congress in Illinois, was scheduled to speak over CBS Wednesday, Aug. 18, from 6:15-6:30 p.m., EDT, the broadcast originating from WBBM, Chicago. Fleischman said he sent a script of the speech to CBS headquarters in New York last Wednesday morning and that two hours before the broadcast was to go on he received a call from the net saying it was cancelled.

CBS Statement

According to Davidson Taylor, CBS veepee and director of public affairs, the Socialist Party was offered time on July 28, along with other political groups, as an aftermath of Mr. Truman's speech to Congress. Taylor said this offer was "confirmed" by a reply from the Socialists on Aug. 6.

But on Thursday, Aug. 12, according to a network statement, "CBS notified the radio chairmen of all national political committees that political broadcasts from that date until the date of the election must be commercially sponsored. The Socialist broadcast which was cancelled was a sustaining program."

Fleischman told RADIO DAILY that he received this notice of CBS policy on Aug. 12 but assumed it applied only to bookings from that date on, not to bookings already made. He said he was much disturbed by the CBS cancellation since the network "has been extremely fair to us" at all times in the past.

Dan Cupid Gets High Score With Quiz Kids' Show Girls

Chicago — The recent marriage of several former Quiz Kids reveals that, while boys have always outnumbered the girls on the "Quiz Kids" show, the girls are far ahead in the field of romance. Eight of the former Quiz Kids are married, and none of them boys.

Joan Cohen was married to Mark Melhado on June 14; Cynthia Cline became the bride of Henry G. Curme on June 26, and Sheilah Brenner married Edwin M. Lang in mid-July. Quiz Kids now has a second generation. The former Barbara Hutchinson, now Mrs. John H. Teeter, has a son 10 months old, and Margaret Merrick, now Mrs. Edward J. Sheffin, writes that they are keeping house in a trailer, "complete with everything but a piano and a baby, both of which are on order—delivery date approximately August 25."

"Take It" Takes First In New Hooper List

(Continued from Page 1)

report and up 3.8 from a year ago. Average evening rating is 5.6, up 0.6 from last report and up 0.8 over last year.

First fifteen evening shows and ratings are: Take It or Leave It, 11.0; Stop the Music (average of sponsored periods), 10.4; Mr. D. A., 10.0; Suspense, 9.9; This Is Your FBI, 9.8; Crime Photographer, 9.4; Horace Heidt, 9.3; Break the Bank, 9.3; Drew Pearson, 8.7; Big Story, 8.4; Hit the Jackpot, 8.4; Mr. Keen, 8.3; Fat Man, 8.2; Gangbusters, 8.2, and Hit Parade, 8.1.

Top ten daytime shows are: When A Girl Marries, 7.3; Romance of Helen Trent, 6.7; Portia Faces Life, 6.4; Young Widder Brown, 6.2; Ma Perkins (CBS), 6.2; Lorenzo Jones, 6.2; Stella Dallas, 6.1; Rosemary, 6.0; Big Sister, 5.9; Pepper Young's Family, 5.8.

Return To U. S.

Incoming passengers on the Queen Elizabeth, which arrived in New York from England last night, included Phil Harris, Alice Faye, Frankie Remly and his wife, and Irving Fein, the latter publicity agent for Jack Benny. Today Harris and Remly leave for the West Coast by motor, driving a car which the band leader bought in England. Their wives are travelling by train. Jack Benny is due in from London Aug. 30 via the Queen Elizabeth.

Richfield News To ABC; New McConnell Show

(Continued from Page 1)

Sunday through Friday from 10-10:15 p.m., Pacific time.

The show has been a West Coast feature for over 17 years and the new contract, placed through Hixson & Jorgensen, Inc., calls for ABC's full Pacific Coast network. ABC claimed it is the largest contract for stations and time in the history of West Coast radio.

Smilin' Ed McConnell, who recently celebrated his 26th radio anniversary will be heard every Friday afternoon over ABC, starting Oct. 1, in a transcribed show featuring light popular music and his own comments. Show goes coast-to-coast under sponsorship of Mantle Lamp Company of America. It'll be heard from 4:15-4:30 p.m., EST. Agency is William Hart Adler, Inc., Chicago. McConnell is heard every Saturday over NBC for the Brown Shoe Co., a contract which was recently renewed.

In another ABC development, the Abbott & Costello show shifts from Wednesday to Thursday at 8 p.m., EST, starting Sept. 23. Texaco Star Theater, now heard Wednesdays at 10 p.m., EDT, will be broadcast at 9 p.m. in the Eastern time zone (9:30 p.m. elsewhere) beginning Sept. 22, date on which Milton Berle becomes the star of the show.



SNOW BALL IN AUGUST!

The terrific audience response to KQV's afternoon disc show, "Request Matinee" just won't stop snow balling! During the show's first 68 days, listeners sent us 2,479 paid request telegrams. And our audience rating, noon to 6 P.M., increased approximately 93% in June while all other Pittsburgh network stations lost audience to the independent station's baseball broadcasts. Latest tallies show that "Request Matinee" is now averaging better than 50 telegrams daily! There are still a few spots and quarter hours available, but wire pronto.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network • Natl. Reps. WEED & CO.

BBD&O To Handle GOP Million Dollar Acct.

(Continued from Page 1)
 about \$2,500,000 will be spent for air time by Republican state and local committees.

Bruce Barton, board chairman of BBD&O, has been one of the key figures in the Republican party for many years. He served two sessions in Congress, between 1937 and 1941, as representative from New York's 17th district. He also was a candidate for the U. S. Senate in 1940.

Ford Bond, president of Ford Bond Radio Productions, Inc., is to function as radio consultant to Gov. Dewey in the campaign. Bond has served as Dewey's personal radio representative since 1941.

Account of the Democratic National Committee was placed a few days ago with Warwick & Legler.

Show Participations, Spots In New Business On WCBS

Flock of new business for WCBS was announced yesterday by Arthur Hull Hayes, general manager of the CBS flagship. Included are participations in three shows and five spot contracts.

Lehn & Fink signed for three participations per week in the Margaret Arlen program, for Hinds Honey & Almond Cream, through McCann-Erickson, and Wilbur Suchard Co., for Suchard Squares, also bought participations in the program, through Badger, Browning & Hersey.

Puritan Food Co., for Realemon, purchased three participations weekly in "Starlight Salute," through Schwimmer & Scott. General Foods, for Swansdown Instant Bake Mix, extended their contract for four participations per week in "This Is New York," through Young & Rubicam.

Contracts for station break announcements were signed by TWA, Kraft Food Co., Groves Labs, William H. Wise & Co. and Beaumont Co. for 4-Way Cold Tablets.

Elections To Controllers Inst.

John D. Grayson, treasurer of the Hazeltine Corp., has been elected president of the New York City Control of the Controllers Institute of America.

At the recent annual meeting of the organization's Cincinnati Control, Lisle W. Adkins, controller of the Crosley Div. of Avco Mfg. Corp., was elected to the board of directors. R. D. Burnet, controller and secretary of the Zenith Radio Corp., has been similarly honored by the members of the Chicago Control.

Russell L. Showalter, assistant comptroller and assistant treasurer of the Delco Radio Div. of General Motors Corp., has been renamed to the board of directors of the Indianapolis Control of the Institute.

The Controllers Institute of America is a national organization with 38 local chapters — called Controls — throughout the country. Founded in 1931, it now has 3,172 individual members.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Because Brooklyn has been grabbing off so much publicity via the films, stage, etc., Bronx merchants are considering hiring a high-powered public relations office. . . . Jack Smith really anchoring in H'wood. His bankroller (P & G) figures the lad will pay off both in video and the films. . . . Take it from us that Al Jolson won't go to England, as some published reports would have you believe. . . . Time mag readying a big analysis on television commercials. . . . Kenny Delmar abandons his "Sen. Claghorn" character on the Fred Allen ailer this fall to take on a zany Russian cloak. . . . Coast radio circles gabbing about Joe Bigelow's new show starring the Wesson Bros. and Jane Russell. (They tell us that Joe has really rung the bell on this one and we couldn't be happier). . . . Lads behind "Bride and Groom" ailer getting set to launch a monthly mag slanted toward young housewives. . . . Two picture companies interested in doing film biog on the late Tom Breneman. . . . Abbott & Costello switched back to Wm. Morris.



● ● ● Gals going in for video in a big way. Bebe Daniels readying a TV series "Inside H'wood with Bebe"—Anita Colby set to do a charm and fashion show—Vera Vague has a comedy show and Diane Lynn will offer a Music Shop idea.



● ● ● **SID-BITS:** Rosaline Greene on her way to Havana for the annual International Radio Club Party. . . . Jack Lescoulie's routine with Gene Rayburn the other nite on Mildred Fenton's "Press Agents' Delight" via ABC-TV stamped our boy as being custom-built for the new medium. . . . "County Fair" hit the top of the Neilsen on the July figures just released. . . . Smash hit of Dean Martin & Jerry Lewis on the coast (the boys had Edith Gwynne swooning) makes their television property with Herb Moss something to talk about. . . . In answer to our col'm query about whatever became of Alwyn Bach, Bill Halpern, of WLBR, informs us that he's now a featured commentator over KYW in Philly.



● ● ● **VIEWS AND REVIEWS:** "Author Meets Critics" is a lively production, altho' McCaffery's curt emceeing doesn't quite go with the relaxed atmosphere created by the sitting-room setting. And we'd have liked at least one full-face view of author Cord Meyer, Jr., last week. . . . Our screen sparkled out loud last Friday when it was filled by Julia Meade, who subbed for Adelaide Hawley as "Fashions on Parade" narrator. Julia is TNT—(Talent Natural for Television).



● ● ● **FILLER-DILLERS:** Pete Donald sez that if all the world's a stage, why is it so many people find it hard to take direction. . . . Eileen O'Connell thinks radio is a funny business. They conduct a program in an air-conditioned studio and then send a guy out to warm up the audience. . . . Herb Sheldon, on Rube Goldberg's WPIX show: "This program is totally unrehearsed and sounds that way." . . . Jackson Beck wonders howcum no one's ever called the Lux Radio Theater a soap opera. . . . Business is getting so bad, sez Dick Kollmar, that one quiz show he knows just laid off three frigidaires.



● ● ● **LUV 'N' KISSES:** Morton Downey's solid sending at the Copa. (Biggest hit they've had down there in years). . . . Dwight Weist's telegenic emceeing on video version of "We the People." . . . Staats Cotsworth's Crime Photogger, 2nd in the Neilsen survey. . . . Willie Bryant and Ray Carroll's After-Hour Swing Session via WHOM. . . . Guy Lebow's weekly instructions over WPIX on how to score a fight. . . . Joe Franklin's new Antique Record Shop on WMCA.

Sloan Foundation Sets Radio Safety Awards

(Continued from Page 1)

Zurcher said—to pay tribute to the nation's broadcasters and artists for their important contribution to the highway safety movement, and to stimulate greater participation in the future. "The Foundation believes that radio has and will continue to play an important part in promoting highway safety," he said, "curbing this intolerable toll of the nation's human and material resources" taken by street and highway accidents.

Local, regional and clear channel stations will be eligible for the new honors as well as regional and national networks and individual programs. Five of the awards, which will be in the form of commendatory plaques, will be given for commercial programs and five others for sustaining shows. In the case of commercial productions, there will also be a special citation for the sponsor.

Rules For Contest

All types of programs designed to promote public interest and activity in traffic accident prevention may be entered for the awards. Shows will be evaluated in terms of audience appeal, educational value, ingenuity and showmanship, as well as on a quantitative basis of coverage and frequent scheduling.

Entries should be submitted in the form of brief written statements including description of program; methods of presentation, and ascertainable results. Preferred length of statements is 1,000 words or less.

Closing date for entries is Mar. 1, 1949, with winners to be announced during the following April. Awards will be administered by the Automotive Safety Foundation, and entries should be addressed to that organization at 700 Hill Building, Washington 6, D. C.

Wedding Bells

Dick Bolender, announcer and publicity director for WBRK, Pittsfield, Mass., takes leave of bachelorhood this Saturday when he marries Doris Brown, a non-professional. Bolender, before his entry into the Army in 1943, was a junior announcer at WBRK and while in service helped to manage several departments of AFS overseas.

ARTHUR EDDY

Public Relations — Publicity

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Gladstone 5305 — Gladstone 9082

FMA Sets Contest On Retail Dir.-Co-op.

(Continued from Page 1)
 entries must describe methods to enlist cooperation of dealers in this community during the past year.
 Three radio set manufacturers are cooperating with the FM Association in conducting a contest on the best sets on FM broadcasting published in newspapers between Jan. 1 and Sept. 1, 1948. J. N. (Bill) Bailey, FMA executive director, announced the contest.
 The Crosley Division of Avco Manufacturing Corp., Cincinnati; the Radio Division of Stewart-Warner Corp., Chicago, and the RCA-Victor Division (RCA, Camden, N. J.), have donated 1000 AM phonograph radio sets to be distributed to the winning reporters at the close of the FMA convention Oct. 29, in Chicago.
 Three classes of entries have been announced: (1) open to reporters on air newspapers; (2) open to reporters for news wire services or magazines; (3) open to reporters on weekly newspapers.

News Mutual Program
 Bayuk Cigars for Phillies, has renewed the sponsorship of Mutual's "Trade of Sports," featuring Bill Mott and Joe Comiskey for one year, starting Sept. 6, five weekly, Monday through Friday, 7:45 to 8:00 p.m.
 Renewal of the Bayuk account gives Mutual its heaviest commercially sponsored schedule in the history of the account. The same agreement for sponsorship of this program remains in effect as in the past 2 years with over 100 affiliates carrying the program. Overall is the Mutual account executive.

Quiz Show Moves To N. Y.
 The NBC quiz stanza "Take It or Leave It," will originate from New York for four weeks beginning Sept. 20 p.m. Garry Moore is emcee of the show, which usually is aired from Hollywood.

Richmond Municipal Services Get Two-Way Radio System

Camden, N. J.—One of the nation's largest high-frequency two-way police communications system was recently installed and put in operation by the City of Richmond, Virginia, it was disclosed this week by the RCA engineering products department, which furnished the equipment. System, broadcasting over WPHF, will operate at 155.01 megacycles for the station transmitter and mobile receivers, and at 156.09 megacycles for the mobile transmitters.

Richmond's police communications system, which went into service in 1932 with one 400-watt station transmitter and 24 mobile receivers operating in the 2450 kc low-frequency band, today boasts a 250-watt high-frequency transmitter, two auxiliary 45-watt transmitters, and more than a hundred two-way mobile units. These units, mounted in police cars,

fire-fighting equipment, city ambulances, and other city-owned vehicles, give complete protection to Richmond, its harbor, and residents of adjoining Henrico County.

The main transmitter has been installed atop the Carillon, a World War I Memorial, with auxiliary units housed in the second precinct police station and aboard a tug in the harbor. A high-gain antenna mounted approximately 275 feet above ground serves the main station. Continuous two-way communication with this unit has been successful over a distance of approximately 70 miles. A new radio room, remodeled with such modern features as air conditioning, acoustic tiling, modern lighting, and fire-proof furnishings, is operated twenty-four hours daily, and averages some 600 calls and about 1800 transmissions per day.

'Quick As A Flash' Returns

On Sunday, Sept. 5, "Quick As A Flash" will return to the Mutual network in the 5:30 to 6 p.m., EDT time slot. Format for the series varies this year from previous years programs with the presentation of a well-known radio detective each week, presenting a "whodunit" story in their own style with the solution to be guessed by a panel of contestants. Lon Clarke who plays Nick Carter on MBS, will be the initial guest on the returning airer. Ray Bloch's orchestra will handle the musical chores. William H. Weintraub is the agency for the account.

Waring Show Back To N. Y.

The Fred Waring show will complete its 11th and final week of broadcasting from Shawnee on Delaware Aug. 27 and return to New York to air the Aug. 30 show from NBC studios. Program originated in the Pennsylvania town where Waring conducted his annual summer choral workshop.

Prudential To Switch "Hour" To Drama Seg

(Continued from Page 1)
 wood thespians rotating in lead roles. Show's new face will be displayed with the Sunday, Oct. 3 airing, on same CBS time slot, 6-6:30 p.m., EST.

Name Stars Featured
 Humphrey Bogart will lead the parade of film stars on the show, with Bette Davis, Gregory Peck, Ginger Rogers, Barbara Stanwyck and Robert Taylor slated for "Hour" appearances. Show has been purchased through MCA, with Benton & Bowles handling the account.
 Carmen Dragon and his orchestra will handle musical accompaniment.

WJR Airing All-Star Game Via Special MBS Pickup

Detroit—Through special arrangements made by WJR and the Wilson Sporting Goods Company, Detroit and Michigan football fans will have an opportunity to hear the College All-Star-Chicago Cardinal game over the 50,000 watt facilities of WJR, CBS outlet. Broadcast of the gridiron classic will start at 9:30 p.m. tonight. Harry Wismer will broadcast the game over the Mutual network. Due to previous commitments of the Detroit Mutual outlet the game in that city will be heard over WJR.

Boggs Named Victor Prexy

Conda P. Boggs has resigned as vice-president of Sylvania Electric Products, Inc., to become president of Victor Electric Products, Inc., of Cincinnati, it was announced by H. A. Leander, president of the W. L. Maxson Corp., parent organization of Victor. Boggs joined Sylvania in 1932 and was elected vice-president in 1946. He is a graduate of Purdue University.



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LOS ANGELES

By RALPH WILK

CLARETE ROBERTS begins a new series on the full Mutual Don Lee Network of 45 stations, plus Mutual's Inter-Mountain group of 19 stations, September 4th, 7:30 to 7:45 a.m. Pacific time. His newscasts will be sponsored for a period of 52 weeks by Davis Motor Car Company. Tell-America is the agency servicing the Davis account.

For possibly the first time in the history of the stage, a network radio show will be transferred intact to a legitimate theater as a play, when the CBS "Junior Miss" company opens at the Laguna Beach Playhouse on Aug. 24th. Producers are Jus Addiss, Hayden Rorke, and Dean Severence, with Henry Gordon, director of the air show, taking over the reins for the footlight performance. The cast will be that of "Junior Miss" with no other players outside the radio show.

Don Daviss, packager-producer of the Benay Venuta "Keep Up with the Kids" program, flew east Sunday for conferences with several New York agencies now interested in Benay's program for a Fall radio show.

"Suspense" has been voted the best dramatic ailer by listeners to the American Forces Network in Germany, and has been awarded a "Kilroy"—the AFN's equivalent of Hollywood's "Oscar." Other "Kilroys" went to Bing Crosby as best male singer, and Jo Stafford, best girl singer.

KLAC director of sports, Sam Balter, is offering listeners 28 prizes for the closest guesses of the score of the L. A. Dons San Francisco Charity Football game at the Pasadena Rose Bowl, Aug. 18th. First prize is an all-paid flight to San Francisco via TWA; second and third prizes are autographed footballs from the L. A. Dons; remaining 25 are pairs of tickets to the Don-Brooklyn Dodgers game, Sept. 10th. Dennis Day will be heard each Saturday over NBC starting Aug. 28th at 7:00 p.m. (PDT).

Ronnie Ames has been appointed exploitation-promotion director for Earl Carroll's Restaurant under Harry Long, who was Carroll's executive assistant for 22 years. Ames will also continue as sales manager of International Recording Studios.

Barber Recovering

Red Barber, back on the road to recovery after his recent illness, is expected to resume his sportscasting duties shortly after Labor Day. He will resume his play-by-play Dodgers broadcasts over WHN and two CBS Saturday programs, "Red Barber's Club House" and "The Catbird Seat." Red also expects to handle the play-by-play chores on CBS' second college football broadcast of the 1948 season on Saturday, September 25. Barber is now vacationing at Martha's Vineyard, for a two-week rest.

NEW STATIONS

WRVB On Air

August 12th marked the debut of Richmond's second FM outlet. WRVB, FM affiliate of WRVA, began interim operation on 94.5 megacycles with a power of ten kilowatts. Delivery of its permanent 415-foot tower is expected in October, which together with the permanent FM pylon antenna, will place the point of radiation over 455 feet above the surrounding terrain and nearly 700 feet above sea level. The WRVB transmitter, located one mile west of the Richmond city limits, will have a radiated power of twenty-six kilowatts.

The power of WRVC, FM affiliate in Norfolk of WRVA, which began operation on June 6th, was increased to seven kilowatts August 15th on 102.5 megacycles.

William R. Preston is program manager of both the Richmond and Norfolk FM outlets of the Edgeworth Broadcasting Service. At the present the two stations, WRVB and WRVC, duplicate WRVA's programs with a few exceptions on WRVC in Norfolk, which does a few local originations. Both stations operate from 2:00 to 11:15 p.m. daily.

Westchester FM Outlet

Westchester County New York residents will have a new FM radio station shortly when WGNR takes to the air. Located in New Rochelle, WGNR's studios are now nearing completion, and plans call for an early September broadcast debut. Julian H. Gins, president of the New Rochelle Broadcasting Service, Inc., stated that the primary goal of WGNR will be "to serve the community" and its entire program policy will be geared toward that end.

La. Broadcasters Sked Meeting For Today

(Continued from Page 1)

Rouge, will welcome the members to the convention.

Mary Evelyn Dickerson, state director of commerce and industry, will represent the Governor, and speaker Fred A. McCabe, southwest division manager of the UP, will show the broadcasters the new UP television news service film.

Walker Saussy of the Walker Saussy Advertising Service, New Orleans, also will speak in the morning session. During the afternoon session, Gordon will deliver his annual report as president, and Fred Weber of WDSU, New Orleans, will give his annual report as secretary-treasurer.

Vernon Anderson of KLOU, Lake Charles, will speak on "Standards of Good Engineering Practice" in the afternoon session. Mrs. Wilbur Carnes Douglas, asst. public relations director of Louisiana State University, also will speak.

New officers will be elected and the convention will be concluded with a cocktail party and dinner at the Baton Rouge Country Club.

Southern AM Opens

Montgomery, Ala.—WJJJ, this city's new 10,000-watt clear channel Mutual affiliate, owned by the Southern Broadcasting Company, has gone on the air with program sked from 6 a.m. till midnight.

Station has six towers on a 42-acre site, with 175,000 feet of ground wiring and a quarter-mile program line underground from the transmitter to the downtown studio. To sustain the 10,000-watt range, the transmitter is operated with 35,000 watts.

Staff personnel includes: Jack Hughes, manager; Caldwell Stewart, program director; Herbert McLendon, Jack Mathews, advertising representatives; Ed Brown, Bob Donaldson, Chuck Thompson, announcers; A. Fred Wright, chief engineer; Walter Stevenson, Tom Foster, technicians; Martha Hall, traffic department; Kathryn Dale, receptionist; Dorothy Mae Fuller, secretary.

New Wisc. Station

WTAQ-FM made its debut August 16th, 3:30 p.m. with short dedicatory talks by Abbott S. M. Killeen, president of the corporation; Dominic Olejniczak, mayor of the city of Green Bay, Wis.; E. A. Seymour, mayor of the city of De Pere and Harry Conlon, president of the Green Bay Association of Commerce.

Clair Stone, program director, gave a brief history of WTAQ's years in radio starting in 1924 when the first hand-made 50-watt transmitter was put on the air. He pointed out the various stages that WTAQ went through until it became the present-day 5,000-watt CBS station.

WTAQ-FM is operating on a frequency of 102.5 megacycles from 3:00 to 11:00 p.m.

WJR-CBS To Broadcast Detroit Gold Cup Races

Detroit—The 41st Annual Gold Cup Race will be covered by WJR, Saturday, August 28th, with the final heat broadcast over the coast-to-coast CBS network.

Covering the event on August 28th for WJR and CBS will be three leading names in Detroit radio—Dale McIntyre, Jack White and Franklin "Bud" Mitchell. WJR will air the second and third heats of the race Saturday afternoon and is tentatively planning to be on the air, 2:30 to 5:30 p.m.

Broadcast of the final deciding heat 5:00 to 5:30 p.m. will be fed to the CBS network.

Moving To New York

"Everybody Wins," CBS Friday night quiz series starring Phil Baker which now originates from Hollywood, will air its program from New York beginning with the broadcast of September 3. Program sponsored by Philip Morris is heard 10:00-10:30 p.m., EDST.

AGENCIES

ARNOLD & ABORN, INC., has appointed French & Preston, Inc. to handle advertising for Aborn coffee and tea. Account will include radio, newspapers and magazines.

RAY CONNORS and WILLIAM MASLOWE have joined the public relations department of Gey Newell & Ganger, Inc. Connors was formerly a member of the public relations staff of Carl Byoir & Associates and Maslowe was previously associated with the J. Walter Thompson Co. in Chicago as public relations executive.

JACK FITZGERALD, former director of special events for the New York State War Finance Committee and field director of the American Heritage Foundation (Freed Train), has joined St. Georges Keyes, New York, as research director.

VIOLA NOLAN and JEANETTE LeBRECHT have both been promoted in the media department of the Harry B. Cohen Advertising Agency, New York, it was announced yesterday. Miss Nolan has been advanced from the media department to assist radio time buyer. M. LeBrecht has been appointed press space buyer.

LOIS STEVENS has been appointed publicity director of Sadtickson Associates.

HENRY COVINGTON has been appointed copy chief of George Metcalf Co.

DONALD COOKE, INC., has been appointed representatives of WLC Louisville, Ky.; WXRA, Buffalo; and WUSN, Charleston.

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TELEVISION DAILY

Special section of RADIO DAILY, Friday, August 20, 1948 — TELEVISION DAILY is fully protected by register and copyright

NBC-NAVY SET "AT SEA" TELECAST

TELE TOPICS

By JIM OWENS
Associate Editor

... said to be setting up a rate schedule, based on a market-by-market break-down of the distribution of film transcripts to both affiliates and non-affiliates. ... was reported some months ago as anxious to get a distrib. system lined up to sponsor the widest possible "network" package. . . . Jerry Fairbanks pacted by Walter D. Richards' Ken Young for a series of 15-min. films for Eastern Air Lines, ... to start some time this fall. EA ... will plug air travel as the best mode of transportation.

... F. BEL BREWING CO., Detroit-area ... "fuzzwater outfit, will set the pace in the Midwest via simultaneous AM-TV airings of the National League pro football game. ABC's WXYZ-TV, which is expected to get under way next month, will air the Detroit Lions while three local stations will do the AM coverage.

... MEL WESLEY has wrapped up a series of sports shows with sure-fire names among the tops in their respective fields. Grantland Rice, Sammy Renick, Bernice McFadden and Harry Balogh are indelibly featured. . . . Charles Stark has had a TV spot series plugging "Pocket Golf," a miniature golf instruction book which will do a lot to brighten that week-end pastime. Dennis James handled the narrative. . . . Anent the latter: the local wrestling and fight mgrs. oughta raise their hats for the tremendous uplift of their craft provided by James' bright chatter. . . . Let us hope he's rescued the grunt-and-act biz from a long sleep in the limbo of obscurity.

... HONEY HATS, division of Lee Hats, has debuts in Chi and L.A. in a few weeks. . . . debuts on Paramount's WBKB and KTIA. . . . Campaign has been set to run for 17 weeks. . . . WPIX (N. Y.) and WBAP-TV have placed orders for the Zoomar lens. . . . Max . . . the veteran radio scribe (he was associated with the Columbia Workshop) has launched a vicious diatribe at TV this week. He told the University of Colorado radio confab the "whole prospect" of television "sickened" him, because it represented a "wild intrusion" into American homelife.

Faster Yet

Philadelphia—Less than two minutes after the announcement of the death of Babe Ruth, WCAU-TV had a pictorial tribute and commentary on the life of the Bambino on the television screen. Event marked one of television's fastest handlings of a major news break thus far.

ABC's WENR-TV Sets Gala Debut Sept. 17

Chicago—WENR-TV will make its debut on Friday, September 17, with a four-hour program, 7 to 11 p.m. it was announced by John H. Norton Jr., vice-president in charge of ABC's central division.

Schedule will include video presentation of Chicagoland dignitaries, film previews of ABC programs, live telecast preview of programs to be seen regularly on WENR-TV, and what Norton describes as a "presentation of most extravagant entertainment in history of midwestern television." First test patterns will begin today.

NBC Newsreel To Move; New Equip. Installed

NBC television newsreel will be assigned new space in quarters leased by the web in Pathe Studios on 106th Street, and all newsreel operations will be centered in the new quarters about October 1st, Sidney N. Strotz, administrative vice-president in charge of television, announced yesterday. Move will be timed to coincide with completion of reorganization of the newsreel by Jerry Fairbanks Productions which began last March. Installation of new equipment and preparations for establishment of 16 mm operation throughout the NBC television newsreel setup are now nearing completion.

After "moving day" in October, the newsreel operation will be integrated within NBC's news operation and will be supervised by William F. Brooks, vice-president in charge of news, special events and international relations.

TV's "Upstairs" Move Worries Set Makers

Possibility that FCC may be urged by industry "experts" to move the present tele band "upstairs" during the scheduled fall hearings has set manufacturers "in a dither," according to an article in The Wall Street Journal yesterday.

Financial daily quoted one manufacturer—unnamed—who feels it "unthinkable" the Commission would consider such a move until more is known about the higher band region.

Three More CP's Granted By FCC; Another Files

Washington Bureau, RADIO DAILY

Washington—FCC yesterday granted TV construction permits to the following applicants: City of Jacksonville, Fla., operators of radio station WJAX, for Channel 2; estimated cost of construction \$226,188. WTAR Radio Corp., Norfolk, Va., for Channel 4; estimated cost \$206,050, and West Central Broadcasting Co., Peoria, Ill., for Channel 12; estimated cost \$212,250.

Commission also received an application from the Harbenite Broadcasting Co., operators of KGBS, Harbinger, Tex., for a video outlet on Channel 9 in that city.

Maurer Heads Film Group

J. A. Maurer, president of J. A. Maurer Inc., and vice-president of Society of Motion Picture Engineers, will head the production clinic, of the National Television Film Council, it was announced this week by Jack Glenn, chairman of the production committee.

Progress Report No. 7

KSTP-TV, On Air Three Months,
Programs 33 Hours Per Week

Minneapolis—KSTP-TV, sole Twin Cities video outlet, reports after its first three months of operation, 33 hours of television programs weekly with 11 national and seven local sponsors, and programs employing local talent comprising 70 per cent of air time.

Slightly more than 4,000 video sets are reported in operation in Twin Cities area, each getting an average of eight to 12 persons per scanning. Sports are holding up as top attractions with Minneapolis Millers ball club accounting for sizeable share of air time, bankrolled by two local firms.

However, station is having trouble in producing high quality local shows with lack of qualified production men given as a principal reason. Also, video ledger is in red when Miller team hits road and time given over to sustaining shows. Advertisers, for the most part, however, claim they are getting real cash results already from their first three-month fling into video.

Hr.-Long Program Will Test TV On Carrier

Another experiment designed to test the effectiveness of video in the future conduct of naval warfare will be jointly undertaken by NBC and the Navy Department from an aircraft carrier 35 miles off the New York coast on Aug. 29. Program, scheduled at 3 p.m., EDT, will be aired on the full NBC East Coast network.

Participating in the program will be the full complement of the USS Leyte, including its complement of fighter, dive and torpedo bomber air groups. Carrier, of the Essex-class, will go through mock battle maneuvers, including preparations for launching and return of planes and subsequent defensive action. NBC equipment will be put aboard at Newport, R. I., and will be handled by a crew of 18 technicians—largest number assigned to such a program with exception of the recent political conventions.

Program, described by the web as its "most difficult" video engineering feat yet attempted, has been in preparation for five months. Most of the major problems have been solved, but some still remain "in the lap of the Gods," according to NBC. Chief problem is that of keeping the directional TV transmitter aboard the carrier constantly "homed" on the receiving point atop the Empire State Building. Solution developed calls for installation of the transmitter in one of the radar fire control instruments, which will keep the microwave beam steady aimed at the receiving point despite the constant roll of the carrier.

Undertaking marks the second such experiment in TV's use aboard a combat vessel undertaken by the net. Last April NBC put its cameras aboard a submarine in Brooklyn Navy Yard and telecast the entire operation as the craft submerged and surfaced.

Outside Stuff

Milwaukee—WTMJ-TV, The Journal station, set a record for itself in the number of remotes during the week, August 8 through 14. Total of 19 remote broadcasts were carried, totaling 20 hours. Station offered 34½ hours of programming during the week. The remotes during the record week included programs aired from the Wisconsin Centennial exposition, and baseball broadcasts from Borchert Field.

PROMOTION

TV Receiver Booklet

Rochester, N. Y.—An entertaining and timely booklet, "Let's Take a Look at Television," has been prepared as a dealer handout by the Stromberg-Carlson Company which has started shipments of its special fall television sales aids kit.

The 28-page educational pamphlet, profusely illustrated with half tones and line drawings, takes the layman behind the scenes in TV reception and explains in simple terms the principles on which video works. It answers all the standard questions that come to the prospect's mind and a great many more by implication. Only two pages are devoted to the Stromberg line. An attractive three-color cover reserves an imprint space on the back for the dealer's use. A special counter display to hold the free booklets is part of the new television sales kit.

Sales Service

A new sales service devoted mainly to the food and drug industry is announced by William A. McGuineas, commercial manager of WGN, Inc., Chicago. William C. Meyers has been transferred from WGN-TV sales to direct this new division.

"The principal objective of the sales service division will be to bring the WGN sales operation into closer contact with local food and drug processors, brokers and jobbers," said McGuineas. "The move will enable WGN salesmen to keep abreast of market conditions in these vitally important fields, and thereby do a more specialized job of coordinating radio plans with the overall advertising plans of clients."

Aiding Disabled

Believed to be the first of its kind, WGBF, Evansville, Ind., is spearheading a drive for funds to make possible a paraplegic convention here in October. There are nine in Evansville and those nine are inviting 200 more from the four states—Indiana, Illinois, Ohio, and Kentucky. Most of them are men who were wounded in service . . . many in actual combat. J. C. Kerlin, local newscaster, on his morning program "What Goes on Here?" is promoting the convention plans every morning. And the results are good. People are being asked to leave their contributions at their corner drugstores, an arrangement in cooperation with the Southern Indiana Pharmaceutical Association. Several thousand dollars have been collected in this manner already, and business firms are standing by to make up the deficit, if any.

"Cabin" In Time Switch

"Cabin B-13," CBS series of mystery dramas by John Dickson Carr, moves from its Monday night 8:30-9:00 p.m. time to Tuesday, 10:00-10:30 p.m., beginning August 31. "Rooftops Of The City," now in the 10:00 p.m. Tuesday time, airs its final broadcast on August 24.

COAST-TO-COAST

KRLD Announcer Gets Movie Bit

Dallas, Texas—Fred Edwards, announcer on the staff of KRLD, has hooked himself a bit part as an oil man in the forthcoming Jack Wrather film "Strike It Rich." Picture was filmed recently at Tyler, Texas.

Appt'd WWSW Women's Feature Dir.

Pittsburgh, Pa. — Margaret Petyo, noted fashion authority and advisor in beauty, personality and charm, has been appointed, by WWSW, director of women's features. Miss Petyo has just inaugurated her "Charm School" program over this station and is heard Monday thru Friday at 11:00 a.m.

Named Chairman Of Mo. AP

St. Louis, Mo.—Radio station members of the Associated Press in Missouri have named KXOK and KXOK-FM news director, Bruce Barrington, as chairman of the state organization. Purpose of the association is to conduct studies of the gathering and broadcasting of news and to recommend procedures. The organization now has 26 members in this state.

Wilkoff Joins WCOP

Boston, Mass.—New WCOP promotion director is John Wilkoff, formerly of WCAE. In his new post Wilkoff will direct station activities in publicity and merchandising as well as promotion. Before joining WCAE, he was associated with the Walker & Downing Advertising Agency and WWSW, both of Pittsburgh.

WBNS Welcomes New Lima Store

Columbus, Ohio — WBNS recently moved its huge tent studio to Lima in order to officially welcome the new Cussins & Fearn store in that city. Artists appearing on the gaily decorated stage included Bill Zipf; Sally Flowers of "Sally's Sittin' Room"; Rus Canter, WBNS chief announcer, and station pianist Snook Neal.

"Voice Of The Army" On WWDC

Washington, D. C.—WWDC is now carrying the "Voice of the Army" series on Saturday evenings from 7:45 to 8:00 p.m. Headline guest stars are featured each week, with next Saturday's attraction being Evelyn Tyner.

Celebrates 25th Year In Radio

Baltimore, Md.—Stewart Kennard, WFBR director of special events, celebrates his 25th anniversary as one of radio's pioneers on August 23. Since his entrance into the radio field in 1923, Kennard has acted as program director, salesman, announcer and in many other positions around various radio stations.

KCKN Aims Speed Derby

Kansas City, Mo.—KCKN is broadcasting the Speed Derby direct from the arena seven nights each week through the run of the show. The derby, expected to last through September 15, is being held at Pla-Mor.

WOWO Adds Two Staffers

Ft. Wayne, Ind. — WOWO and WOWO-FM have added two new members to its staff. They are E. Ward Crane, formerly with a Philadelphia station, and Keith Cones, former writer-announcer at a station in New York. Both have joined the continuity department.

Bills Get Band From WEBR

Buffalo, N. Y.—On behalf of the Buffalo Courier Express and WEBR, Cy King, general manager of the station, recently presented a 105-piece All Star Football Band to the Buffalo Bills during special ceremonies at Kleinhans Music Hall. Ranking with top college bands, the musical group, organized and developed by the Courier Express and WEBR, represents the talent from 55 Western New York high schools and colleges.

KGVO Aims "The Friendly Hour"

Missoula, Mont.—A half-hour weekly live-talent show, featuring "The Friendly Trio," recently began its 13-week series on KGVO under the co-op sponsorship of six Hamilton, Montana merchants. Entitled "The Friendly Hour," program is designed to promote the commercial, residential and recreational facilities offered by the "Bitter Root Valley." Show is aired each Friday at 11:30 a.m.

To Emcee Children's Fair

Norwalk, Conn. — WNLK's storyteller on the Aunt Penny Show, "Pedro," will act as master of ceremonies at the Children's Fair in New Canaan on August 25. "Pedro" is a characterization by Bob Drews of the WNLK news department.

Cowell Returns To WCCO

Minneapolis, Minn.—Roger Cowell, until recently news editor at WDAY, Fargo, N. D., has returned to WCCO's news staff as night editor. He replaces Ralph Andrist, who has accepted an editorial position with Better Homes and Gardens. Before joining WCCO, Cowell was executive officer in charge of an armed forces radio newsroom which beamed its broadcast to the Pacific area.

Corbett Joins WFDF

Flint, Mich.—Bayliss "Jim" Corbett, former chief morning newscaster at WNAX, Yankton, S. D., has been added to the WFDF news bureau. He will work in conjunction with Jack Lewin and will be the featured newscaster on the 5:00 p.m. and 6:00 p.m. news broadcasts. Before joining WNAX, Corbett was in the Foreign Broadcast Intelligence Service of the FCC.

Guests At "Toastmasters Club"

Atlanta, Ga. — WSB and WSB-TV scriptioner, Bill Packham, was guest speaker at a recent dinner meeting of the Atlanta "Henry W. Grady Toastmasters Club." Writer and producer of the WSB "One-Thirty Date" show, Packham spoke on "Microphone Technique and Voice Modulation."

EQUIPMENT

Form New Division

Ross D. Siragusa, president of Admiral Corporation, announces that the firm has formed an International Division to handle the market activities of Admiral product radios, etc., outside the continental United States and Canada. Headquarters of the new division, which will maintain headquarters in Admiral's Chicago offices, is George Kende, who for the last five years assistant export manager in charge of dealer business for Montgomery Ward & Co. A sales office will be set up at the Admiral Corporation New York City distributor division. In addition all company distributor facilities will be utilized in the New Orleans, Los Angeles, San Francisco, Seattle, Boston, Philadelphia and Baltimore areas.

The shift from the New York City manufacturer's export managing firm of Ad Auriema, Inc., which had handled overseas merchandising of Admiral products since 1938, was made to allow intensive concentration on Admiral products exclusively in order to secure the maximum share of overseas potential sales of radios and other products.

Sentinel Distributor

The Wholesale Supply Company, Nashville, Tennessee, is a new distributor for Sentinel Radio and Television, according to E. G. May, sales manager, and Carl A. Lewis, Sentinel southern divisional manager.

Send Birthday Greetings To—

August 20

Alan Reed	Andre Baruch
Ted Donaldson	Jack Teagarden
Michael Carr	Dal Wyant
Don L. Davis	Jack Copeland

August 21

Ken Carpenter	Don Albert
Bob Jellison	Carlton Kadell
Howard W. Friedman	

August 22

Martha Raye	Don Prindle
Faye Parker	Ernest Hackworth
Carroll Carter	Lee Wallace
Lesley Woods	

August 23

John McCarthy	Bob Crosby
Michael Bartlett	Wendell Hall
Forrest Wallace	Lawrence Marks

August 24

Phil Baker	Dennis James
Helen Russell	Jimmie Fidler
Arlene Black	George M. Burbach

August 25

James M. Carroll	Ken Christie
Edward Davies	Harry R. Lubcke
John Rarig	

August 26

Georgia Gibbs	Dr. Lee de Forest
George Francis Hicks	Larry Green
Charles Michelson	Jack Berch



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 37

NEW YORK, MONDAY, AUGUST 23, 1948

TEN CENTS

FCC MOVE MAY CLEAR OWNER STATUS

Petty Says Giveaways D-J Matter, Not FCC

Washington Bureau, RADIO DAILY

Washington—Proposed FCC rules on radio giveaway programs are based on a repealed section of the Communications Act, and should be a matter for the Department of Justice, instead of FCC, NAB general counsel Don Petty declared Friday. Speaking at the 11th NAB district meeting in Minneapolis, Petty pointed out that inquiries from broadcasters on the subject of Commission action against alleged "lotteries" had reached

(Continued on Page 6)

Advance Registration High For NBC Sta. Convention

Advance registration of NBC affiliates for the web's second annual convention, to be held in Sun Valley, Idaho, Sept. 22-25, is approaching the 50 mark, according to Sheldon B. Hickox, Jr., manager of the net's stations relations department. Complete plans for the meetings will be announced soon by Niles Trammell, president.

The NBC Stations Planning and Ad-

(Continued on Page 2)

CBS Shuffles Newsmen, Move Edwards To TV

Realignment of the news staff of CBS system affecting five of its personnel, was announced Friday by Wells Church, director of news broadcasts. The new assignments are to take effect Aug. 30.

The shifts, Church explained, stem from the decision to assign Douglas Edwards to CBS-TV News exclusively. Edwards, for the past two years

(Continued on Page 6)

Grid Sked Sold

Atlantic Refining Co., through N. W. Ayer, has purchased the entire Niagara University football schedule over WJL, Niagara Falls, marking the first time in ten years that the firm has bought local radio time in western New York. Station manager Bob Kliment, veteran sportscaster, will do play-by-play, assisted by staffer Jimmy Thompson and Sheldon Hecker.

Cloak & Dagger

Bill Henry, Mutual news commentator, who covered the Olympics in London for the web, resumes his nightly stint for Johns-Manville tonight (9:50-10:00 p.m.). He'll unveil considerable inside dope on why many European athletes refused to go home—and why others were afraid not to. Henry will also disclose some facts on the superiority of American air power in Great Britain.

WNYC In Public Eye As Ann'y Exhibit Opens

For the next four weeks, New York's municipal outlet, WNYC, will be operating in a goldfish bowl. As part of the city's Golden Anniversary celebration, the station will originate all programs, except news, from specially-constructed studios in Grand Central Palace, where a month-long Educational Exposition opens to the public today. In addition, several of

(Continued on Page 6)

IA Seeks Jurisdiction Over Radio Road Shows

Full IATSE jurisdiction over traveling radio shows was asked at the concluding session of the theatrical union's convention at the weekend. Worded in the form of a petition to the union's general office, the request was one of 60 resolutions passed by the convention. These included a demand for jurisdiction over all laboratory screenings, a six-day week and minimum wage of 85 cents an hour for unskilled labor.

1,000 Stations Sent Kits To Plug Air Force Day

The Air Force's largest single-shot radio promotion to date has been set up for observance of Air Force Day, Sept. 18, with radio kits containing three transcribed shows slated to go into the mail today to more than 1,000 stations.

The programs, two 15-minute dramas and a half-hour documentary, based on a round-the-world trip made recently by Capt. Maxwell Marvin,

Proposal May Offer Industry Pattern For Future Sta. Expansion In AM, FM & TV

Large-Screen TV Demo Set For Elect. Confab

Technical session on television will be one of the features of the 1948 National Electronics Conference, which will be held at the Edgewater Beach Hotel in Chicago, Nov. 4-6. TV papers will be delivered by Kurt Schlesinger, of Motorola, and R. D. Duncan, Jr., J. Kelar, H. P. Steier, C. T. Lattimer, R. D. Faulkner and R. V. Little, Jr., all of RCA.

Other topics to be covered by the

(Continued on Page 7)

FCC Proposes Change In Hearing Procedure

Washington Bureau, RADIO DAILY
Washington—FCC hearings will be conducted under revised procedural relations, according to proposed amendments announced Friday.

Initial decisions would be issued by

(Continued on Page 8)

Howard, NAB Engrg. Dir. Cited By War, Navy Dept.

Washington Bureau, RADIO DAILY
Washington—Royal V. Howard, director of the NAB engineering department, has been awarded a certificate of appreciation by the War and Navy Departments for his "outstanding con-

(Continued on Page 2)

FCC's proposal to set a definite limit on the number of AM, FM or TV stations in which a person or corporation may be financially connected, including both controlling and minority interests, was viewed in the trade over the week-end as clarifying a muddled situation which has hampered broadcast-

(Continued on Page 3)

Ad. Execs. Laud BMB At NAB District Meet

Minneapolis—Execs of major agencies Friday outlined advantages of BMB data to the NAB 11th District meeting here. Jackson Taylor, of McCann-Erickson, said, "During the past six months we have substantially increased both network and spot billing for three of our accounts and a fourth has purchased local radio for the first time. The use of BMB information was essential in every one

(Continued on Page 8)

Jones, Elvin Get New Posts In Fort Industry Shuffle

Detroit—Realignment of executive posts in the Fort Industry Company's radio setup in Detroit was announced over the weekend by Lee B. Wailes, vicepres in charge of operations.

Richard E. Jones, for the past eight

(Continued on Page 2)

Pulitzer Parade

"Sunoco 3-Star Extra" (NBC, Mon.-Fri., 6:45 p.m.) resumes this week its regular daily schedule with the return of Ned Brooks from his summer vacation. Show has alternated with regular staffers and prominent newsmen, including three Pulitzer Prize winners: Nat Finney of the Cowles Publications; Edward T. Follard, the Washington Post, and Paul Ward.

(Continued on Page 2)



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MARVIN KIRSCH : : : Business Manager

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Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
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Nat Green
1417 Ashland Bldg., 155 No. Clark St.
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★ COMING AND GOING ★

LES RADDATZ, manager of NBC's Hollywood press department, left Friday on a three-week tour of NBC's Western Division. He will visit all NBC stations and affiliations along the Coast.

LEE JAHNCKE, ABC's television station relations manager, left Sunday for Chicago, where he will attend the allocations meeting on AT&T's mid-West coaxial cable. He returns to New York on Aug. 25.

BILL STERN, Colgate sports commentator, on route home from the Olympics.

LLOYD DENNIS and HENRY GLADSTONE, owners of WCRO, ABC affiliate in Johnstown, Pa., are in New York visiting web officials.

J. B. CONLEY, general manager of Westinghouse Radio Stations, Inc., is enjoying a holiday with his family at Atlantic City.

KINGSLEY H. MURPHY, owner and general manager of KSO, Des Moines, has arrived in Europe to join his wife and son vacationing in Switzerland.

STERLING FISHER, manager of NBC's public affairs department, and E. B. LYFORD, web assistant manager of station relations, are in Schenectady today to confer with the WGY advisory committee on college by radio.

MICHAEL J. FOSTER, manager of the trade and feature division of the CBS press department, returns today from a three-week vacation in Maine.

Jones, Elvin Get New Posts In Fort Industry Shuffle

(Continued from Page 1)

years commercial manager of CKLW, has been appointed managing director of WJBK and WJBK-FM. Ralph G. Elvin, who for the past year has been coordinating AM and TV operations, has been named managing director of WTVO, Fort's tele outlet expected to go on the air by Nov. 1.

The company, of which George B. Storer is president, owns WSPD-TV in Toledo, Ohio, which started operations July 21. In addition to WTVO, the company is building WAGA-TV in Atlanta. Fort Industry owns directly or through subsidiaries WAGA, Atlanta; WGBS, Miami; WJBK, Detroit; WLOK, Lima; WMMN, Fairmont; WSPD, Toledo; WWVA, Wheeling.

"The re-alignment of executive duties in Detroit as announced by Mr. Wailes," said Storer, "has been made in line with the company's development in both the sound and television broadcasting fields. It is expected that our Detroit television station WTVO will take to the air approximately November 1 and by the first of the year both our sound and television activities will be housed in new quarters in Detroit's Masonic Temple Building."

Air Force Day ET Package Sent To Over 1,000 Stations

(Continued from Page 1)

Meranda, with production by Capt. Bob Keim.

For television, Signal Corps trailers based on the Air Force Day theme, "Know Your Air Force Better," will be distributed to every TV outlet in the country. In Washington, AF brass will do guest shots on local shows and web originations.

Howard, NAB Engrg. Dir. Cited By War, Navy Dept.

(Continued from Page 1)

tribution to the work of the office of scientific research and development during World War II." Award was in recognition of his work as director of the Operational Analysts Staff, Headquarters, U. S. Army, European Theater, the group known as "combat scientists."

Advance Registration High For NBC Sta. Convention

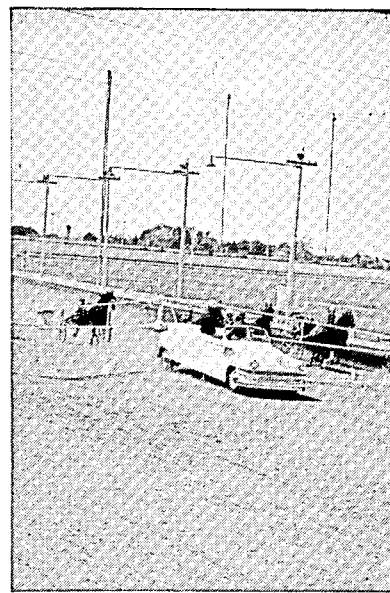
(Continued from Page 1)

visory Committee will meet Sept. 20 and 21 at Sun Valley with Paul W. Morency, SPAC chairman and vice president and general manager of station WTIC, Hartford, Conn., presiding.

10 YEARS AGO TODAY

(From the files of Radio Daily)

In his first public address as president of the NAB, Neville Miller said: "Should any station, large or small, fail to so operate (in the public interest) it deserves to lose the privilege to operate . . . every American station must be worthy of its franchise or else lose that franchise. But if any agency or government seeks to dictate what shall and what shall not be broadcast, then that is another matter. . . . Officers of MBS were re-elected for another year. They are W. E. Macfarlane, president; Alfred J. McCosker, board chairman; Ted Streibert, first veepee; E. M. Antrim, exec secy. Officers also were named to the board in addition to Jack I. Straus, E. W. Wood, Jr., and Fred Weber, general manager of the web.



Barrier

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

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

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

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

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

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

FINANCIAL

(August 20)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Ask-d. Includes DuMont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Stork News

A four and a half pound son, Paul, an incubator baby, was born to Mr. and Mrs. Arthur Passaglia, Chicago, on Friday, June 12. The father is an artist at ABC.

HAL TATE
RADIO PRODUCTIONS,
Chicago, producer
of the "Who's Talking" Show,
DEMANDS UNIVERSAL
FOR THE BEST IN
TRANSCRIPTIONS.



20 N. Wacker Drive CHICAGO, ILL.

AM [Image of a man's face] FM
W-I-T-H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

FCC Move Seen As Pattern To Guide Station Ownership

(Continued from Page 1)

developments for a long time, particularly since the rise of television.

Specifically, the proposal would set a limit of seven AM stations which any broadcaster or corporation may control and also specify, on a sliding scale, the number of minority interests permissible as the majority interests decrease. New regulations would become effective Jan. 1, 1953. Top radio execs agree that the FCC is probably moving to fill two gaps: (1) There has never been any comparable AM rule to the present regulations limiting a person or corporation to ownership of five TV stations and six FM stations; (2) There has never been defined any limit on how many stations, either AM, FM or TV, a person or corporation may have a minority interest in plus its controlling holdings. The new proposals very definitely plug these two gaps.

It will be recalled that only a few weeks ago CBS asked the FCC for clarification on just how far it may go in acquiring minority interests in television stations beyond its controlling interest in five TV outlets.

At the time Columbia anticipated minority holdings in two TV stations plus outright ownership of five others.

FCC's proposed new rule may also shed beneficial light on the Paramount-DuMont issue where the film company has asked the Commission for a ruling on the controversy over just how much interest it holds in DuMont. Last June Barney Balaban told Paramount stockholders that the movie firm intends to move still further into video but that it is held up until the FCC rules on the DuMont issue.

On the network AM side of the picture, the new regulation would affect only CBS, since it owns seven AM stations and has 45 per cent interest in another. CBS is withholding comment on the proposal until a later date but will probably file a brief with the FCC before the Sept. 27 deadline.

NBC owns six AM stations and ABC owns five. Both will eventually own five TV outlets.

According to the Commission's planned development, a person or corporation controlling seven AM stations can hold no minority interests in other AM outlets. If controlling interest is limited to six AM stations, minority interests may be maintained in as many as two stations. Each time AM control decreases by one, AM minority interest can jump two up to a maximum of 14 minority interests, thus precluding any outright ownership of an AM station.

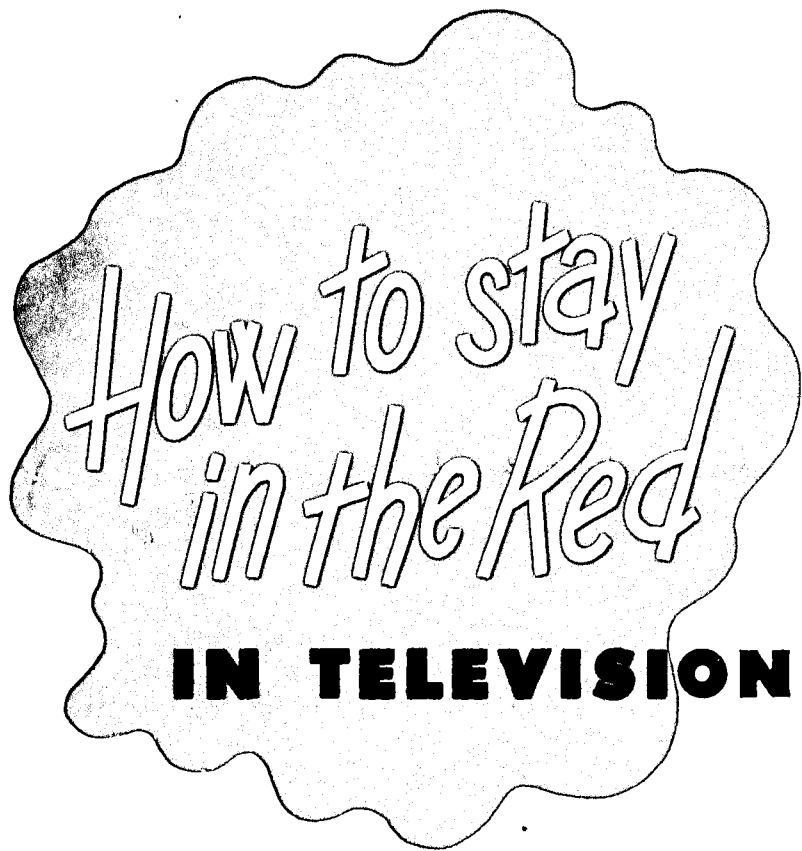
This same majority-minority interest ratio applies in the case of TV and FM. There is already an existing limit of controlling interest in five television stations and six FM outlets.

Here is a breakdown of proposed FCC multiple ownership limitations. Commission would limit those interests having fewer than the specified maximums (7 AM, 6 FM, 5 TV) to a graduated number of stations with interest less than control, as follows:

If the number of stations controlled is:	Then the maximum number of stations with interest less than control may be:
AM	
7	0
6	1 or 2
5	3 or 4
4	5 or 6
3	7 or 8
2	9 or 10
1	11 or 12
0	13 or 14
FM	
6	0
5	1 or 2
4	3 or 4
3	5 or 6
2	7 or 8
1	9 or 10
0	11 or 12
TV	
5	0
4	1 or 2
3	3 or 4
2	5 or 6
1	7 or 8
0	9 or 10

Wedding Bells

George Voutsas, NBC producer, was married Aug. 15 to Valerie Pittenger of Chicago. Couple will reside in New York City. This supersedes an announcement printed here Aug. 18 which said the bride's name was Marjorie.

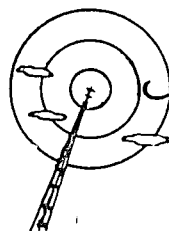


Just ignore the need for *optioned time* during the *mid-evening* hours for the department store, the national advertiser and other important non-network clients.

No advertiser whether local or national will put a big budget show at a time where it can be moved.

And these advertisers cannot be ignored because it is from these advertisers that a television station will get full card rates—and not a small fraction of the rates.

The television stations must get together on this problem of National Spot optioned time and Local optioned time during the peak listening hours. Otherwise—and our figures prove this—you may always be in the red in television. Better find out about the Adam Young service by writing us today . . . and be sure of staying in the black!



Adam J. Young Jr.
INCORPORATED

11 WEST 42nd STREET • NEW YORK, N. Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

WMGW Meadville, Pa.

WMGW - FM

SERVES! — THE RICH NORTHWEST AGRICULTURAL AND INDUSTRIAL TERRITORY.

SELLS! — WRITE FOR DETAILED SUCCESS STORIES OF OUR CLIENTS.

SAVES! — COMPLETE COVERAGE THRU WMGW + WMGW-FM AFFORDS SAVINGS FOR EVERY ADVERTISING BUDGET.

WMGW - WMGW - FM

FIRST NATIONAL BANK BLDG.

MEADVILLE, PA.

Victor C. Diehm, Vice-President and Gen. Mgr.

TRY BY STORM!

For

CONCERT

Read the review in

VARIETY

for August 11

The local advertiser's prayers—a show
— and also sells for the advertiser.

...each selection a masterpiece. And Deems Taylor's sparkling,
witty, enlightening commentary is an essential part of that music... add-
ing much to the pleasure of the listener. *Great music... a great commen-
tator... great guest stars—an unbeatable entertainment combination.*

HERE ARE THE FACTS

A new series of half hour programs...

Five times weekly — featuring the...

WORLD'S GREATEST RECORDED MUSIC

Plus (on transcription) COMMENTARY by
DEEMS TAYLOR, noted critic and composer

And distinguished GUEST STARS

OUR
ERS.

DEEMS TAYLOR CONCERT
With Guest Interviews
30 Mins.
Producer: Radio Features, Inc.

Deems Taylor's entry into the disk jockey sweepstakes may be a little belated but it certainly can't help but add class to the craft. Aside from his rep as a composer and critic, it's been some 15 years that the name has been synonymous with the commentary side of long-hair music in network radio.

Judging from the No. 1 sound track of this disk jockey format, there's good, saleable, merchandisable programming here for local operations. The repertoire has that authoritative touch of diversification and balance, the commentaries are pretty uniformly crisp and enlightening, the interview with Gladys Swarthout is a bright blend of the human side of the artist with the factual and the whole thing is maintained on a dignified but ingratiating level.

This syndication will probably fill a long-sought need in spots where accounts might have been interested in the masterpiece side of music but shied away from sponsorship because of the lack of a personality to give the program unequivocal authority. *Odec.*

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before your competitor grabs it!

INC. • 75 E. Wacker Dr., Chicago • Phone FRANKlin 4392

Petty Says Giveaways D-J Matter, Not FCC

(Continued from Page 1)

large proportions. Petty added that NAB will file a brief in connection with the proposed regulations. His complete statement follows:

"On August 5, 1948, the FCC issued its proposed rules and regulations relating to lotteries and gift enterprises on radio programs, based on Section 316 of the Communications Act of 1934, as amended—a criminal provision. Some months ago Congress repealed Section 316, effective September 1, 1948, and the substance of that section was incorporated in Section 1304 of the United States Criminal Code. Thus, after Sept. 1, there will be no section in the Communications Act relating to lotteries for the FCC to administer. It is clear, therefore, that the Department of Justice is the appropriate agency to enforce compliance with the lottery statute."

Armed Forces Radio To Air Circus Opening

Los Angeles—Through cooperation of the Armed Forces Radio Service, the Saint John's Hospital Guild premiere of Ringling Brothers and Barnum & Bailey circus, at Pan Pacific grounds, Hollywood, September 4, will be broadcast to every part of the world. This will be the first time that a circus opening has had such widespread coverage by radio in the history of broadcasting.

The premiere, in which more than 200 famous Hollywood stars and Southern California socialites will participate as performers, along with the regular roster of circus stars, will be broadcast to such far-flung countries as Australia, New Zealand, Java, Malay Peninsula, China, Japan, the Philippines, Alaska, South Africa, France, England, everywhere that can be reached by the full world-wide facilities of the Armed Forces Radio Service.

Lever Bros. In Renewal Of "Lux Theater" On CBS

Lever Brothers Company, Cambridge, Mass., for Lux Toilet Soap, and/or Lux Flakes, has renewed its sponsorship of "Lux Radio Theater" over the CBS network for another 52 weeks effective October 4. Agency is J. Walter Thompson Co.

"Lux Radio Theater," now on a summer hiatus, resumes its broadcasts Monday, Aug. 30, 9:00-10:00 p.m., with Irene Dunne, Oscar Homolka and Barbara Bel Geddes in "I Remember Mama."

OPPORTUNITY

Radio production supervisor requires experienced top-notch assistant. Some script writing, production, and research for dramatic series. Future. Give full qualifications. Box 163, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



California Commentary. . . !

● ● ● KLAC director of sports, Sam Balter, offered listeners 28 prizes for the closest guesses of the score of the Los Angeles Dons-San Francisco '49er charity football game at the Pasadena Rose Bowl last week.

First prize was an all-expense paid flight to San Francisco, via TWA, second and third prizes personally autographed footballs from the Dons; the remaining 25 prizes are pairs of tickets to the Dons-Brooklyn Dodgers game Sept. 16. Listeners were required to guess the scores by quarters of the game and send them to Balter at KLAC by midnight—eve of the game. . . . Latest addition to the staff of the growing Los Angeles office of Erwin, Wasey & Co., Ltd., is Erle Howry, formerly secretary and promotion manager of Marx & Bendorf, Inc., investment banking house of Memphis, a post he has held since his return from the Army in 1945. Prior to the war, Howry was associated with a Memphis advertising agency as account executive dealing largely with food and investment accounts.

★ ★ ★ ★

● ● ● One of those Hollywood things happened with a 16-year-old girl who appeared as guest on Garry Moore's "Breakfast in Hollywood" show and told him her greatest ambition was to meet Rory Calhoun, screen star. Garry said he'd arrange it—but found the girl was one of 14 from New Jersey in Hollywood on a youth tour. It all wound up with the 14 girls going to Garry's for a swim in his pool with Rory, then on to see Joan Davis and to have tea with Herbert Marshall—A day for their dream books—made possible by a nice guy named Garry Moore. . . . Evarts C. Stevens, president of the International Silver Co., headed a party of five executives from the home office in Meriden, Conn., who attended the opening of the company's new Western headquarters in the Los Angeles Knickerbocker Building Aug. 20. Ozzie Nelson and Harriet Hilliard, whose program is sponsored by International, were featured guests of the affair, which marked the transfer of regional supervision of the company from San Francisco to the Southland.

★ ★ ★ ★

● ● ● Funeral services were held last Tuesday for Bert Prager, 36, vice-president of the James L. Saphier agency, who died of a heart attack. In addition to his duties with the talent office, he also directed the Corliss Archer show. He was a commercial writer with New York advertising agencies before coming to the Coast, where he directed the Jack Carson program, then sponsored by Campbell Soups, with Foote, Cone and Belding as the agency. . . . Frank DeVol has just completed the building of a special music den adjoining his Van Nuys home, that will cost more than \$125,000 in arrangements, his own plus those for his forthcoming Jack Smith-CBS airer. . . . Barbara Whiting, star of the CBS "Junior Miss" airshow, will play the lead role in the Sally Benson comedy at the Laguna Beach Playhouse for one week, beginning tomorrow.

Gets Crosley Post

Appointment of F. H. Lukas and J. R. Carter to the public relations staff of the Crosley division, Avco Manufacturing Corporation, was announced last week by N. C. MacDonald, general sales manager. Lukas, former Cleveland industrial photographer will manage a newly-installed Crosley photographic section. Carter, former sales promotion manager for Burton-Rodgers, Inc., will handle Crosley news and publicity assignments.

UST's Memphis Distrib.

Distributor for U. S. Television Mfg. Corp. in the Memphis and Nashville, Tenn., area will be the Tennessee Television Corp., it has been announced by Hamilton Hoge, president. Nashville office of the firm is located in the Third National Bank Building. Dudley Gale is president of the Tennessee Television Corp., with Col. David W. Osborne as vice-president. Preparations are now being made for the start of regular telecasts in Memphis before '49.

WNYC In Public Eye As Ann'y Exhibit Opens

(Continued from Page 1)

the station's offices, including those of director Seymour N. Siegel and executive officer John De Prosop, have been set up in the hall, open to the eyes of visitors.

A preview of the exposition was held Saturday night, with David E. Lilienthal, chairman of the Atomic Energy Commission, and Mayor William O'Dwyer speaking at ceremonies in the Waldorf-Astoria. Talks were aired by NBC and WNYC, and the entire preview was televised by CBS-TV.

Scientific Preview

A device reminiscent of Rube Goldberg's inventions was employed to open the Palace for the preview. Rays which left the star Alioth 50 years ago were caught on a photo-electric cell at the eye-piece of a giant telescope atop the Empire State Building. The energy was relayed to GCP where it activated an atom-splitting machine, which split a uranium atom. The 200,000,000 electron volts of energy thereby released was relayed to a ribbon stretched across the entrance to the hall. Explosion of the magnesium burned through the ribbon, officially opening the exhibit for the preview.

CBS Shuffles Newsmen, Move Edwards To TV

(Continued from Page 1)

on CBS' "World News Roundup" will henceforth retain only one radio news assignment, "Wendy Warren and the News." Replacing Edwards on the "World News Roundup" will be Ned Calmer, currently on the network's 11:00 p.m. co-op news series on Saturday and Sunday. Calmer also has been handling narration duties on special news and actuality broadcasts and sharing the United Nations coverage with Larry Lesueur. Assuming Calmer's duties will be Allan Jackson, CBS correspondent in Berlin, who returns to the United States after two years abroad. He also reported from Paris and London in that period.

Bill Downs, veteran CBS war correspondent now in Washington, returns to the European beat, replacing Jackson in Germany.

Continuing the realignment, CBS correspondent Farnsworth Fowle, who covered the Palestinian conflict and who has recently been vacationing in Istanbul, moves over to London to augment the staff in the British capital. This shift is necessitated to keep the London staff at par while Stephen Laird takes a vacation and Howard K. Smith, chief of the CBS European news staff with headquarters in London, takes an extended leave of absence to write a book on world affairs.

Stork News

Dallas—Dale Drake, managing director of WRR, is the proud papa of Deborah Ann, who arrived on August 12th. This is the Drakes' first child.

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, August 23, 1948 — TELEVISION DAILY is fully protected by register and copyright

TBA SETS COMMITTEE TO MEET NAB

TELE TOPICS

By JIM OWENS
Associate Editor

BRITISH GOVT. last week got a terrific tongue-lashing from several major manufacturers over TV's alleged failure to "capitalize" on the Olympic games. Mfrs. say visitors were unimpressed at TV progress in the U.K. to date, and there's been little promotion-wise—for instance—not a single piece of government literature is yet available on TV status. . . . Percy Faith has been invited by the Canadian Gov't to participate in a special New York-originating show under the auspices of the Canada delegation to the UN. Faith, who conducts "The Pause That Refreshes," is a native of Toronto.

BLACK CARTER has gotten himself a recall to emcee "Texaco Star Theater" tomorrow night. . . . NBC veepee John Royal's new "Television Production Problems" now on the bookstands. McGraw-Hill is the publisher. . . . J. R. Kupsick Agency will handle "Bowling Headliners," a package produced by Tele-Sports, Inc. Show's written by Al Gillo, long-time kegling ed of the Daily News. . . . Lani McIntire, singing maestro of the Hotel Lexington's Hawaiian Room, has prepped 19 film featurettes for TV.

TV TURNS BACK THE CLOCK NOTE: Joe Howard, who stars on ABC-WJZ-TV's "Gay Nineties Revue," got one of his breaks in showbiz many years ago from the late Mort H. Singer. Latter's son, Mort H. is co-producer of the video stanza. . . . Peter Forster signed to handle announcements on the new Adler Shoes film spots. . . . Hit local stations via the Emil Mazul agency. . . . Minneapolis Trib last week, via an editorial, plugged TV to the public as the result of an art show scanned by KSTP-TV.

WTMJ-TV, Milwaukee Signs Four New Accts.

Milwaukee — Four new television sponsors have signed contracts for spots on WTMJ-TV, The Milwaukee Journal television station. They are Sirens Motor Company (no agency) for 13 weeks advertising used cars and repair service; Hixon's (no agency) for 13 weeks advertising woman's apparel; Oswald Jaeger Baker Company (Klau-Van Pieterse-Entlap) for six weeks advertising food; and Charles Coplin, Inc. (Gustav Marx) for 13 weeks advertising fish. The latter three signed for spots on the new WTMJ-TV program, "What's New?" with Nancy Grey. This is a participating show which has been a daily feature on WTMJ for 15 years and now is also on television once a week, Wednesdays and Fridays, at 3:30 p.m.

WNBT Hikes PM Rates To \$1,000 Per Hour

WNBT, NBC's TV flagship issues a new rate card this week which increases the base hourly evening gross figure to \$1,000, an increase of 33 and one-third per cent over current price structure.

Rate card is described by WNBT as "full-disclosure" in that it provides all-inclusive info for time buyers. Card includes data on program production and services, personnel and equipment offered for live and film studio productions, contract requirements and discounts. It also contains time rates, live and film studio usage rates and announcement charges. Present clients will be protected on old rates thru Dec. 31 of this year.

Dallas Package Firm

Dallas, Tex. — Announcement has been made here of the formation of Sack Television Enterprises, with plans for a long range program of video production and distribution, by Alfred, Lester and Julius M. Sack. Alfred and Lester operate the Sack Amusement Co., distributors of films. Sack Television will function as a separate partnership with Julius as sales manager. Robert M. Moscow will serve as production manager here. At present the group has two series of musical shorts in production designed for television use.

WBKB To Scan Rockets

Chicago—All home games of the Chicago Rockets football team will be telecast exclusively by WBKB. The schedule will include seven home games, including the opening game of the 1948 All-America Football Conference on Friday night, August 27, when the Rockets meet the Los Angeles Dons at Soldier Field as the feature attraction of the opening day of the Cook County Fair.

TV Show Axed

Cleveland — WEWS-TV, Scripps-Howard outlet here, cancelled its scheduled telecast of the "Miss Ohio" beauty contest final last Thursday night due to a last minute jurisdictional labor dispute. Stage hands of the Music Hall, in which the contest was held, reportedly refused to work because station technicians did not hold an IATSE card.

Name ABC's Kintner To Board Of TBA

Robert E. Kintner, executive vice-president of ABC has been elected a member of the board of directors of the Television Broadcasters Association, it was announced Friday. Kintner's term as a director of the TBA will run until the annual meeting of the Association in January, 1949.

Kintner has held the ABC post since November 16, 1946, having previously served as a vice-president of the network since September 15, 1944. Prior to joining ABC, he wrote a syndicated newspaper column with Joseph Alsop, and previous to that he was a Washington correspondent for the New York Herald Tribune.

Name Bannister Chairman

Washington — Harry Bannister, WJW-TV, Detroit, has been elected chairman of the board of directors of the television advisory committee of the NAB, president Justin Miller announced yesterday.

Bannister will also serve as chairman of a three-man liaison committee to study, with a similar television broadcaster association group, the problems of cooperation between NAB and TBA. The other members of Bannister's liaison committee are Clair McCollough, WGAL, Lancaster, Pa., and NAB executive vice president A. D. Willard, Jr.

Groups To Discuss "Future Needs" Of Industry

Television Broadcasters' Association has accepted an invitation from NAB to meet with the latter organization to discuss future needs of the industry, and has appointed a committee for the specific purpose, it was announced Friday by J. R. Poppele, TBA president. First meeting between representatives of both organizations is expected to be held some time this week.

Serving on the Committee, of which Poppele is chairman, are: Lawrence Phillips, director of the DuMont Television Network; G. Emerson Markham, stations manager of General Electric Co., and Will Baltin, secretary-treasurer of TBA.

"The possibility of cooperative activity on problems where areas of identity exist between AM and TV broadcasters will be surveyed by the joint committees," it was said.

Meanwhile the TBA board has appointed acting chairmen to organize four regional committees recently created to expand TBA activities on a national basis. Heading the regional committees during the organization period are: Neil H. Swanson, WMAR-TV, Baltimore, eastern region; Walter Damm, WTMJ-TV, Milwaukee, mid-western region; Charles Crutchfield, WBT, Charlotte, N. C., southern region; and Klaus Landsberg, KTLA, Hollywood, western region.

Poppele said that a meeting of all acting chairmen will take place in New York early next month to discuss an agenda for the initial regional meetings, and that organization of the regions will be undertaken during October and early November.

Large-Screen TV Demo Set For Elect. Confab

(Continued from Page 1)

conference include new materials, sound measurement and recording, communications, electronic instrumentation, new tube developments, microwaves, management of research, electronic circuits, magnetic amplifiers and antennas.

Demonstration of large screen TV reception will be given by RCA in the afternoon and evening of the 5th.

WKY's TV Training

Oklahoma City—WKY, was granted exclusive rights for television coverage of all athletic events at the University of Oklahoma in a contract signed last week.

The Week in Television

Commercial Stratovision Application Filed

Westinghouse filed an application with the FCC for a commercial television station on Channel 8 in the Pittsburgh area to bring TV to "about 6,000,000 people who under present allocations will not receive protected television." . . . Merger of activities of TBA and NAB regarding major developments in the industry was forecast following appointment of a three-man NAB committee to meet with similar group from TBA. . . . NBC and Navy Dept. to conduct telecast from aircraft carrier Leyte 35 miles off New York, on Aug. 29. Transmissions to be beamed from ship to Empire State Building and carried by full NBC eastern web. . . . Expanded TV activities in Hollywood slated for rapid acceleration within a month, with major webs pushing construction speeds.

Ad. Execs. Laud BMB At NAB District Meet

(Continued from Page 1)

of these instances. We are currently examining network BMB maps for another account to determine weak spots in our national coverage which will require supplementary local radio."

Taylor urged the broadcasters to examine advertisers' present radio coverage BMB-wise to uncover prospects, saying, "Only one station has ever studied our network coverage closely enough to recognize that we were prospects for local radio where the network was not providing adequate coverage."

Feltis Head

Charles H. Smith of BBD&O said he did not expect to have to use non-subscribers to cover major markets. He told the broadcasters, "With the number of subscribers already signed up there can scarcely be a U. S. market of any importance in which the buyer will fail to find satisfactory radio service from a BMB subscriber."

A. Wells Wilbor, of General Mills, explained some of the uses to which his organization is putting the BMB data for its several network programs.

Hugh Feltis, BMB president, told the meeting that the March 1949 study of station and network audiences would be even more valuable than the previous study in that it will provide information on frequency of listening as well as on the size of stations' total weekly audiences.

New Nat'l Guard Series To Debut On CBS Net

"National Guard Ball," new series of half-hour programs, will be presented by the CBS network in co-operation with the National Guard recruiting program, beginning Saturday, September 4. Program will be carried over the network from 11:15-11:45 p.m., with WCBS, New York, airing only the first quarter hour, 11:15-11:30 p.m.

Series, starring Ray Heatherton as permanent travelling emcee, will present the nation's top dance bands in pickups from armories and dance halls throughout the nation where they will be playing under the aegis of the National Guard.

The opening broadcast will originate from the 71st Infantry Armory in New York, the band to be announced. In subsequent weeks the program will come from Los Angeles, Washington, St. Louis, Manchester, N. H., Philadelphia, etc.

T. D. WMCA Replacements

Ted Steele's morning disc jockey show on WMCA will be expanded after Sept. 6 to fill in the time vacated by the transcribed Tommy Dorsey series. Steele's new time will be from 10:00 a.m. to 11:30 a.m. across the board. Replacing the Dorsey evening stanza will be the "Inquiring Parent," 7:00-7:15, and 45 minutes of music by the house band.

★ THE WEEK IN RADIO ★

Drug, Food Accts. To Lead Spot Biz

By VAL ADAMS

OUTLOOK is promising for spot biz in coming fall and winter. Drug and food accounts to spend most money. Hot competition looms between Lever Brothers, Procter & Gamble and Colgate for soap customers. Cereal food companies most active now in spot field are General Foods and Kellogg. . . . Association of American Railroads bought ABC for its radio debut, a 45-minute light operetta series starting in October.

University of Denver took over management of two commercial stations in Colorado. They are KSFT, Trinidad, and KOKO, La Junta. University students will study "on the job" radio at both outlets. . . . RADIO DAILY's "Shows of Tomorrow" edition listed 1120 program ideas. TV shows topped the list of categories. Only 44 were counted under category of "audience participation."

Army and Air Force Recruiting Service to sponsor new musical, "Skyway to the Stars," over CBS, a Sunday afternoon ainer. CBS donates time. . . . AFRA to get \$2250 weekly from new musical variety show sponsored by Sealtest, Inc., over NBC. Performers, headed by Dorothy Lamour, take less pay than usual and remainder goes to AFRA insurance fund covering all members.

BBD&O handed GOP account. Republicans may spend \$1,500,000 for network time plus another \$2,500,000 by state and local committees. . . . Democratic national account went to Warwick and Legler. . . . Henry Wallace first candidate to buy network time. He used 15 minutes on NBC.

Westinghouse filed first formal application with FCC for commercial stratovision station. Company seeks Channel 8 in Pittsburgh area. . . . Block of 10 half-hour Sunday afternoon and evening shows renewed on Mutual. All are carry-overs from last season.

"Richfield Reporter," heard six nights a week on eight NBC West Coast outlets, shifts to full ABC Pacific Coast network of 21 stations on Aug. 29. Newscast, sponsored by Richfield Oil Corp., has been West Coast feature for over 17 years. . . . Mantle Lamp Company of America to sponsor new Smilin' Ed McConnell show on ABC starting Oct. 1. Transcribed quarter-hour feature set for Friday afternoon airing.

NBC mailed 1949-49 "Parade of Stars" promotion kits to affiliates. . . . Henry Grossman named director of broadcast operations for CBS, including TV, AM and FM. Since January he'd been director of technical and building operations. . . . Crawford Clothes bought six hours of symphonic music a week over WQXR, New York.

Government of Colombia tightening restrictions on radio which has forced stations off the air. Since the unsuccessful revolution to overthrow controlling government (Conservative) last April, 29 commercial stations have closed down. Some didn't

ask for renewals, knowing they could not meet the new standards, and others were ordered off the air.

Impending price increases in AM and TV sets by end of year reiterated by E. A. Nicholas, president of Farnsworth. He said "prices are going to have to go up." . . . 20th Century-Fox asked FCC to clarify its proposed ruling on industrial radio channels. Fox intends to file for two additional channels in 25-30 megacycle band. . . . Charles C. Caley, WMBD, Peoria, Ill., reelected chairman of NAB's 9th district.

General Foods resuming sponsorship of "Mr. Ace and Jane" over CBS Oct. 1. . . . News writers at WOR pulled out of Radio Writers Guild. A staffer said it was because of "dissatisfaction with union negotiations." . . . Forney A. Rankin, associate chief of State Department's International Broadcasting Division, appointed adviser on international radio to Justin Miller, NAB president. He joins NAB staff Oct. 1.

Dolly Madison Wine, produced by Fruit Industries, Ltd., San Francisco, getting spot radio test campaign in Louisiana. Agency is Schoenfeld, Huber & Green, Ltd. . . . FM Association conducting contest for member stations to determine best cooperation given during year to retail dealers.

FCC Proposes Change In Hearing Procedure

(Continued from Page 1)

hearing examiners or commissioners presiding at the hearings, and actions presently handled by the motions commissioner, with certain exceptions, would be acted upon by hearing examiners. In this way, the Commission explained, an initial decision would take the place of, and serve the same purpose as, a proposed decision of the Commission.

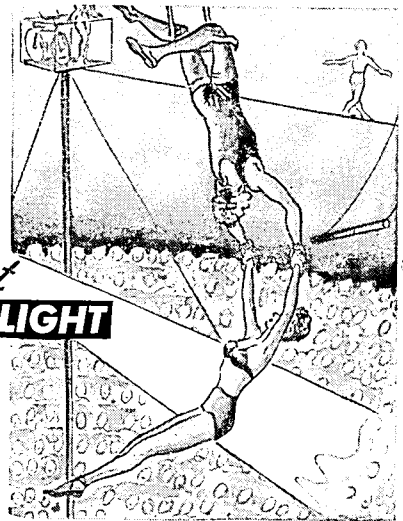
Heatter As MBS Co-op. Starts Mon. Sept. 20

"Gabriel Heatter's Mail Bag" begins on Mutual Monday, September 20, in the 11:30-11:45 a.m. time slot. Monday-thru-Friday, as a co-op. Show, which marks Heatter's entry into daytime radio, will be based on most interesting letters he receives.

Sardi Guest

Tommy Morton, featured singer of "Angel in the Wings," guests on the "Luncheon At Sardi's" program, over WOR, Wednesday (25), at which time host Bill Slater will quiz him on how it feels to be in three hit musicals in one season. Morton's previous shows were "High Button Shoes" and "Make Mine Manhattan."

Swing Your Product INTO THE SPOTLIGHT



TIMING is necessary for a successful circus "flying act". But, timing alone does not provide entertainment. It's grace and style . . . or in other words, showmanship . . . that entertain and provide the thrills. We at WPTV put showmanship first, for good entertainment is the method by which radio sells your products.

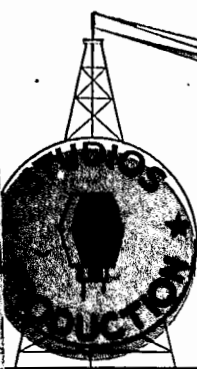
With 10,000 watts night and day and over a million potential listeners, WPTV has all the tools you need to merchandise in the Albany-Schenectady-Troy market. Let us spotlight your product.

WPTV

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.

Herb Dulak





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 38

NEW YORK, TUESDAY, AUGUST 24, 1948

TEN CENTS

POLITICAL PARTIES EYEING CHOICE TIME

NBC Agrees To Form Signal Corps Radio Co.

NBC has accepted sponsorship of a Signal Corps reserve unit under the Department of the Army affiliation program, Chief Signal Officer Major Gen. Spencer B. Akin announced yesterday.

NBC's president, Niles Trammell, in a letter to the Army, agreed to sponsor a mobile radio broadcasting company to be organized in New York City as a part of RCA's participation in this phase of national defense preparations.

Dodgers Sign With WNEW For Airing Of Grid Sked

Brooklyn Dodgers professional football team in the All-America Conference yesterday signed a contract with WNEW for broadcast of 12 games of the club's 1948 schedule. Deal is for time and expenses only, with sponsorship, if any, to be handled by the Dodgers.

The team was taken over by Branch Rickey after a dreary — box-office-wise — season last year, and decision to air the games is seen as a bid for more cash customers at Ebbets Field

(Continued on Page 6)

Dyer, Chi. Sta. Owner, Victim Of \$23,000 Theft

Chicago—Gene T. Dyer, owner of stations WAIT, WGES and WSBC, here, and his wife were robbed Sunday night at their home near Mundelein, Illinois, by five masked men who took money and jewelry valued at \$23,000. Gunmen invaded the Dyer home, bound and gagged the Dyers and a guest, and ransacked the house. They took Mrs. Dyer's four-carat

(Continued on Page 4)

Grand Slam

"The Masked Spooner," currently Hollywood's top pulse-quickeners, heads back to the Coast this week after an energetic jaunt around the Gotham studios. Visit considerably spiced the Spooner's rep, having appeared on all major networks, including two television programs, plus the wrapping up of a recording contract with RCA Victor.

To The Archives

San Francisco—Transcription of "Communism—U. S. Brand," ABC documentary written by Morton Wishengrad and aired by the web Aug. 2 and 8, has been placed in the Herbert Hoover Memorial Library at Stanford University. The ET was presented by Gayle V. Grubb, manager of KGO, ABC O. & O. outlet here, to Inez Richardson, curator of the Ray Lyman Wilbur Collection at the library.

Bow Questions FCC On Giveaways Stand

Washington Bureau, RADIO DAILY

Washington—Immediate reaction to NAB's contention that the FCC is basing its proposed restrictions on radio giveaway shows on a repealed law has come from the Harness special house committee, investigating the Commission. In a letter to FCC Chairman Wayne Coy, Frank T. Bow, counsel for the committee, voiced agreement with NAB Counsel Don Petty's views and asked whether the

(Continued on Page 5)

RCA Debuts Circuit From U. S. To So. Africa

Opening of the first direct radio-telegraph circuit between the United States and the Union of South Africa was announced yesterday by Harry C. Ingles, president of RCA Communications, Inc. The circuit connects New York and Capetown.

Emphasizing the importance of

(Continued on Page 2)

Democrats And GOP Buying Full Hour On NBC And MBS For Election Eve; Progressives In Spot Campaign

Mrs. FDR And Anna Signed For ABC Series

ABC has signed Mrs. Eleanor Roosevelt and her daughter Anna (Mrs. John Boettiger) for a quarter-hour afternoon commentary series, Monday through Friday, starting Oct. 4, it was announced yesterday by Charles C. Barry, web veepee in charge of radio and television programs. Price for the package is said to be \$3,250 a week plus time charges. Deal was set up between Barry

(Continued on Page 4)

Terry Elected Officer By KLZ Broadcasting Co.

Denver, Colo.—Hugh B. Terry, station manager of KLZ and regional director for NAB, has been elected secretary-treasurer and director of the KLZ Broadcasting Co., which owns and operates the outlet. The new ap-

(Continued on Page 2)

J. M. Ward Is Appointed MBS Midwest Sales Mgr.

Chicago—J. Mackenzie Ward has been appointed midwest sales manager for Mutual, it was announced by Ade Hult, vice-president in charge of midwest operations. In his new

(Continued on Page 2)

Scramble is on by the various national political parties to sew up choice time periods during the next two months and the Democrats and Republicans have already booked one hour time slots, between 10:00 p.m. and midnight, EST, on both NBC and MBS for Nov. 1, election eve. Progressive party has bought Mutual for the same date, plus a series on NBC, and will also concentrate on a national spot campaign.

Although it's still early in the

(Continued on Page 6)

Eight CBS Renewals; "Hilltop House" Sold

Renewals by eight CBS sponsors plus the sale of "Hilltop House," daytime serial, were announced yesterday by William C. Gittinger, network sales veepee. Renewals are for six across-the-board 15-minute periods and three half-hour weekly programs.

Miles Laboratories bought "Hilltop House," CBS package, beginning

(Continued on Page 5)

Statewide AM-FM Network Planned By Indiana Stas.

Indianapolis—Formation of an Indiana AM-FM network is scheduled to get under way September 3 when interested broadcasters from all parts of the state will hold a special meeting here. Original idea for the web

(Continued on Page 2)

Eisenhower Asks Radio Aid For National VD Campaign

The radio industry "with its impressive record of accomplishment in the public interest" has been called upon by General Dwight D. Eisenhower to "assist in a critical job of education" by supporting the nationwide drive against venereal disease to be launched next month by the U. S. Public Health Service and cooperating state and local agencies.

In a statement to be sent to station managers throughout the country,

Eisenhower said, "American radio, with its widespread and diversified appeal, is perhaps better equipped to convey this message of warning and of hope than is any other medium of mass information. This is an unparalleled opportunity for the broadcasting station to join with doctors, clergy and other community leaders in a vital public service.

"We need your help. The campaign

(Continued on Page 4)

Kate Smith Day

Kate Smith, who has been doing her daily Mutual co-op show "Kate Smith Speaks" from her summer home at Lake Placid, N. Y., will be feted by that community Aug. 28, with a "day" in her honor. Plans for the celebration include a giant barbecue and town rally in Olympic Arena. Miss Smith will be presented with a plaque for her service to the community.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WASHINGTON BUREAU
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Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., - 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(August 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists DuMont Lab, Finch Tele Comm, Stromberg-Carlson, etc.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Executive committee of Independent Radio Network Affiliates met with representatives of CBS and NBC in initial move to establish committees of affiliates at both webs to act in advisory capacity in formation of network policy. . . . Archibald MacLeish was signed by CBS to script a verse drama titled "Air Raid" for web airing. . . . Independent tele receiver manufacturers planning public demonstrations at department and other stores that intend to merchandise the sets. . . . New York City Board of Education was granted non-commercial license by FCC for 500-watt station to operate at 41,100 kc.

★ COMING AND GOING ★

HAROLD B. MEYER, general manager of WKKW, Albany, N. Y., is in Gotham visiting ABC headquarters.

DICK BURRIS, news director of KSO, has returned to his desk after a two-week trip to the West Coast.

BERT BRILLER, assistant publicity director of WNEW, on a two-week vacation in Canada.

HAROLD KRELSTEIN, general manager of WMPS, Memphis ABC outlet, has arrived in New York to confer with network officials.

JOHNNY LONG, bandleader, back in New York following a tour of the Mid-West.

DON SYLVIO, maestro at Bill Bertalotti's, also radio and video musician, arrived in Hollywood for one month to guest with Margaret O'Brien and family.

BOB EDGE, lecturer, narrator, author, who televises the Dodger games, just back from a Cape Code vacation.

EDDIE DUNN, emcee of Mutual's "True or False," is vacationing with his family in his home town of Waco, Texas.

PAUL R. BARTLETT, manager of KFRR, Fresno, Calif., is in town conferring with ABC execs.

GEORGE LEWIS, director of the National Laugh Foundation, has returned from his two-week New England vacation-business trip to prepare the opening of his Free Gagwriters Institute in Sept.

JOHN BATTISON, ABC's allocations engineer, off on a vacation to Lake Oquaga, N. Y., for one-week and then on to Colorado Springs via plane.

ED GRIEF, of the Banner & Grief publicity firm, has returned from Chicago where he lectured at the University of Chicago.

WINIFRED O'KEEFE, vice-president of Lang-Worth Features Programs, sails for Europe on the S. S. America on Aug. 24, for an extended vacation and business trip.

RCA Debuts Circuit From U. S. To So. Africa

(Continued from Page 1)

the direct communications service, Ingles said that millions of words are handled annually between these distant trade centers. He said American exports to the Union of South Africa had amounted to \$414,000,000 in 1947, with imports from there totalling \$111,000,000.

The first message from New York to Capetown over the new circuit was filed by H. T. Andrews, Envoy Extraordinary and Minister Plenipotentiary of the Union of South Africa to the United States, and Permanent Representative to the United Nations. It was sent to Prime Minister D. F. Malan of the Union of South Africa.

Statewide AM-FM Network Planned By Indiana Stas.

(Continued from Page 1)

was born at the recent NAB district meeting held at French Lick.

Present plans call for the use of high-powered FM stations to serve as relay links so as to hold expense of land lines to a minimum.

Groundwork for next month's meeting was prepared by a committee of four broadcasters appointed at the French Lick confab. They are: Graeme Zimmer, general manager, WCSI, Columbus; John Englebrech, manager, WIKY, Evansville; George Losey, manager, and Steve Cisler, of WXLW, Indianapolis.

In Pubrel Post

Chicago—Betsy Ann Plank, formerly assistant program director of KQV, Pittsburgh, and identified with radio promotion and publicity before entering the public relations field, has been appointed an assistant account executive by the Mitchell McKeown Organization, with which she has been identified for some time. She will handle public relations for the American Library Association. As a member of the McKeown organization, Miss Plank directed the radio activities for the 1948 Red Cross Fund and the Freedom Train.

Terry Elected Officer By KLZ Broadcasting Co.

(Continued from Page 1)

pointments, in addition to Terry's duties as station manager, were announced during the company's annual meeting.

Terry was also re-elected as an officer and director of KVOR, Colorado Springs. He was manager of the station for five years prior to becoming manager of KLZ in 1941. He is currently serving a third consecutive term as director of NAB's District 14 and is also a director of Broadcast Measurement Bureau.

J. M. Ward Is Appointed MBS Midwest Sales Mgr.

(Continued from Page 1)

position Ward will supervise all sales activities. Well-known in radio circles, he was formerly a sales executive with CBS and the Blue Network, and more recently with the Adam Young Company. He joined Mutual's midwest offices last April where he has been an account executive.



Signs of the times?

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

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

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

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

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

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

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

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



Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

WEVD advertisement: 5000 WATTS 1330 K.C. DISTINGUISHED FEATURES in ENGLISH, JEWISH, ITALIAN. 3 RESPONSIVE AUDIENCES, 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA. Send for WHO'S WHO Among Advertisers on WEVD.

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

W-I-N-D

CHICAGO

announces the appointment of

The **KATZ AGENCY** *Inc.*

NEW YORK • CHICAGO • DETROIT • KANSAS CITY
ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES

as NATIONAL REPRESENTATIVES*

***OUTSIDE CHICAGO AREA**

W-I-N-D • 560 KC • CHICAGO'S ONLY 24-HOUR STATION • 5000 WATTS

Mrs. FDR And Anna Sign For ABC Series

(Continued from Page 1)
and John Masterson, president of the newly created package firm of Masterson, Reddy and Nelson. Masterson also owns and produces two other ABC shows, "Breakfast in Hollywood" and "Bride and Groom."

New show is tentatively titled, "Eleanor and Anna Roosevelt." Hour of broadcast has not been set but it will probably be around mid-afternoon. Series is open for sponsorship.

Plans call for the show to be fed to the network from Hollywood, where Mrs. Boettiger lives, and from the point where Mrs. Roosevelt is at the time of broadcast. Mrs. Roosevelt sails for Paris and the United Nations meeting on Sept. 13 and during her stay there her part of the show will be shortwaved to the U. S. John Reddy is travelling to Paris to supervise that part of the program.

Commentary on the series will revolve around national and world events of interest to women, fashions, theater, literature and education.

Two Coast Food Firms Set ABC News Programs

Hollywood—Dennison's Foods, for the Butler Packing Company of Oakland, Calif., has bought ABC's Sunday evening news program, "Newsweek Looks Ahead," Frank Samuels, ABC western division sales manager announced this week. The contract was signed for a 52-week basis beginning over 20 ABC Pacific Coast and Mountain stations. Brisacher, Van Norden and Staff of San Francisco was the agency and Vince Francis was the ABC account executive. The program is heard Sundays from 7:45 to 8:00 p.m., PDT.

Beginning Monday, September 6, the Fisher Flouring Mills Co. of Seattle, Washington, will sponsor a 5-minute news commentary program over 27 ABC west coast and mountain stations, Mondays through Fridays from 2:25 to 2:30 p.m., PDT. The Pacific National Advertising agency of Seattle, Wash., was the agency on the 52-week contract. Earl Lawrence, advertising manager of Fisher, Trevor Evans, radio director of the agency, and Frank McHugh, ABC account executive, were the representatives.

Gen. Bradley On MBS

Keynote address by Army Chief of Staff Gen. Omar N. Bradley before the annual encampment of the Veterans of Foreign Wars will be aired by Mutual Aug. 30, 12:45-1 p.m. Program will originate at St. Louis.

EDWARD C. LOBDELL

ASSOCIATES
NEW YORK'S LEADING
STATION BROKERS
17 East 48th Street
New York 17, N. Y. PL. 5-1127



Mainly About Manhattan. . . !

● ● ● Despite the pessimists, who have already buried radio, renewals this year are running far ahead of last year at the same time. A new trend seems to be stars who have their own programs also doubling as supporting players on other shows—such as Alan Young on the James Durante Show and Dinah Shore with Eddie Cantor. . . Longines-Wittnauer Watch Co., known primarily in radio for spot announcements, will bankroll a half-hour series on CBS Sunday afternoons starting Sept. 26th called "Festival of Song." . . Prudential Family Hour of Stars will use only originals by top authors when it starts from H'wood on Oct. 3rd. . . What's this we hear about NBC and Bill Stern parting company? . . Eddie Cantor mulling a giveaway gimmick—but FCC kick-up may stymie the deal. . . Boston Pops Orchestra signed to supply music for Robert Merrill's Sunday NBC show starting in Nov. . . When we patty-caked Arlene Francis for that Hooper in the Winchell spot, we completely overlooked Ben Grauer's crack news reporting. Sorry, pal. . . Allied Chemical and Dye Corp. reported interested in picking up the tab on ABC's quizzer, "Go For The House." . . Mutual's "Leave It To The Girls" again close to a commercial deal. . . Plans afoot for Mutual's "Casebook of Gregory Hood" to become a transcribed series.



● ● ● Geo. Monaghan and his model-wife (we mean his wife is a model; we have no way of knowing whether or not she's a model wife, natch), are flying down to Bermuda next Friday via Colonial Airlines for the Labor Day weekend. Both Geo. and the missus (Norah May) have been asked by BBC down there to handle some television shows while there.



● ● ● AROUND TOWN: Alex Cohen, Bulova Watch publicity head, recuperating at Mt. Sinai from an emergency appendectomy. . . Alun Williams, WMCA's chief announcer, now "Fishing Editor" and emcee of new "Fisherman's Guide" program. . . Effective the end of this month, Maggy O'Flaherty is resigning as writer-producer of the Tommy Dorsey show and heading for home on the coast. The decision is completely amicable. The gal's merely homesick—and sick of traveling around the country on one-niters. . . Bret Morrison opening at the Bagatelle tomorrow. . . Dwight Weist rates a nod for his pinch-hit emceeing of "Grand Slam" during Irene Beasley's vacash. . . Our boy, Lenny Herman, breaking records in the Hotel Syracuse, natch. . . Col. Hans Christian Adamson, noted radio writer, now recuperated from a final operation resulting from injuries suffered when he crashed into the sea with Capt. Eddie Rickenbacker, is mulling a return to the airways with a book review program. . . Ella Fitzgerald takes off on the Queen Mary on Sept. 15th for a month's stay at the Palladium in London. . . WHOM's jive-expert, Willie Bryant, to emcee a "be-bop fashion show" to be held at a Bklyn theater shortly. . . Jack Barry trying to land Connie Mack for his air show "Life Begins at 80," whenever the Athletics are in town. . . Now that the Brooklyn Football Dodgers have signed with WNEW, look for a flock of sponsors to reach for the tab. Squire Rickey has packed the club with All-American talent (Bob Chappius, etc.), thus it oughtta be a natural for a local bankroller with an eye on the male audience.



● ● ● Alan Sands, whose television package, "Glamour House," been picked up by New World Productions, postcards from H'wood that a woman out there called up the station and said: "Your program is coming through fine, but smoke is coming out of my set. Is there something wrong?"



'Ike' Asks Radio's Aid In Drive Against VD

(Continued from Page 1)

against VD must succeed, and radio with its impressive record of accomplishment in the public interest can be one of the most potent factors in that success," he added.

When the drive gets under way, it will mark the beginning of the first comprehensive use of radio in a nationwide anti-VD campaign. Ammunition for this radio barrage was prepared for the Public Health Service by the Columbia University Radio Program Bureau, and consists of eight transcribed dramas, six documentary ET's, a variety of spot announcements and scripts for local production. These kits will be distributed to stations by PHS district offices.

In Preparation For Year

The result of almost a year's work, the kit was prepared at Columbia under the supervision of Erik Barnouw, manager of the bureau, with Dr. E. Gurney Clark, of the School of Public Health, as chief technical consultant. Programs were directed by Frank Papp, of NBC.

Featured in the eight dramatic ET's are Alice Frost, Roger Pryor, Roy Acuff, Margo, Raymond Massey, Robert St. John, Tom Glazer and Eddie Albert. Scripts are by Sandra Michael, Welbourn Kelley, Peter Lyon, Max Ehrlich, Ben Kagan, Erik Barnouw and Alan Lomax. The series of six documentaries was done by George Hicks. Also included in the kit are four scripts for local production, written by James Erthein and Doria Folliott; short spots by Drew Pearson and Rep. Adam Clayton Powell, Jr., and releases and spots prepared by Jack Banner and Ed Greif.

Dyer, Chi. Sta. Owner, Victim Of \$23,000 Theft

(Continued from Page 1)

diamond wedding ring valued at \$10,000 and a watch valued at \$1,200, and from Dyer a \$1,200 watch and \$175 in cash. Other loot included jewelry, shotguns and several cameras. No trace of the robbers has yet been found.

THE ART SCANLON SHOW
LAUGHS, FUN!
1010 ON YOUR DIAL
WINS 6:30-9:00 A.M.
7:00 • WORLD NEWS • 8:15
CROSLY BROADCASTING CORPORATION

★ AGENCY NEWSCAST ★

Eight CBS Renewals; "Hilltop House" Sold

(Continued from Page 1)
 Sept. 20. Series is aired Monday through Friday from 3:15-3:30 p.m., EDT. Agency is Wade Advertising Chicago.

Miles Labs also renewed the 5:30-5:45 p.m., EDT, time slot across the board, effective Sept. 27. Show has not been selected. Period is now occupied by Lum 'n' Abner, who switches Sundays, 10-10:30 p.m., EST, October 3 for Frigidaire. The Mickey Rooney airer comes to an end one week before Lum 'n' Abner make the switch.

Electric Auto-Lite Co. renewed "Suspense," heard Thursdays at 11 p.m., EDT, effective Oct. 7. Agency is Newell-Emmett Co.

Renewal for "Spotlight Revue," now entering its second season, and Coca-Cola Co. becomes effective Oct. 12. Show is aired Fridays at 10:30 p.m., EDT. D'Arcy Advertising Co. handles the account.

Three shows, all weekly half-hours, were renewed through BBD&O. They are "Adventures of Sam Spade," sponsored by Wildroot Co. Sundays at 8 p.m., EDT; "Theater of Today," sponsored by Armstrong Cork Co. on Saturday at 12 noon, EDT; and "Hit the Jackpot," sponsored by Chrysler Corp. on Tuesday at 9:30 p.m., EDT. All three renewals are effective with the last broadcast of each show in September.

In the serial lineup, American Home Products Corp. renewed "The Romance of Helen Trent," 12:30-12:45 p.m., EDT, and "Our Gal Sunday," 12:45-1 p.m., EDT, both Monday through Friday. New contracts, signed through Dancer-Fitzgerald-Sample, are effective Sept. 20.

General Foods Corp. continues "Vendy Warren and the News," another daytime strip aired from 12 noon to 12:15 p.m., EDT. Renewal begins Sept. 20. Benton & Bowles is the agency.

How Questions FCC On 'Giveaways' Stand

(Continued from Page 1)
 Commission "still plans to proceed... and under what authority."
 Bow pointed out that Section 316 of the Federal Communications Act, under which the FCC proposed to impose restrictive regulations on the giveaway programs, was repealed last June by a re-codification act.
 Coy declined to comment pending receipt of the letter.

Baby Judge

Margaret Arlen, WCBS commentator, will head the honorary judges committee at the 44th Annual Astor Park Baby Parade to be held on the famous boardwalk of the New Jersey summer resort tomorrow. Miss Arlen will describe the colorful event and interview the winners in a broadcast the following morning on her WCBS program at 8:30 a.m.

Stork News

Tom Flynn, trade news editor in the publicity department at WOR, New York, became the father of a girl born to his wife Rose, formerly with Kenyon & Eckhardt, at Flower-Fifth Avenue Hospital, Manhattan, Aug. 19. Baby, first born for the Flynn, has been named Dinah Irene.

HUGH HOLE, formerly with Dancer, Fitzgerald & Sample, has been appointed radio and tele director for the Detroit division of Brooke, Smith, French & Dorrance, Inc. A graduate of University of North Carolina, Hole also was associated previously with Benton & Bowles.

DONAHUE & CO, INC., New York advertising agency, announces the establishment of a branch office in Washington, D. C. The new unit, to be located in the National Press Building, is to be managed by J. Raymond Bell. Bell has been a member of the agency's New York staff for the last year and a half.

STANLEY PFLAUM ASSOCIATES, LTD., Chicago advertising agency, has announced it will discontinue operations on August 31. Stanley F. Pflaum, president, is moving to California. Harold S. McGuire, vice-president, will become associated with the William Balsam advertising agency, which is taking over the Pflaum accounts.

APPOINTMENT OF AMERICAN SALES AND DISTRIBUTORS, INC., as exclusive distributors of Admiral radios, phonographs and other products, and eventually television sets for the southeastern areas of Columbus and Dayton, Ohio, is announced by W. C. Johnson, general sales manager of Admiral Corporation, Chicago.

ALVIN EICOFF has been elected vice-president in charge of the Chicago office of The Friedenbergs Agency, Inc. He takes over Sept. 1.

Sign Three New Sponsors For McBride WNBC Show

Three contracts for 52-week participations in the Mary Margaret McBride show over WNBC were announced this week by Donald A. Norman, sales manager of the NBC flagship.

Servel, Inc., will plug their refrigerators, beginning today, via contract placed through BBD&O. Charles H. Philips represented NBC spot sales.

Hills Brothers, through Biow agency, signed for participations on behalf of Dromedary muffin and cake mixes, effective Sept. 6. Robert Button is account exec for spot sales.

R. U. Delapenha and Co., for Hartley's jams and jellies, bought time through Gotham Advertising, beginning Sept. 13. William Buschgen landed the contract.

JULIUS J. ROWEN CO., INC., has been appointed by Rothschild Wine Cellars, Inc., Bernarr Macfadden Foundations, Inc., and Metro Publications, Inc.

CHARLES J. NESBITT, formerly with Montgomery Ward & Co., has been appointed advertising manager of the Hallicrafters Co., Chicago.

JOSEPH KATZ COMPANY has been appointed by Pierce's Proprietaries, Inc., Buffalo drug firm. Nat C. Wildman is account executive.

ROBERT J. ROHRER and Luther N. Johnson have joined the Chicago office of Young & Rubicam as art directors, and Leo I. Higdon has joined the copy department.

ANNETTEA C. HART, formerly of Lord & Taylor, has joined Spadea, Inc., as copywriter.

BUELL M. BROOKS has joined the Media Department of Erwin Wasey's Los Angeles office. He was formerly associated with Edward S. Townsend Company, publishers' representative in Los Angeles.

BEN BODEC, a Variety mug for 14 years plus affiliations with J. Walter Thompson and ABC, has joined the radio department of Kenyon & Eckhardt as talent buyer and assistant in program development.

MELCHOR GUZMAN CO., INC., has been appointed United States and Canadian representatives for YSHQ, Radio Popular de El Salvador, San Miguel.

Toledo Attys. Incorporate To Operate New AM Sta.

Toledo, O.—Radio Corp. of Toledo has been incorporated with authority to issue \$100,000 worth of common stock, to operate a new radio station in Toledo. Incorporators were Lee H. Schmink, William J. Higley, and Claude R. Banker, all of whom are attorneys.

Mull WKJG Dispute

Fort Wayne, Ind.—Robert Simons, field examiner for the National Labor Relations Board in Chicago, was in Fort Wayne last week to take company and union testimony in the strike of engineers at WKJG, Fort Wayne. The station has been operating its regular programs since the seven engineers involved in the labor dispute walked off their jobs Thursday, Aug. 12, leaving the station off the air for 44 minutes that evening. The union, National Assn. of Broadcast Engineers and Technicians, filed unfair labor practice charges against the station. The union is seeking to negotiate its first contract with the company, and all issues are settled except that of wages.

NBC Sets New Series Of 1-Hr. Documentaries

NBC's efforts in the field of documentary broadcasts are being rapidly expanded, program veepee Ken Dyke said yesterday, and a series of hour-long drama-documents on current issues is already in the works under supervision of Wade Arnold, who is in charge of the web's "Living—1948" stanza.

"The enthusiastic listener response to our 'Living—1948' series, which has offered a total of 21 carefully researched documentaries during the past six months, has prompted us to supplement this important feature—the only continuous weekly documentary series on any network—with a series of full-hour radio documentaries," Dyke said.

First of the new series will be "Marriage in Distress," dealing with the growing U. S. divorce rate, and based on four months' research by the web's public affairs and education staff. Program is being readied for broadcast late this month or early in September.

Slated for September airing is "Mother Earth," which urges greater conservation of natural resources. The United States military potential is the subject of the third in the series.

Lou Hazam, scripter of "Living—1948," is expected to contribute to the new project.

Rowland In Wing Post

Toby Rowland, formerly of the script department of the Sam Jaffe office, will head up the service department of the American Theater Wing Professional Training Program. One of his first chores will be to organize a new workshop for professional writers to develop sketches and other special material suitable for revues and musicals as well as night clubs.

Andrews Return Sept. 13

The Andrews Sisters, now filling an engagement at the Palladium in London, return to the U. S. in early September and resume their vocal assignment on CBS' "Club 15" musical series, Monday through Friday, 7:30-7:45 p.m. EDT, on Monday, September 13.

MBS Skeds Mystery Series

"Under Arrest," for the past two years summer replacement for "The Shadow" on Mutual, gets its own weekly spot Sept. 12 when latter show returns to the air. Produced by Wyn Wright, "Arrest" will be aired Sundays, 9:30-10 p.m.

Renew Ziv Series

The Frederic W. Ziv Co., producers of transcribed radio shows, announces that Mountain Fuel Supply of Salt Lake City, Utah, has just renewed Ziv's "Favorite Story" for an additional 52 weeks over KSL. Renewal was handled by the Gillham Advertising Agency of Salt Lake.

LOS ANGELES

By RALPH WILK

BARBARA EILER, who'll be back with the regular cast of the Dennis Day show when it resumes via NBC August 28th, recently celebrated her 10th anniversary as a radio actress.

Murray Wagner adds to his present announcing assignments new West Coast Saturday series for the Sealy Mattress Company, featuring Charles Collingwood, news analyst. Team is also currently doing three a week on CBS for Household Finance.

Penny Singleton has started a split two-week vacation at Laguna Beach (Calif.) Penny is to return from the seaside this week-end for rehearsals of Sunday's "Blondie" broadcast over CBS, then return to the beach for another week of recreation.

NBC Comedian Eddie Cantor, who has been vacationing in Europe with Mrs. Cantor this summer, will be back in time to make two appearances at the Reading-Berks County Bicentennial Industrial Exposition at the Reading fair grounds Friday and Saturday, Aug. 27 and 28.

Larry Kolpack, vice-president of Larry Finley Productions, signed Mort Davis, former band booker with General Artists Corp., to head the new talent department in Finley's New York office. He'll sign artists for TV and transcriptions.

Seventeen Los Angeles radio stations spent 5½ hours cutting interviews with coaches and stars of the Los Angeles Rams, pro football team, for an advance buildup for two Rams pre-season games. First game will be played Aug. 25th.

Milton Samuel, Young & Rubicam Pacific Coast publicity director, vacationed with his family in Sequoia National Park.

KLAC Disc Jockey Bob McLaughlin is giving away two tickets daily to the Frank Sinatra-Andy Russell Charity Baseball game at Gilmore Stadium, Aug. 23rd. Tickets are given to the writers of the two best daily letters about McLaughlin's "570 Club."

Sara "Gladys Zybisco" Bernier returns this week-end via S. S. Lurline to Hollywood and the airwaves with an added Hawaiian pidgin English dialect perfected during her Honolulu vacation.

Benay Venuta postponed her disc-jockey tour to Chicago until October due to the pressure of Hollywood radio activities concerning her "Keep Up with the Kids" and "Moment of a Lifetime" air shows.

Signature of the "Cass County Boys," rural rhythm group, as KFI-TV's first entertainment-type program, was announced by Haan Tyler, station's TV coordinator. "Cass County Boys" have been on "Early Birds," popular southwest show over WFAA, Dallas, for 11 years. Following a tour to Madison Square Garden with Gene Autry, they will start their KFI television stint in late October or early November.

Political Parties In Scramble For Choice Broadcast Periods

(Continued from Page 1)

presidential season, time-buying wise, the Democratic National Committee has signed for the 10:00-11:00 p.m., EST, periods on both NBC and MBS on Nov. 1. Agency is Warwick & Legler. The following hour, from 11:00 p.m. to midnight, EST, has been taken by the GOP National Committee on NBC and Mutual. BBD&O is the GOP agency.

Progressive party, through the Frederick-Clinton Co., has signed for the 9:30-10:00 p.m., EST, period on Mutual for Nov. 1. The Henry Wallace-led party begins a Monday night series on NBC, 10:30-10:45 p.m., New York time, on Sept. 13, running through Oct. 25.

The Progressives used a six-station hookup in Connecticut last week to broadcast a speech by Wallace. Other state and regional networks will be bought for future Wallace rallies. The party plans a big spot campaign, using transcriptions, and expects to buy considerable time on election eve. Progressives are now negotiating for

half-hour network time slots and also for local time in New York to present O. John Rogge, who is in the local race for Surrogate.

While the contracts haven't been signed yet, the Democrats are likely to buy time on most of the major networks for Mr. Truman's opening campaign speech in Detroit on Labor Day. Webs are reportedly trying to clear time for the event.

ABC has booked a few paid political broadcasts for the West Coast only but nothing on a national hookup. Web has a rule against booking a political program more than 30 days before it's to be made or, if a series, 30 days prior to the first broadcast in the series.

On a regional basis, there are about 10 states where the Democrats and Republicans face a showdown fight in coming elections for control of the U. S. Senate. Consequently, it's expected that most all available time in these key areas will go to the two major parties.

CBS, Don Lee In Pact For Use Of Studios

West Coast Bureau, RADIO DAILY
Los Angeles—The Columbia Broadcasting System will use Studio 3 in the new Mutual-Don Lee Building for the origination of six performances of CBS audience shows each week, under an agreement signed by the two networks last week.

Contract, signed on behalf of Don Lee by vice president and general manager Lewis Allen Weiss of the Don Lee Broadcasting System, and for CBS by western division vice president D. W. Thornburgh, provides that Don Lee's Studio 3 of Fountain Avenue in Hollywood will be made available to CBS Monday through Friday beginning today.

Fuller Use Starts Oct. 3

Beginning October 3 the studio will be used by CBS on Sunday as well as Monday through Friday. CBS engineers and ushers will be provided for each performance. CBS plans to use the studio for the five weekly broadcasts of the "Jack Smith Show" Monday through Friday. A network dramatic show will be assigned to the studio on Sundays in October.

Don Lee's Studio 3 is one of four audience studios in the new \$3,000,000 building which was completed July 1. It seats 350 persons and has the largest sound stage ever constructed for radio broadcasts. Like the other audience studios in the new plant, it has the unique spectrum-type interior decoration with 19 colors.

CBS' need for additional audience studios arose from a new high in audience programs originating from Hollywood in the network's fall schedule. Fifty-six performances of audience shows each week totalling seventy-one quarter hours of broadcasting, will be handled via KNX. CBS Los Angeles station. Besides CBS' three audience studios at Co-

Dodgers Sign With WNEW For Airing Of Grid Sked

(Continued from Page 1)

this fall. Television rights to the grid Dodgers are held by CBS.

Contract with WNEW calls for seven home contests and five on the road, with the first game Friday nights in Brooklyn. Ernie Harwell will call the play-by-play.

Although games mark a departure from the indie's usual canned music format, station has done considerable sports broadcasts in the past years.

WXLW, Indianapolis, Debuts As AM-FM Sta.

Indianapolis—This city's first station to operate simultaneously on both AM and FM frequencies, WXLW made its debut here last week, with 1-kw. AM and 4-kw. FM. Outlet is owned by Radio Indianapolis, Inc., Conrad Ruckelshaus, president; Frederic M. Ayres, Jr., vice-president; David L. Chambers, Jr., secretary, and Dudley V. Sutphin, treasurer. George Losey is manager, with Ward Glenn as program director, and Sam R. White, sales head. George Ackers is in charge of continuity, Elinore Brown, music librarian; Harriet Winston, traffic, and Charles Alter, chief engineer.

Opens Law Office

Norah K. Donovan, formerly on the legal staff of ABC, has opened her offices for the general practice of law, with special emphasis on matters of copyright, federal income taxes, radio and television law. Address is 681 Fifth Avenue, New York.

lumbia Square, the network also uses the Vine St. Playhouse and Studio A at Sunset Radio Center.

NEW BUSINESS

WMAQ, Chicago: Chrysler Corporation (for DeSoto), through B.B.I. & O., contracted for two station breaks weekly for 52 weeks. Illinois Bell Telephone Co., through N. W. Ayer & Sons, a total of 42 station breaks and 8 one-minute announcements to be aired between August 30 and September 22; Malkin Furniture Co., direct, one station break weekly for 26 weeks.

WGN-WGNB, Chicago: Bell Savings & Loan Assn., two weekly station break anns. for 26 weeks, through M. M. Fisher & Associates; Seckel, Kade, Inc. (Pertussin), through Erwin, Wasey, three weekly participating announcements in "The June Baker Program" 26 weeks from September 6; Armour Soap Works (Dial soap), through Foot Cone & Belding, three weekly participating announcements in "Melody Memos;" also three weekly station break announcements, for four weeks. Hirsch Clothing Co., through Schwimmer & Scott, "The Passin Parade," Monday through Friday, for 13 weeks. Evans Fur Co., through State Advertising Co., "It Really Happened," with Jim Ameche, Monday, Tuesday, Thursday, Friday and Saturday. Wisconsin Centennial Exposition, through Bert S. Gitting, 23 station break announcements.

WCBS, New York: General Food Corporation, for Minute Rice and Swansdown Flour, has purchased daily station breaks on WCBS and participations in two WCBS programs. Three participations were purchased in the Arthur Godfrey program, 6:00-7:45 a.m., on Tuesday, Thursday and Saturday, effective today, and two participations per week Friday and Saturday, in the Margaret Arlen program, beginning August 27. Agency is Young & Rubicam, Inc.

It also was announced that the Kellogg Company, for its Cereals, has purchased five participations per week, Monday through Friday, in the "This Is New York" program 9:15-10:00 a.m. Agency is K & E.

WENR, Chicago: The Illinois Bell Telephone Co., through N. W. Ayer & Son, Inc., 37 electrically transcribed station breaks and two one-minute participations between August 30 and September 19, noon until 11:00 p.m. calling attention to the new dialing system being put into effect in the Chicago area; Rosedale Hosiery through S. Duane Lyon, Tuesday, Thursday and Friday participation in the "Beulah Karney" program for 13 weeks starting September 14; South Shore Motors, direct, renewal of their one-hour program, the "Dirk Courtenay Show," Monday through Saturday at midnight, for 13 weeks starting September 13.

Heads Adam Young Chi. Office

William J. Reilly, for 11 years associated with Weed & Co., national station reps, has joined Adam Young, Jr., Inc., as manager of the organization's Chicago office.

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, August 24, 1948 — TELEVISION DAILY is fully protected by register and copyright

CHI. BROKERS HOP TV BANDWAGON

TELE TOPICS

By JIM OWENS
Associate Editor

WINKING EYES of TV will once again invade Capital activities this week—the House Un-American Activities Committee hearings Wed. & Thurs. . . . NBC will scan Davis Cup matches for second consecutive year, beginning Sept. 4, from Forest Hills. . . . CBS kicks off a nine-week presentation series on political trends Sept. 5, with Dr. Geo. Gallup, with Merrill Lynch, Pierce, Fenner & Beane, lifting the tab. It's a brokerage house but sounds like a radio agency, n'est ce pas?

AT NBC they're still talking about the piano that "disappeared" last week. Producers of the Swift show hired a baby grand from Steinway, used it during rehearsal of the Lanny Ross seg, then knocked it for supper. When the staff returned the piano was gone—and eyebrows went way up. Nobody knew who hoppen, and ever since wonder how the hell it got past the guards unnoticed. So-o, show's topper pinned Steinway, a bit embarrassed, said the baby grand had somehow been "misplaced." Steinway guy quipped: "Naw, we got it back ourselves. Weren't you through with it?"

DELAIDE HAWLEY, who really gets around in TV & the fashion whirl, is out tonight on Rube Goldberg's "Drawing Room." . . . Dr. Frank Back, inventor of the Zoomar lens, huddling in H'wood this week with KFI-TV officials. Latter will be a second outlet to use a Zoomar, Para's CIA having acquired one early this spring. Bob Emery sending "news letters" to the kiddies who've written him from their summer vacation spots requesting the latest info on "Small Fry." Emery's thus far answered by 250 of the moppets, telling 'em they can expect when they come back on their sets.

Brush-Moore Orders RCA

Brush-Moore Newspapers, Inc., Canton, Ohio, has placed a definite order with RCA for television equipment anticipating the grant of a construction permit by the Federal Communications Commission for a metropolitan type station to operate in the Canton area.

Brush-Moore's application has been on file with the FCC for some eight months and the company is now making preparations to go ahead with installation of facilities once the Commission makes definite the decision as to which metropolitan channel will be assigned to Canton and favorably on the application.

The order totals in the neighborhood of \$190,000 and includes complete mobile unit facilities.

Philco "Playhouse" Starts Oct. 3 On NBC

"Philco Television Playhouse" begins its run on NBC television Sunday, Oct. 3 (9:00 to 10:00 p.m., EST). The new hour-long weekly program, which will be prepared and produced by the members of the Actors Equity Association, will feature the biggest names in the legitimate theater in the major dramatic and musical hits of past seasons. In addition to simultaneous airing on the seven-station NBC east coast network, each program will be recorded on film for delayed broadcast in every television city not yet linked to the network. In all, the program will be seen in over twenty communities from coast to coast.

Davis Joins World

Donald Davis, former script writer and dialogue director for Paramount Pictures, Inc., has been appointed executive producer for the television production unit, World Video, Inc. Davis will begin work on a series of dramatic shows to be produced in conjunction with Actor's Studio, Inc., a group of some fifty actors and actresses who are interested in the television field. Actor's Studio is headed by Elia Kazan, director of "A Streetcar Named Desire," and "Gentleman's Agreement," and Cheryl Crawford, director of the current musical success "Brigadoon." Ralph Warren, television director for ABC, will work with Davis in the preparation of the series.

AT&T Erects Towers To Chart M'west Link

Fort Wayne, Ind.—Temporary towers are being erected across northern Indiana to chart a layout for television relays, it was announced by T. C. Wilhoite, TV engineer for American Telephone and Telegraph Co. When the permanent relay towers are built next year, they will link Chicago with East Coast television facilities.

Temporary towers will be at Woodville, Summit, South Bend, Goshen, LaGrange, and Angola. A tower at Flossmoor, Ill., will complete the relay into Chicago. A coaxial cable laid across northern Indiana last year was intended for television transmission, but this cable is already being overworked to handle long-distance telephone loads, Wilhoite said. When the relays are finished, the cable will be used for television only in emergencies.

"Fashion" On WPTZ

Philadelphia—Beginning this week, J. Lichterman, one of Philadelphia's foremost furriers, stylists and designers, will sponsor the "Paris Cavalcade of Fashion" over WPTZ, the Philco station. Filmed in Paris each week by World Video Inc., the television production firm headed by author John Steinbeck and photographer Robert Capa, the "Cavalcade" will bring to WPTZ viewers the newest modes, styled by such famous designers as Dior, Fath, Schiaparelli, Patou, Lelong and Molyneux.

Press-Time Paragraphs

Don Lee Exits San Diego

Washington—FCC yesterday granted the petition of the Don Lee Broadcasting System to withdraw its application for a new television station in San Diego, Calif.

TV Hikes Milwaukee Baseball Take

Milwaukee, Wis.—Video has definitely contributed to increased gate receipts at sports events in Milwaukee. The latest spot to show an increase, since WTMJ-TV began operations last December, is baseball. The Milwaukee Brewers of the American Association have already exceeded the all-time attendance record for a 77 game season with only 62 games played. With 15 home games still on the schedule, the Brewers have played before 300,995 fans. The previous attendance mark was set last year when 296,920 people watched the Brewers finish in third place.

KSFO Plugs TV

San Francisco—KSFO, is effectively promoting its forthcoming television station KPIX through a bi-weekly "Television Newsletter." Mailed regularly to a list of 500 advertising people the newsletter puts into capsule form the highlights of current television information in order to assist agencies and advertising managers in keeping abreast of the new medium. Particular stress is placed on news of how TV is used by advertisers in other cities.

Bus. Execs. Set Up Investment Org. Re TV, AM

Chicago—Organization of the first "open-end" investment company specializing in securities in the field of television, electronics and radio was announced yesterday by a group of business and financial men headed by Chester D. Tripp. The firm, known as Television Fund, Inc., is registered with the Securities and Exchange Commission and shares will be available for public offering through investment dealers shortly. By "open-end" it's understood the new firm will be permitted by law to buy and sell stock on the open market, starting with a nominal amount of capital.

Tripp, who is president of the fund and also president of Consolidated Copper mines, Grip Nut Company, and chairman of Economic Trend Line Studies, states the fund was conceived as a "logical medium for participation in the future of the television industry, which we regard as the most dynamic growth potential available to the American investor." Besides Tripp, the directors are William P. Pope, vice president Neumode Hosiery Co.; Charles D. James, president Northwestern National Insurance Co.; Russell H. Matthias, attorney, and Herbert H. Taylor, president Franklin County Coal Co. The Irving Trust Co., New York, is custodian of the fund.

The fund has retained an advisory board composed of George P. Blair, consulting radio engineer and former chief engineer of the FCC; Dr. William L. Everitt, head of department of electrical engineering, University of Illinois, and Dr. Frederick E. Terman, dean of the School of Engineering, Stanford University. Technical consultant to the fund is Television Associates, Inc., Chicago engineering advisory organization, president of which is Keith Kiggins, former vice-president of American Broadcasting Co. Principal underwriter of shares of Television Fund, Inc., is Television Shares Management Co., Chicago, of which Robert D. Michels, radio and theater executive, is president, and Paul A. Just, recently of Shearson, Hammill & Co., vice-president.

Designers Sign "Top"

Bienen Davis, and Palter DeLiso, have signed Television On Parade (TOP Productions) Inc., to present their products on "Fashions On Parade," video musical fashion revue seen on WABD every Friday at 8:00 p.m. Bienen Davis will display purses for 26 weeks, effective immediately. Palter DeLiso will show their shoes for 13 weeks starting August 27th.

SOUTHWEST

WED HOWARD is substituting for vacationing George Stevens as "The Texaco Star Reporter" heard over WFAA, Dallas, and by transcription over many other Texas outlets.

The FCC has issued a construction permit for a new standard broadcast station at Center to the Center Broadcasting Co., which will operate daytime only on 930 kilocycles with a power of 1000 watts.

Bill Shomette, Farm and Ranch editor of WOAI, San Antonio, led a round table discussion on "How Radio Editors and Vocational Agricultural Teachers Can Cooperate" during the recent annual summer conference of the Texas Vocational Agricultural Teachers held in San Antonio. Representing all farm radio editors in Texas, Shomette opened the discussion with an explanation of the various ways in which farm radio editors and agricultural teachers can cooperate in purveying farm and ranch news.

A unique quarter hour revue of the news in San Antonio is heard daily over KONO. One five minute period is devoted to a recap of what has happened in the city police department during the previous night and up to broadcast time by Cpl. Guy Liggins of the Police Department direct from the police station. Another five minutes is devoted to news of the fire department from the office of the city fire chief by Fire Chief Fullbright. The remaining five minutes is devoted to sports and headline news.

Joe Allison, disc jockey of KITE, San Antonio, has been selected to serve as master of ceremonies for the entertainment in the Service Clubs No. 1 and 2 at the Lackland Air Force Base in San Antonio presented by the special services branch.

The Lufkin Amusement Co., at Beaumont has applied to the FCC for permit for a television station to operate on Channel number 10. Outlet would operate on 192-198 mc with 28.4 visual kw and 14.2 aural.

CBS' "Cross Section" To Mull Inflation Ques.

"Inflation or Deflation—Which Is Ahead?" is the question to be posed by producer-emcee Dwight Cooke to spokesmen for five important national organizations on CBS' "Cross-Section, U.S.A.," Saturday, Aug. 28.

Interview participants in the program are: William J. Strum, AFL regional director of Toledo, Ohio; Arthur Uppgren, assistant editor of the Minneapolis Star Journal, speaking for the U.S. Chamber of Commerce; Sam Jacobs, of the United Auto Workers-Education Department, speaking for the CIO; E. F. Pierson, president of the Vendo Co. of Kansas City, Mo., and also head of the National Automatic Merchandising Association, speaking for the NAM. Spokesman for the American Farm Bureau Federation is to be announced.

COAST-TO-COAST

To Air Cincy U Football Games
Cincinnati, O.—WKRC will, this fall, air the University of Cincinnati football games under the sponsorship of Alms & Doepke, city department store. Contract was signed during a luncheon at which "Jake" Lathram, station sales manager; Syd Cornell, sportscaster; M. Charles Mileham, athletic director of the university; Dick Nesbitt, sportscaster, and Louis F. Schlueter, president of Alms & Doepke, were present.

KGVO Airs Mont. State U Grad.
Missoula, Mont.—Direct from the stage of the Student Union Theater, KGVO recently aired Montana State University's summer commencement exercises. Featured speaker was Clarence Street, author of "Union Now" and graduate of the university.

WCCM Appointments
Lawrence, Mass. — Norm Doyle, sports and special events man at WEPM, in West Virginia, has been appointed by WCCM to handle the play-by-play on football games this fall. Other station additions include Gordon DuHamel of WKOX, Framingham, Mass.; Dick Williams, WKXL, Concord, N. H., and Larry Truesdale, WFDM, Ayer, Mass. The latter three have joined the announcing staff of WCCM.

"Open House" Adds New Feature
Worcester, Mass.—Margaret Cox, of WTAG's and WTAG-FM's "Open House," has added another feature to the "family party" atmosphere of her five-day-a-week show. Called "The Story Behind the Song" the new gimmick invites listeners to submit letters telling of some incident in their lives which has helped to make a particular song their favorite. Two of the most interesting letters submitted each week are read on the air, with Danny Patt playing the song on the novachord as background for the story.

To Co-op. In "V of D" Contest
New Haven, Conn.—State radio stations are planning to cooperate with Connecticut's Junior Chambers of Commerce for the second annual "Voice of Democracy" high school public speaking contest, to be held early this fall. Contest, jointly sponsored by the U. S. Junior Chamber of Commerce and the radio broadcasting industry, will determine a state winner to participate in the national competition for college scholarships. State chairman for the contest is Lewis Doolittle, program director of WNHC (AM, FM and TV). Final winner will be heard in a special broadcast over the Connecticut State Network.

Eisenhower Broadcasts From KLZ
Denver, Colo.—Former Army chief of staff, General Dwight Eisenhower, was a recent visitor at KLZ during which time he spoke on the CBS "Crusade for Children" program direct from the station's studios.

WTMJ Airs Musical Stories
Milwaukee, Wisc.—"Stories in Music" is the title of a new Sunday series to be heard over WTMJ and WTMJ-FM under the sponsorship of Pate Oil Co. Programs feature the Clyde Parnell Chorus of 32 voices in excerpts from different operettas. During this month, the half-hour show is being presented from Radio Hall at the Wisconsin Centennial Exposition but, starting September 5, they will originate from the auditorium studio of Milwaukee's Radio City.

WIBC Gets Power Increase
Indianapolis, Ind.—WIBC, now operating with 5,000 watts, will increase its power by September 15 to 50,000 watts. Station is owned by the Indianapolis News.

James Dutton Joins KMOX
St. Louis, Mo.—New KMOX continuity director is Richard James Dutton. Jim was formerly with the Gardner Advertising Agency, KWK and KSD. He was employed as an accountant, commentator and writer.

Appt'd WILS Prog. Director
Lansing, Mich. — Alex Dillingham, announcer and former news editor on the staff of WILS, has been appointed station program director by general manager W. A. Pomeroy. Before coming to WILS, Dillingham did announcing chores over WKAR, Michigan State College station and was instructor in radio and program director at the American University station in Biarritz, France.

New "Brunching" Series On WJR
Detroit, Mich.—Popular Tony Weitzel, veteran newspaperman, and his wife, Dotty, are being featured in a new Saturday morning series over WJR. Entitled "Brunching With The Weitzels," program features informal tableside chats with celebrities visiting the motor city, discussion of timely topics with experts or civic leaders and interviews with unusual people in the news. Series will originate from the Esquire Room of the Book Cadillac Hotel.

Technical Difficulties At KSO
Des Moines, Ia.—KSO was off the air for three hours last week due to technical difficulties at the transmitter. Incoming phone calls from avid listeners not only tied up that station's switchboard but also the switchboard at KRNT.

WMID Records 'Spook' Show
Atlantic City, N. J.—WMID's special events department, in an effort to find out whether the Fr. Silkini Chamber of Horrors show actually kept spectators on the edges of their seats, journeyed down to the local theater to make a recording of the crowd's reaction to the show. The record, when completed, was full of choppy conversation, mixed with frightened screams. Playback was aired the following day.

SAN FRANCISCO

A San Francisco police officer, Inspector John W. Breen will be saluted for bravery on NBC's "Call the Police" program for his actions in preventing a despondent Chinese woman immigrant from jumping from a 14th story ledge of a downtown San Francisco building. With thousands of people watching from below, Inspector Breen climbed to the ledge, caught the woman and held her until other officers could help remove her from the parapet. For this action he will receive the Lever Brothers Plaque of Valor and a cash award.

Gayle V. Grubb, KGO general manager, spoke before the Burlingame-San Mateo Kiwanis Club on the effect of television on the educational, recreational and entertainment life of this area.

Lee Giroux has joined the announcing staff of KGO. He was formerly program manager of KSAN and free-lance emcee, announcer and sportscaster. He replaces Ben Morris, who resigned to return to Oklahoma City.

Jane Webb and Jack Edwards, Jr. met for the first time when they were cast in KNBC's "Aunt Mary" show. The make-believe blossomed into the real thing, and a few days ago they were married.

The national tennis matches in Forest Hills are scheduled to be broadcast over KROW direct from Long Island, under the sponsorship of A. G. Spaulding and Bros.

Seventy-six people will be added to the ABC-KGO staff for TV exclusively in San Francisco and 44 of these will be engineers, according to ABC Veepee Don Searle. The San Francisco station is expected to go on the air December 1st with a total of 28 video hours a week at the start.

La. State Broadcasters Elect Dabadie President

Baton Rouge, La.—J. Roy Dabadie, veepee and general manager of WJBO, Baton Rouge, has been elected president of the Louisiana Association of Broadcasters. He succeeds James E. Gordon of WNOE, New Orleans.

During a one day meeting of the association held in the studios of WJBO, Henry Clay, Jr., KWKH, Shreveport, was elected vice-president and Paul Goldman of KSYL was named secretary-treasurer.

New board of directors for LAB is as follows: James E. Gordon, WNOE, New Orleans; Fred Weber, WDSU, New Orleans; Howard Summerville, WWL, New Orleans; Cecil Beaver, KTBS, Shreveport; J. C. Limer, Sr., KMLB, Monroe; Dave Wilson, KPLC, Lake Charles; I. K. Corkern, Jr., WIKC, Bogalusa; and W. Eugene Jones, KSLO, Opelousas.

All but two stations in Louisiana are members of the association and Gordon, outgoing president, said he believed they would soon join.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



COL. 44, NO. 39

NEW YORK, WEDNESDAY, AUGUST 25, 1948

TEN CENTS

PR BROADCASTERS SEEK CONGRESS AID

RMA 21-Man Group To Fight Excise Tax

Washington Bureau, RADIO DAILY
Washington—The appointment of a 21-man tax committee signifies the intention of the Radio Manufacturers Association to "press vigorously" the efforts of the radio industry for repeal or reduction of the 4 per cent radio excise tax when the new Congress convenes in January, RMA's president, Max F. Balcom, declared yesterday.

Joseph Gerl of Sonora Radio and Television Corp. was renamed chairman, and A. M. Freeman of the

(Continued on Page 4)

Wine Company Sets Spot Campaign In Three States

Spot campaign in three states—New York, New Jersey and Connecticut—will be started the middle of next month by Bisceglia Brothers Wine Corp., Long Island City, N. Y., to introduce its 12-ounce "Junior Jug" bottle. Agency is St. Georges & Keyes, Inc. Initial campaign for the new product, which retails for 25 cents, will run about three months and will extend to other states at a later date.

Ziv Adds New Offices For World Broadcasting

Frederic W. Ziv Co., recent purchaser of World Broadcasting Co. from Decca Records, has added Walter Seifert to the World setup in an executive capacity. Seifert, connected with World Broadcasting prior to the sale, has been placed in charge of Ziv's office at 630 Ninth Avenue, New York. New offices have been added to this branch of Ziv and now house

(Continued on Page 4)

Premiere

Sept. 13 is the date set for the premiere of the Deems Taylor concert, new transcribed feature being offered to local stations. Show will be heard five times weekly in a half-hour series with commentary by Taylor plus name guest stars from the opera and concert world. Package is being distributed by Radio Features, Incorporated, of Chicago.

Red Cross Special

All-day appeal for donors to the Red Cross Blood Bank will be aired by WNBC tomorrow. Special mobile donor center will be set up in one of the station's studios and flock of celebs is expected to participate, including Bea Lillie, Henry Fonda, Fannie Hurst, Mary Jane Walsh and city health officials. They will be interviewed on tape for use in a special Red Cross program. In addition, station staffers will contribute blood throughout the day and Radcliffe Hall will describe the procedure on "Metropolitan News Roundup," 12:15 p.m.

Terry Appointed V.-P. Of TV For Crosley Corp.

Cincinnati—Appointment of Marshall M. Terry as vice-president in charge of television activities of the Crosley Broadcasting Corporation was announced yesterday by R. E. Dunville, vice-president and general manager. At the same time Dunville disclosed the appointment of James B. Hill as sales manager of WLW-TV, Crosley outlet in Cincinnati, and a shift in the responsibilities of Jack

(Continued on Page 7)

Para. Skeds Spot Drive For 'Sorry, Wrong Number'

Intensive spot campaign on eight New York stations has been set by Paramount Pictures, Inc., through Buchanan agency, for local opening of "Sorry, Wrong Number," which

(Continued on Page 2)

AFRA Annual Meet In Boston Will Discuss TV And Merger

Television and the merger of various talent unions into one big overall unit are foreseen as the hottest topics of discussion for several hundred AFRA delegates this weekend during the Federation's ninth annual national convention in Boston. Event, being held at the Hotel Somerset, opens tomorrow, Thursday, and runs through Sunday.

There is much concern inside AFRA over the matter of TV, just as there is in the Screen Actors

Puerto Rico Association Is Petitioning Harness Committee To Curb Official Island Outlet

By FRANK BURKE
Editor, RADIO DAILY

San Juan, P.R., (By Cable)—Twenty Puerto Rican broadcasters whose commercial life is in danger of destruction through the operation of a government radio station this week carried their appeal to Congressman Harness, chairman of the new Select Committee of Congress charged with the

(Continued on Page 6)

ABC Refuses Commie Party Time Request

ABC, through President Mark Woods, formally turned down a request yesterday by the Communist Party which asked for one hour of time to answer the documentary, "Communism—U. S. Brand," recently broadcast by the network. In a letter to William Z. Foster, Communist chairman, Woods said that contents of the broadcast were based on mate-

(Continued on Page 6)

FCC Lists Activities On Outstanding Apps.

Washington Bureau, RADIO DAILY
Washington—FCC announced yesterday the following actions in docket cases:

Proposed decision (Chairman Coy dissenting) looking toward the grant of the application of D & K Broad-

(Continued on Page 6)

Sign Three New Accounts For WNBC's Smith Show

Signing of three new sponsors for WNBC's Bob Smith show was announced yesterday by Donald A. Norman, sales manager.

Vick Chemical Co. purchased the

(Continued on Page 6)

"Leave It To The Girls" Gets First Sponsor

Continental Pharmaceutical Company will become the first sponsor of "Leave It to the Girls" on MBS, starting Sept. 10. Show is broadcast Fridays from 8:30-8:55 p.m., EDT. Agency for the sponsor is Arthur Meyerhoff & Co., Chicago.

"Leave It to the Girls," produced by Martha Rountree, has been a sustainer since its premiere over two

(Continued on Page 5)

Met Season Set For ABC; Web Also Plans TV Cover

Saturday matinee performances of the Metropolitan Opera will be broadcast again this year by ABC, Mark Woods, president of the web, revealed yesterday following announcement that the Met's 1948-49

(Continued on Page 6)

Applause

Washington—Station WTOP and CES have been awarded a plaque by the Washington Junior Police and Citizens Corps, Inc., as "a token of appreciation for outstanding community service rendered." Plaque was presented for WTOP's "D. C. Dateline," and other programs which brought to public attention the work of the Citizens Corps.

Guild, and thereby hangs a conflict. SAG maintains it should represent television talent where films are involved, at the same time agreeing that AFRA is best suited to handle the situation in the case of live TV programming. AFRA, however, argues that it is far better qualified to represent all artists in the entire video field.

Union leaders seeking a merger of the dozen or so unions making up

(Continued on Page 7)



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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HUGH FELTIS, president of BMB, is back in town after attending a series of NAB district confabs. He's now pointing for the NAB board meeting on Sept. 2, after which he'll head for another group of NAB regionals.

FRANK SOMERS, Columbia network television technician, is back at his desk following two weeks of service with the U. S. Navy's Bureau of Aeronautics.

JESS MASS, American network newsman and editor of the Christian Science Monitor program, up to Boston yesterday via American Airlines.

RUSSELL A. WINNIE, manager of WTMJ, Milwaukee, is visiting NBC headquarters in New York. He'll leave for home tomorrow.

WALTER LURIE, Mutual network executive producer, left last night for Hollywood, where he will attend the opening of the new Don Lee studios.

RICHARD H. ROFFMAN, conductor of the "Adventure in Jobs" program on WEVD, is vacationing in Parkville, N. Y., where he also is arranging for the Chamberlain Brown Players to put on a series of dramatic sketches in September.

ELINOR INMAN, director of religious broadcasts at CBS, has returned from a business trip to Chicago.

SANDY SANDERS, publicity director of WHAS, Louisville outlet of CBS, has arrived from Kentucky on a short business trip.

JESS SWICEGOOD is in town. He's the manager of WDIG, American network outlet in Dothan, Ala.

HELEN SIOUSSAT, director of talks for CBS, has returned from a three-week vacation in Los Angeles.

MARTIN ANDREWS is back in town to direct "True Story" and other ABC programs.

FRANK MARX, vice-president of the American network in charge of general engineering, and JAMES MIDDLEBROOKS, of the network's engineering department, left yesterday for Chicago, where they'll participate in the opening of WENR-TV.

DOROTHY A. KEMBLE, director of continuity and script clearance for Mutual, leaves today for Chicago, where she will confer with midwest executives of the web.

JOHN TILLMAN, announcer on WPIX, is in Washington, D. C., where he is narrating twelve reels of travel films for F. Herrick Herrick, producer.

GERALD MAULSBY, assistant director of public affairs at CBS, is working again after three idyllic weeks at Nantucket.

THOMAS E. MARTIN, manager of WRUN, American network affiliate in Utica, N. Y., is in town on station and network business.

JOHN P. HART, manager of WBIR, Knoxville, Tenn., is visiting at the headquarters of the American network, with which the station is affiliated.

AL SCHILLIN, vice-president of WAAT, is spending long week-ends at his summer place in Elberon, N. J.

FLOYD MACK, assistant manager of network operations at Mutual, left yesterday on the inaugural flight of the Navy's "Super Mars." It's bound for Honolulu.

JUDSON BAILEY, of the CBS sports staff, leaves today for Cincinnati, where on Saturday he will produce the "CBS Clubhouse" program.

MARGARET ARLEN, commentator on WCBS, went down to Asbury Park this week to act as honorary chairman of the resort's baby parade. With Miss Arlen went CLARENCE WORDEN, director of special features; HARRY MARBLE, announcer, and DOUGLAS McNAMEE, program director.

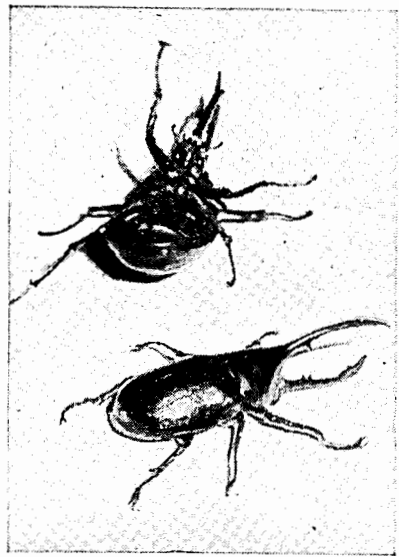
Para. Skeds Spot Drive For 'Sorry, Wrong Number'

(Continued from Page 1) was adapted for the screen by Lucille Fletcher from her original radio script.

Total of 305 transcribed spots will be used, ranging in length from 15 seconds to a full minute. Campaign runs from Aug. 26 through Sept. 3. Stations bought are WOR, WJZ, WNEW, WMCA, WINS, WQXR, WOV and WHN.

10 YEARS AGO TODAY

(From the files of Radio Daily) In 16 days time, CBS sales staff signed total of \$8,690,000 in time contracts for 17 shows to go on the air within a few months and to run for a year. The shows, of which eight are new accounts and nine are renewals, are sponsored by 11 different national advertisers. . . . Pat Weaver, manager of the Y & R radio department, resigned from the agency to become assistant to George W. Hill, Jr., veepee and ad manager of American Tobacco. . . . Robert E. Dunville, general manager of WSAI, was promoted to general sales manager of WLW-WSAI. . . . Marshall P. Wilder, tele engineer for National Union Radio Corp., on return from European trip, said video has reached its highest peak of perfection to date in Germany.



Beaten Beetle

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

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

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

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

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

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

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



AM W-I-T-H FM

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

FINANCIAL

(August 24)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Mutual Adds Another

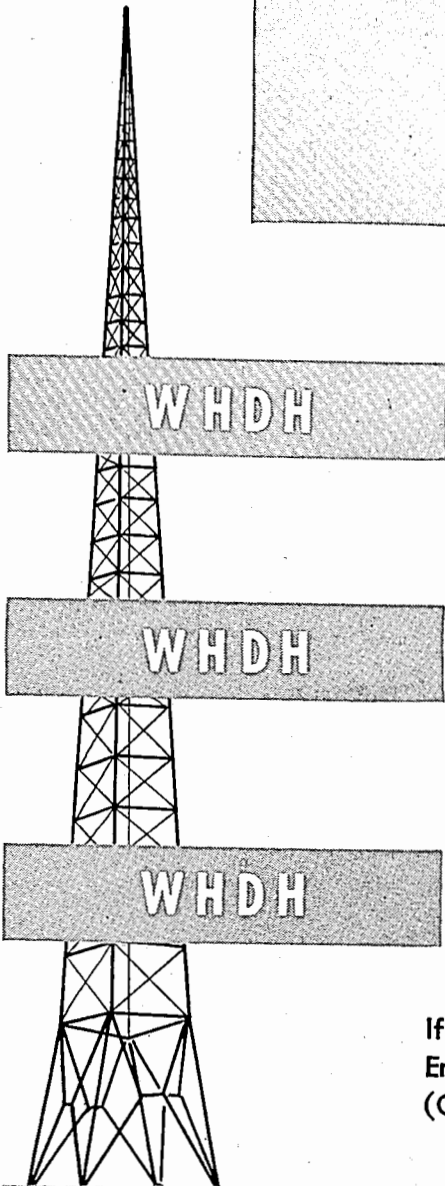
Affiliation contract has been signed by MBS and WSFC, Somerset, Ky., bringing web total to 515 outlets, it was announced yesterday by Robert Schmid, Mutual stations veepee. Established in 1947, WSFC is owned by Southeastern Broadcasting Co., Alonzo Carter, president. Contract is effective Sept. 1.

INS has served WBBM CHICAGO SINCE 1935. Includes image of a calendar and a WBBM logo.

Coverage! . . . OF THE ENTIRE KANSAS CITY TRADE AREA by the KMBC-KFRM Team! Only The KMBC-KFRM Team delivers complete coverage of the actual Kansas City trade area - coverage specifically designed to provide the advertiser with an economical means of reaching those who are in the habit of looking to Kansas City as their trading center. KMBC of Kansas City KFRM for Rural Kansas National Representatives: Free & Peters, Inc.

Now

WHDH *the favorite of more listeners than any other Boston station!*



WHDH is the Favorite Station of More Boston Listeners than Network Station A!*

WHDH is the Favorite Station of More Boston Listeners than Network Station B!*

WHDH is the Favorite Station of More Boston Listeners than Network Station C, Network Station D, and all other stations combined!*

If you are placing your advertising dollars in Boston and New England, "the favorite" is available at the lowest cost per thousand (Compare rates in SRDS).

*Special survey made by The Pulse, Inc.

WHDH

BOSTON

Represented nationally by John Blair & Company

Radio Bulletins Boom Newspaper Circulation

Kansas City, Mo.—Radio newscast bulletins are great stimulants for booming newspaper circulation, according to James M. Kirkpatrick, managing editor of the Jefferson City, Mo., Post-Tribune and Capital News. Statement was made at an organizational meeting of Associated Press broadcasters of the mid-west in Kansas City. Kirkpatrick, attending as a representative of KWOS, Jefferson City, said his circulation manager urged more news on radio.

The managing editor said, "People hear the news, their interest is aroused, and they look to the newspaper for detailed accounts."

Four state radio organizations of Associated Press members were formed at the meeting attended by 81 representatives. They were Missouri, Kansas, Oklahoma and Nebraska—the first AP radio associations to be organized in this area.

Officers Elected

Officers elected were: Missouri — Bruce Barrington, KXOK, St. Louis, chairman, and Jim Monroe, KGMO, Kansas City, Mo., vice-chairman.

Kansas—Ben Ludy, WIBW, Topeka, chairman; Vern Minor, KWHK, Hutchinson, vice-chairman.

Oklahoma—Glenn Condon, KAKC, Tulsa, chairman; Milton Garber, KCRC, Enid, vice-chairman.

Nebraska — William J. Newens, KOIL, Omaha, chairman; John Alexander, KODY, North Platte, vice-chairman.

The chairmen of the state associations will appoint committees of radio news editors to make a continuing study of their news report.

New Roy Rogers Show Debuts On WGN Aug. 29

Chicago — The new "The Roy Rogers Show" will make its debut over WGN-WGNB on August 29 in the 5-5:30 p.m. spot. The first ten dramatic vignettes of western life to be incorporated as part of the format of the show have been set, with "The Mystery of Circle-E Ranch" as the first. Show will feature Roy Rogers, "King of the Cowboys"; Dale Evans, "Queen of the Westerns," and Gabby Hayes, who has appeared in the Roy Rogers films.



Mainly About Manhattan. . . !

● ● ● One of the larger theater chains is planning to televise stage shows and syndicate filmed versions to other houses in the web. . . . FCC getting plenty of complaints from videoglers that their sets don't pull in the images. . . . Benny Goodman planning a trip overseas with his ork. . . . Rhythmairs to be featured on both Bing Crosby's stanza and the Revere Camera package. . . . Speaking of Bing, Jack Kapp sez that the Groaner's records have been selling so hot in Egypt that he's thinking of advertising them from Decca to Mecca. . . . Bert Wheeler, headlining at Lido Beach Club, confides that he gets his own videopera shortly. . . . Sammy Kaye looking for a new femme vocalist. . . . Medicos have warned Lena Horne to take it easy and she's skedded for an extended vacation from the mike. . . . Two of radio's toughest shows (Superman and Criminal Casebook) are directed by a woman—Jessica Maxwell. . . . Robert Monroe, who writes, directs and produces "High Adventure" on Mutual has finished his newest novel, "The Fifth Door," which is set for fall publication. (Burgess Meredith interested in filming the story). . . . Irv Hoffman relays Sir Harry Lauder's gag about the Scotchman who bought a dachshund so that the entire family could pet it at once.



● ● ● ABOUT THE BOULEVARDS: That baggy eyed deal comic, Fred Allen, entering Al Schacht's as DiMaggio exits. . . . Lido Beach Club biggie, Frank Seiden, in Sardi's, on a sardi-day afternoon. . . . Jack Holt, due to start a new airer, holt-ing his sides at Herb Sheldon's gags at Woodcleft Rest.



● ● ● AROUND TOWN: Dennis James on Paramount News staff. Also making a Paramount short with Beryl Davis. . . . Auto outfit interested in the new Eddie Dunn 5-minute video package. . . . Les Tremayne (radio's "Thin Man") not gaining any weight on his vacation. Sent in pictures showing him in steaming Mexican jungles. . . . There'll be further personnel changes at Time-Life shortly. . . . Helen Gahagan and Melvin Douglas working on a deal to make television movies in San Diego. . . . Russ Hodges voted the Outstanding Sports Commentator in Washington, D. C., in Radio Best poll. . . . Prospective sponsors for World Series telecast are certainly not rooting for Cleveland or St. Louis to cop in their respective leagues for the simple fact that the big Atlantic seaboard audience would be left out and forced to listen in via radio. . . . One of video's most potent hypos will soon be coming. The mail order houses are beginning to get interested—so watch for really inexpensive receivers. . . . Current "Voice of the Army" series stars the well-known screen great and newly-established television star, Gloria Swanson. (Show is now being aired over more than 1,250 stations). . . . After listening to some of those whodunits, Jack Perlis is convinced that the mystery is not in the plot—but in why they were aired.



● ● ● Red Benson, new emcee of "Movie Matinee," suddenly finds himself radio's most important good-will ambassador to H'wood with the upping of his WOR show to full Mutual network status. The show has become the only across-the-board series on the webs devoted to the cinema, so watch the picture studios genuflect to Red.



● ● ● FILLER-DILLERS: Bill Bertolotti, noting the column's report that Sen Claghorn will jibe Russia this season on Allen's Alley, writes: "That's no joke, son!" . . . George Petrie sez that some radio programs just give him a hear-ache. . . . Old and corny movies on television should be billed as coming distractions, thinks Jackson Beck. . . . Add IMP-ressions: Candid Mike: Hidden Treasure. . . . Pete Donald: A yarn-good comic. . . . The Whistler: Whistles while he works.



RMA 21-Man Group To Fight Excise Tax

(Continued from Page 1)
RCA-Victor division was appointed vice-chairman.

Committee members include tax experts, several RMA directors and representatives of the set, tube, parts, transmitter and other groups.

RMA also announced that its plan for spreading military contracts throughout the country had been presented to the munitions board last week. The plan is being studied, RMA said, by a four-man sub-committee of the communications and electronic equipment committee of the board. The sub-committee is expected to make a tentative report on the proposals late this week.

Ziv Adds New Offices For World Broadcasting

(Continued from Page 1)
several World Broadcasting departments plus some of the activities of Television Programs, Inc.

World personnel in Chicago has shifted over to added quarters at 360 North Michigan, where Ziv personnel operate from in that territory. More space has been taken by Ziv's Hollywood office in the Equitable Building to house World personnel.

John Sinn, executive veepee of Ziv, said the first World transcription release under the new label will be for the month of September. It will contain the music of such artists as David Rose, Monica Lewis, Carmen Cavallero, Russ Morgan, Nat Brandwynne, Milt Herth and Jose Morand.

Emerson Sets Price Hikes

Benjamin Abrams, president of Emerson Radio and Phonograph Corp., yesterday announced the company's new price schedule providing for retail increases ranging from six to about 15 per cent. As examples, the Emerson \$14.95 table radio goes up to \$16.95, and the \$269.50 tele receiver will list at \$299.50. Boosts are effective Sept. 1.

DAVID O. ALBER
Associates, Inc.

NATIONAL PUBLICITY
for
Personalities and Programs

654 Madison Avenue, N. Y.
TEmpleton 8-8300

6331 Hollywood Boulevard
Hollywood
GLadstone 3769

1906 **Henri** 1948
CONFISEUR

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

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

LOS ANGELES

By RALPH WILK

NURSES at the Cedars of Lebanon hospital, where Martin Block is confined with yellow jaundice, comprise the disc jockey's latest fan club. They took a look at the weekly bill and named themselves "Block Busers."

Bea Carpenter leaves this week for her month's tour of Chicago, Minneapolis and Detroit to confer with radio executives on the new Caroline Leonetti show.

Benay Venuta, Mercury Record star, was guest on KMGH's "The Girl and the Song," last week.

Sports director Bob Kelley replaces Tom Harmon on the Wings Cigarettes sports program on KMPC each Saturday from 5:15 to 5:30 p.m. A six-week contract was handled by Russel Seeds agency.

Mabel Todd has been signed to do the comedy leads in "My Own Kind," TV film series starring Rita Johnson with Larry Finley producing. Miss Todd, well-known radio artist, recently returned to Hollywood from her successful tour of the East. Thirteen 30-min. scripts are being readied by Allan H. Gillis.

Buell M. Brooks has joined the media department of Erwin Wasey's Los Angeles office. Brooks was formerly associated with Edward S. Townsend Company, publishers' representative.

Gene Norman, KFWB disc jockey, is producing a special program for the Hollywood Bowl Association. The program is entitled "Songs Under the Stars." Many of the leading composers from Hollywood will appear and conduct their own works. "Songs Under the Stars" will take place Aug. 28th. Such well known composers as Johnny Green, Johnny Mercer, Ferde Grofe, Dave Rose, Victor Young, will appear. The musical director for the evening will be Bert Shefter. Shefter will conduct the music of Jerome Kern and Mrs. Kern will be guest of honor.

Marilyn Williams, new British star of radio, television and movies, and daughter of the late Ziegfeld queen, Marion Harris, will be the new vocalist featured on ABC's "Abbott and Costello" show this fall. She will make her first appearance on the comedy program, October 13.

'Miss Hello Of 1948' Named By WINS Show

"Miss Hello of 1948," according to the results of the Art Scanlon-WINS contest for switchboard and telephone operators, is Mrs. Pauline Hall of Brooklyn, chief operator of Schenley Distillers Corp. who gets a trip to Bermuda via Colonial Air Lines. Judges in the contest were Mary Ann Simmons, chief operator of The New York Times; Henry Milo, travel commentator; Elissa Landi and Eldon Park. Crosley veepee and WINS chief, Milo, who does a travel show on WINS, arranged for the winning trip via Colonial Air Lines.

★ AGENCY NEWSCAST ★

HORACE H. NAHM, chairman of the Advertising and Selling Course Committee of the Advertising Club of New York will have the following members serving on the committee for the 25th year of the course: E. P. H. James, Mutual Broadcasting System; Wesley H. Beckwith, Royal Typewriter Co., Inc.; Frank H. Birch, Criterion Advertising Co.; Arthur F. Dermody, Kelly-Nason Inc.; E. M. Dormand, Jr., Algaeloin Corp.; Herman Goelz, Jr., The Jam Handy Organization; Fred Haberle, Jr., H. C. Bohack Co.; Kenneth S. Heiberg, The Brooklyn Press; Joseph T. Jaret, The Tuttle Press; Thomas W. Jones, Acme Mail Service; Donald S. Kelley, L. H. Philo Corp.; Charles B. Konselman, A. & M. Karagheusian, Inc.; Walter A. Lowen, Walter A. Lowen Placement Agency; S. Quentin Lupo, Flowery Manicure Products Corp.; W. E. Mitchell, The Richardson Taylor Globe Corp.; Donald Neimeth, Crandall-Petee Co., Inc.; John R. Requa, Requa Manufacturing Co., Inc.; Herbert L. Stephen, Printers' Ink Publishing Co.; Eugene Van Houten, Eugene Van Houten Associates and R. F. Walker, Hudson River Day Line.

BROOMFIELD-PODMORE ADVERTISING of Trenton, N. J., announces the appointment of Elmer F. Jaspan as director of radio and television. Jaspan was formerly associated with McGeehan & O'Mara of New York City, radio station representatives, where he was national advertising account executive for 26 radio stations from coast to coast. He was also actively engaged in television production over station WZXXJT, Jamaica, Long Island. Jaspan is a Trentonian by birth, and is well-known to civic and educational groups.

JAMES F. TRAGER, formerly with Stern's and Gimbel's, has joined the copy staff of C. J. LaRoche and Company, Inc.

WALTER KANER ASSOCIATES, publicity-public relations firm, formerly located at 505 Fifth Ave., have moved to new quarters at 276 Fifth Ave.

"Leave It To The Girls" Gets First Sponsor

(Continued from Page 1) years ago. Show originated from New York until last February when it moved to Hollywood and it will continue through the coming fall and winter season as a West Coast origination.

In addition to being aired on Mutual, the show is televised every week—but not simultaneously—over Mutual-Don Lee's KTSL, Hollywood. Sponsorship by the pharmaceutical company covers AM only and not television. Program features a panel of name actresses and actors discussing the heart-and-home problems suggested by listeners.

BASCH RADIO & TELEVISION PRODUCTIONS has started work on a number of new television shows for fall. These vary from big name half-hour shows to 15-minute, five-minute and minute commercials—both live and film. The half-hour dramatic shows include such series as "John Doowinkle, Attorney," based on the Saturday Evening Post series by the nationally famous Harry Klingsberg; fantasy like "Dream Street," with a star cast; and several audience participation shows, including "Harem Scarem," "Let's Play Reporter" and "Fare Enough," a new travel quiz program.

SOUTHWEST

A new 15 minute daily record show featuring Phyllis Webb, Joske's of Texas women commentator and Bob Holleron, popular free lance master of ceremonies, starts this week over KTSA, San Antonio and will be heard thereafter Monday through Saturday. Airing will be titled "Good Morning Show" and will consist of events about town, popular platters of the tunes of the day, shopping information and light banter on the humorous side. Miss Webb has recently joined Joske's of Texas as radio director and comes from Tampa, Florida, where she held a similar position, with a large store.

BIG NEWS!



Now you can enjoy fast, comfortable
Flagship SKYSLEEPERS
to Los Angeles!

EFFECTIVE SEPTEMBER 1



American is First Again with the Only Coast-to-Coast Skysleepers... Luxurious DC-6 Accommodations

Now, American provides spacious Skyberths aboard the famous DC-6 "Mercury" flight to Los Angeles! Eight roomy Skyberths supplement 36 comfortable seat accommodations. Here's your first opportunity to sleep your way West in a DC-6 Skysleeper, over American's Southern Transconti-

ental Route. It's the fast, comfortable way to go... a real rest cure aloft!

THE MERCURY departs daily at midnight EDT - arrives Los Angeles 8:10 a.m. PDT. Sleeper passengers may board an hour before departure.

Phone **HAVemeyer 6-5000** or your travel agent
Ticket Offices: Airlines Terminal • Rockefeller Center • Hotel New Yorker
120 Broadway • Hotel St. George

AMERICAN AIRLINES

ABC Refuses Commie Party Time Request

(Continued from Page 1)

rial from Communist sources, rather than opinions or observations, and that "ABC in serving the public interest does not deem it necessary to accede to your request."

On behalf of the Communist Party, U. S. A., Foster asked for equal time over ABC to "present a comparable program" within a month.

Woods' letter, written within a few hours after the request was received from Foster, read as follows:

"This replies to your letter of August 23rd, 1948, which comments on the recent ABC documentary program, 'Communism—U. S. Brand,' and requests, on behalf of the Communist Party, U. S. A., equal time over ABC facilities 'to present a comparable program' within a month.

"'Communism—U. S. Brand' cited in its documentation only such speeches and literature as were delivered, written, edited, or published by Communists. In no case, to the best of ABC's knowledge, have any of the cited oaths or statements ever been renounced by your Party. All footnotes referred to Communist source material, rather than opinions or observations.

"Daily Worker" Quoted

"The dramatized portions of the script were based on the common techniques of Communists in labor organizations and so-called 'front' organizations, and drew on the Communists' own official published directives. The portions of the broadcast relating to the many shifts in policy, ordinarily referred to as 'shifts in party line,' were based on reports and editorials published in The Daily Worker.

"Although one of the three publications to which you refer, Variety, did take issue with one of the citations, I have seen no indictment of the integrity of the program in either of the others to which you refer, (The Nation and The New York Post). On the other hand, many labor unions, both CIO and AFL, praised the program without qualification. So have many radio critics throughout the country.

"Since the program 'Communism—U. S. Brand' presented as evidence only the substantiated oaths, words, and acts of the Communist Party and its members, ABC considers its presentation to have been fair, factual and, as to the aspects of the subject which it treated, complete.

"For this reason, ABC in serving the public interest does not deem it necessary to accede to your request."

P.A.'s Set For Mix Show

Curly Bradley and cast of Tom Mix Straight Shooters have been signed for personal appearances at the St. Louis Firemen's Rodeo and Circus, Aug. 27-Sept. 6. Program will originate at KWK, Mutual affiliate there during the run. Show is sponsored by Ralston Purina through Gardner agency.

Puerto Ricans Urge Harness To Oppose P.R. Gov't Radio

(Continued from Page 1)

investigation of the FCC. The broadcasters have the support of NAB, and Don Petty, general counsel of the association, has been authorized to present the documentary evidence to Frank Bow, counsel of the Congressional Committee.

The extreme urgency of action by the investigating body was pointed up by Tomas Muniz, president of the Puerto Rico Broadcasters Association, who said that every commercial station is fearful of the "unfair and unjust competition" of WIPR, new station which will be operated by the Puerto Rico Communications Authority. His attitude was confirmed by Jose Ramon Quinones, owner of WAPA and NAB member, who said government commercial operation will be "an extremely dangerous precedent and a threat to private enterprise."

Grant Made in 1947

A commercial grant to the Puerto Rico Communications Authority was made by the FCC on April 30, 1947, with little or no opposition from private broadcasters on the island. At that time the private broadcasters were of the opinion that the government-operated station would be an

educational and cultural operation and not a commercial enterprise. Later the true facts came out. The station is to be operated as a full commercial outlet and would make a bid for commercial business both locally and nationally.

Signs of growing apprehension among the independent broadcasters of the government's intentions are evident here today. The government agency has already engaged the cream of Puerto Rican musicians for a station symphony orchestra and hint their commercial enterprise by making a bid for the commercially sponsored baseball on the island as well as other sponsored programs.

Records show that the Puerto Rican Communications Authority was established in 1942 to "develop and improve, operate and manage any and all types of communications facilities and services into and from the island of Puerto Rico and to make available the benefits thereof in the widest economic manner." Just how this authority will function with regard to broadcasting remains to be seen. Time and the action of the Harness Committee and the NAB will tell.

Sign Three New Accounts For WNBC's Smith Show

(Continued from Page 1)

8:05-8:15 portion of the program thrice weekly, beginning Sept. 13 for 26 weeks. Morse International is the agency, with Richard E. Close representing NBC Spot Sales.

Whitehall Pharmacal Division of American Home Products signed for five one-minute spots per week for Anacin and Guard cold tablets. Effective Aug. 30, 26-week contract was placed through Dancer, Fitzgerald and Sample, with Frank Bowes as NBC account exec.

Hat Research Corp. contracted for strip of one-minute spots for six weeks beginning Sept. 13. Foote, Cone and Belding is the agency and Close represented Spot Sales.

Sardi Guest

Igor Buketoff, conductor of the Fort Wayne Philharmonic Orchestra, will be a featured guest on "Luncheon at Sardi's" over WOR and the MBS network, Saturday, Aug. 28, at 1:00 p.m.

Gets Owens-Corning Adv. Post

Stephen J. Daly, former special assistant to the director of advertising of E. I. duPont de Nemours & Co., has been named advertising manager of Owens-Corning Fiberglas Corp., Toledo. Daly was associated with the DuPont company's "Cavalcade of America" radio show and the company's magazine, as well as serving as a divisional advertising manager. During the past year he was president of the Eastern Industrial Advertisers and the Philadelphia chapter National Industrial Advertisers Assn.

Met Season Set For ABC; Web Also Plans TV Cover

(Continued from Page 1)

season will definitely take place. It was previously stated that the opera house would not open this year because of union difficulties.

In addition, Woods said, the web is now negotiating with the various unions involved for TV airing of the series.

The 1948-49 broadcasts will cover 16 Saturday performances. Starting date for the opera and date of first broadcast are to be announced later.

MBS Sets New Quiz Show

New Sunday afternoon quiz show bows in over Mutual, Sept. 5, 1:30-2 p.m. Titled "Alibis," program features Eloise McElhone and Ray Morgan, who will present situations for which contestants will try to frame suitable alibis.

McGill In Hospital

Earl McGill, president of the Radio Directors Guild, is recuperating in New York Hospital following a serious operation. The operation was performed last Friday.

WCOP Airs Children's Tales

Boston, Mass.—"Professor Teeny's Adventures," a new and original program of children's stories, recently made its debut over WCOP. Heard each Saturday at 10:00 a.m., show features Robert W. Katz, actor, lawyer, author, inventor and radio star, as narrator. The idea for the program came to Katz during story-telling time in his own home.

FCC Lists Activities On Outstanding Apps.

(Continued from Page 1)

casting Co. for a new standard station at Palo Alto, Cal., to operate on 1220 kc, 250 watts, daytime only, and a denial of the application of Times Star Publishing Co. for a new standard station at Alameda, Calif., to operate on 1220 kc, 1 kw, daytime only.

Proposed decision looking toward the grant of the application of Valdosta Broadcasting Co. for a new standard station at Valdosta, Ga., to operate on 910 kc, 5 kw, unlimited time, day-night, and a denial of application of Okefenokee Broadcasting Co. for a new standard station at Waycross, Ga., to operate on 910 kc, 1 kw, unlimited time, day-night.

Proposed decision looking toward the grant of the application of Oral J. Wilkinson for a new standard station at Murray, Utah, to operate on 1230 kc, 250 watts, unlimited time, engineering conditions and subject to stipulation that no operation shall commence until station KVNU has shifted to its new frequency assignment.

Final decision granting the application of Northside Broadcasting Corp. to change facilities of WGRC, Louisville, Ky., from 400 kc, 250 watts, unlimited time, to 790 kc, 1 kw night, 5 kw day, unlimited time, day-night, subject to approval of transmitter site and antenna system by the CAA.

Va. Outlet Adds FM

Richmond, Va.—Broadcasting with effective radiated power of 50 kw. at 102.1 mc., WRNL-FM has gone on the air here, duplicating program sked of WRNL, local ABC affiliate. FM transmissions are beamed from a four-section RCA pylon located atop the radio center now under construction in downtown Richmond. While remainder of building is not scheduled for occupancy before 1949, transmitter section on fourth floor was rushed to accommodate the 10 kw. Western Electric set-up. E. S. Whitlock is general manager of both stations.

Radie Harris Returns

After more than one month in Hollywood, CBS' "Broadway and Vine" reporter Radie Harris returns to New York, Monday, August 30. Guest is movie star Joe E. Brown, who takes over leading role in Broadway production of "Harvey" (3:55-4:00 p.m., EDST. Mon. thru Fri.)

To Broadcast From Fair

Missoula, Mont.—KGVO will take its tape recorder to the Lake County Junior Fair to be held at Ronan on September 2, 3 and 4. The quarter-hour recording, sponsored by the Fair Board, will feature the historical 4-H pageant, a resume of events on the Fair's final day plus interviews with Fair officials. The board also contracted a schedule of spot announcements on the station publicizing the event.

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, August 25, 1948—TELEVISION DAILY is fully protected by register and copyright

AFRA TO MULL TV AT BOSTON MEET

TELE TOPICS

By JIM OWENS
Associate Editor

WIFE & TIME each prepping a piece on video commercials—reportedly pegged on the angle TV sales pitches are more entertaining than those on AM. . . . Wide-spread publicity re the "advent" of Smith's phone-vision already showing unhappy effect that may boomerang on the entire industry. Other day an acquaintance babbled over at the present she's soon to get from her boy friend—a "a telephone-vision set which will bring me all the shows on Broadway." (!) Nuff sed.

GULF has pacted a half-hour music and variety stanza on NBC with Bob Smith as the lead, starting Sept. 2 (9-9:30 p.m.). . . . Henry Morgan will do a double "Author Meets the Critics" next Sunday eve. Comic will roast his movie "So This is New York" for first 15 mins., defend the next. . . . Bob Dixon has sold his package, tentatively titled "Tune Test" to NBC, thru Kay Roberts of Mildred Fenton Productions. It's a daily quarter-hour seg. and preems next Monday nite. . . . Marty Mickman, long-time WHN sportsgabber, will call the Yankees-Dodger gridfest on CBS Friday nite.

GEORGE RUSSELL, chief anncr at The News' WPIX, has been awarded a decoration from the Chinese Republic for his participation (in '46) in American efforts to halt the Chinese civil war. He was an army intelligence officer and head of the U. S. Truce Headquarters' press section. Philco's WPTZ now has 55 commercial accounts on its air. Outlet is prepping installation for a new transmitter during the month of September.

Alexander's Dual Seg On WJZ And WJZ-TV

Alexander's Bronx department store, will sponsor a simultaneous version of its "Alexander's Quizdom Mass" on ABC's WJZ and WJZ-TV for 41 weeks beginning Sept. 18, it was announced yesterday by Murray Grabhorn, vice president and manager of both outlets. Program, which has been a WJZ feature for some time, will be aired in 7-7:30 p.m. . . . William Warren is the agency.

Philco's Texas Demo

Dallas, Texas — The Philco Corp. showed its new line of television-radio-phonograph combinations to about 350 dealers from this area at a meeting held here last week. The entire program, including a special demo program televised from a special stage in front of a local nightclub, was in cooperation with WBAP-TV, Fort Worth.

Terry Appointed V.-P. Of TV For Crosley Corp.

(Continued from Page 1)

M. Zinselmeier and David E. Partridge.

Terry previously was vice-president in charge of promotional activities for WLW. Merchandising responsibilities of his recent post will be taken over by Zinselmeier. Partridge, WLW sales promotion manager, who previously reported to Terry, will be responsible directly to the general manager's office.

Terry's administrative duties will include the overall operation of WLW-TV, WLW-D, Dayton and WLW-C Columbus. Construction plans are under way for both television and frequency modulation stations in the latter two cities.

"The appointment of Mr. Terry, a senior officer of the company to head television," Dunville said, "is a further reflection of the increasing importance of television to the company."

Two More File

Washington—The following applications were filed with the FCC yesterday: Trans-American Television Corporation, Evansville, Ind., for new TV station on channel 11. Beachville Broadcasting Corporation, Norfolk, Va., for new station on channel 11.

FCC Asked To Deny Motion Re Review Of Thackrey Deal

Washington Bureau, RADIO DAILY

Washington—Warner Bros. and New York Post publisher Dorothy S. Thackrey yesterday asked the FCC to deny the motion of the Southern California Television Company for a breakdown of the asking price of her three California radio stations.

Mrs. Thackrey and Warners had notified the Commission that the film company had agreed to purchase the KMTR Radio Corporation, Los Angeles, consisting of stations KLAC and KLAC-TV, and Palo Alto Radio Station, Inc., San Francisco, consisting of station KYA, for \$1,045,000.

Following the filing of the request for Commission approval of the transaction, Southern California Television notified the FCC that it wished to bid for KLAC-TV, but not for the others, and asked that Mrs. Thackrey be required to state the purchase price of each station.

In the motion filed yesterday, Mrs.

Fireworks

Washington — House of Representatives' Committee on Un-American Activities "spy hearings" will be aired today and tomorrow by outlets on the East Coast via pooled pickup. Sessions are expected to be lively, since Alger Hiss, alleged party-liner, will meet Whittaker Chambers, his accuser, face-to-face for first time. Hearings open at 10:00 a.m.

Plan Hr. TV Version Of 'Ford Thea.' In Oct.

Ford Motor Co., one of the earliest users of TV on a large scale, further expands in the medium with a video version of "Ford Theater" in October.

Through Kenyon & Eckhardt, Ford will offer three "experimental" drama shows, each running a full hour with top Broadway stars. Time and network has not yet been decided.

FCC Nixes Two

Washington—Two applications for construction permits for new commercial TV stations were dismissed by the FCC Friday. They were: Furniture City Broadcasting Corporation, Grand Rapids, Mich., Channel 9; and Tidewater Television Co., Norfolk County, Va., Channel 11.

Merger Of Unions In Talent Field Suggested

(Continued from Page 1)

the 4A's say that such action would dissolve the SAG-AFRA conflict. And from the convention this weekend may come the means by which a merger can be brought about.

New York local of AFRA will introduce a resolution which requests the 4A's to call mass membership meetings to debate the merger issue pro and con and that a referendum be completed by Jan. 15, 1949. Should the 4A membership vote in favor of merger, then it would be effected.

Representatives of about 25 AFRA locals will be hosted by the Boston local. Vin Maloney, president of Boston AFRA, has appointed Art Hall of WHDH as general chairman of convention arrangements. Stan Shaw of the Boston local is in charge of housing arrangements for delegates.

Likes FCC 'Giveaway' Stand

It's understood that the New York delegation may introduce a resolution commending the FCC for its new proposals which would curb giveaway shows. The group agreed on such a proceeding in recent caucuses prior to the revelation last weekend that Section 316 of the Communications Act was repealed last June by a recodification act.

Clayton Collyer, now first vice-president of national AFRA, and Virginia Payne, both from New York, are considered to be the leading candidates for president of AFRA throughout the coming year. Old procedure of electing a slate of five vice-presidents in one lump sum will be done away with this year and each will be elected individually.

The Los Angeles local has prepared a resolution which is expected to bring heavy debate from the floor. It recommends that all locals increase initiation fees by 50 per cent and that present dues be hypoped by 10 per cent. Los Angeles group says that all locals are faced with serious financial difficulties and that added income is essential to AFRA.

Another resolution drawn up by the New York local asks the inclusion of health insurance demands in the next negotiations which AFRA conducts with the networks and stations.

Mackintosh Joins ABC

Angus D. Mackintosh has joined ABC as an account executive in television sales. Mackintosh, whose appointment becomes effective today, comes to ABC from WABD, DuMont's New York outlet, where he served in a similar capacity.

NEW BUSINESS

WGN, Chicago: Lever Brothers Co. (Silverdust), through Sullivan, Stauffer, Colwell & Bayles, Inc., four-weekly participating announcements in "Baker's Spotlight," Monday through Saturday, for six weeks from August 24; Quaker Oats Co., through Sherman & Marquette, Inc., will sponsor "The Roy Rogers Show," Sunday, as of today, this show replacing "Those Websters"; The Anderson Co., Gary, Ind. (windshield wipers), through Reincke, Meyer & Finn, three-weekly participation announcements in the "Holland Engle Show," Monday, Wednesday and Friday, for 13 weeks from August 18; Illinois Bell Telephone Co., through N. W. Ayer & Son, Inc., contracted for the following announcements for four weeks from August 30: A total of 38 station break announcements and a total of 37 one-minute participating announcements in the "Holland Engle Show," Monday through Friday; "Singing Strings," Sunday, and "Baker's Spotlight," Monday through Saturday; Wm. H. Wise & Co., New York, will sponsor "Handyman's Guide," Sunday a.m. program, for seven weeks from August 22 and the same program for Saturday a.m. for 13 weeks from September 11.

WGN-TV Chicago: Patricia Stevens, Inc., modeling school and casting agency, renewed sponsorship of "Cross Question," Sundays, for 13 weeks from August 15 through Arthur Meyerhoff & Co.; Atlas Brewing Co. to sponsor remaining sustaining Sox home schedule (approximately nine games) beginning September 4; the P. Lorillard Co. (Old Gold) sponsoring the remainder of the Cubs and Sox home schedule.

WMAQ, Chicago: Spot business included the Beaumont Co., through Harry B. Cohen Agency, to sponsor a Saturday news program, 5-5:15 p.m. starting October 16, for 22 weeks; Eastern Airlines, through Fletcher D. Richard Agency, renewal order for 78 station breaks, to be aired six per week for 13 weeks starting August 29; Gaylark Products Co. (auto seat covers), through Robert Kahn & Associates, one-minute announcements to be aired on the "Early Bird" program for two weeks starting September 20.

Wedding Bells

Miss Linda Casazza, secretary to George Crandall, director of CBS press information, was married Sunday, Aug. 22, to Alfred A. Moran, associate professor of psychology at Rider College, Trenton, N. J. Wedding ceremony was held at St. Joseph's Church of the Palisades in West New York, N. J.

COAST-TO-COAST

KCL Plays Host To Indians

Salt Lake City, Utah—KSL, on behalf of the Utah Indian Days being held at Roosevelt on Wednesday and Thursday, played host to seven Ute Indians in full native dress. The Indians, accompanied by Mayor Homer Edwards of Roosevelt; E. J. Nixon, chairman of the Utah Indian Days, and Albert Harris, employee of the Indian Service of the U. S. Department of Interior, appeared on farm director Bill Orme's program, "This Business of Farming."

WJHL-FM Takes To The Air

Johnson City, Tenn. — WJHL-FM, according to an announcement by Ray D. William, station manager, is officially on the air as an outlet of the American Broadcasting Co. The city's only frequency modulation station, WJHL-FM operates on 100.7 megacycles, 18 hours a day, with 100 percent duplication of programs carried by her AM sister.

WKMH Sets A "First"

Dearborn, Mich. — When WKMH moved to 1310 on the dial, it was believed that this was the first radio station in the history of the FCC to transport its transmitter to a new site and change its frequency between the hours of sign-off time of one day and sign-on time of another. Station operates with 1,000 watts and is the most powerful independent in the metropolitan Detroit area.

Fourth Estate Hosted By KOOL

Phoenix, Ariz. — KOOL recently played host to the members of the "Fourth Estate" via a luncheon at the Arizona Club at which the station announced that it is filing for an FM outlet.

To Broadcast From Ia. State Fair

Des Moines, Ia.—KIOA will originate several broadcasts from the Iowa State Fair, which will be held at the fairgrounds from August 25 to September 3. The station will take its mike to the 4-H contests, flower and food shows, farm judging contests and many other events.

WLOS Adds Three

Asheville, N. C.—There are three new faces at WLOS executive desks. They are those of the new general manager, Ken Beachboard, most recently with WKIX, Columbia; Grady Edney, program department head, who was the voice of the GI net's startling broadcast from the courtroom where 21 top Nazis were sentenced; and chief engineer, Bill Chambers, who has spent some ten years in control rooms and transmitter houses in three southern states.

KSEK Airs "Murder At Midnight"

Pittsburgh, Kans.—KSEK, through Central Motors, has contracted for "Murder At Midnight" on a 52-week basis over that station. Series will be aired Monday nights following baseball season.

WKAB Show Adds Half Hour

Mobile, Ala.—WKAB's classical recorded show, "Music of the Masters," has added an extra half hour to its schedule in order that complete compositions may be aired without a break. Program features full recordings of operas, oratorios and symphonic compositions and is directed by Tom Jackson.

Landfear Joins The Mesquakies

Cedar Rapid, Ia.—Dean Landfear, daily conductor of the "Voice of Iowa" interview program and "Off the Record" disc jockey show over WMT, has joined the Mesquakie Indian tribe at the Tama reservation. His tribal name is "E-nee weh-too-neh moo-ta," which translated into plain United States means: "A man who spends his life in talk."

WLBR Add Two

Lebanon, Pa. — New members of WLBR's staff include Howard Van Voorhis, who has joined the station's league of announcers and Helga Pfefferman, who has been added to the continuity department. The former was previously with WLAN, Lancaster, and KSON, San Diego, while the latter, a recent graduate of Hunter College in New York, was a participant in the Veteran's Radio Workshop there.

PROMOTION

Spot Campaign

A heavy spot announcement campaign on tele station WGN-TV has been started by the Cycloid Corporation for its micromatic reel. This is believed to be the first instance of an individual sports item contracting for television advertising, and it is in the nature of a test. Spots, which are on film, were produced by Bennett, Petesch & O'Connor, Inc., Cycloid's agency. They will be shown preceding various sports shows and events on the WGN-TV schedule.

Of Station, And FM

WCSI-FM, Columbus, Ind., recently sent to regional and national advertising agencies, as well as local accounts, a seven-page booklet on the growth of the station, and the growth of FM. Booklet is entitled, "This Is Our Story." The booklet features proven facts about FM, plus sales advantages of using WCSI.

To Sub For Leonard

Al Morgan, producer-writer on WCBS' "This Is New York," will substitute for Bill Leonard, the program's regular reporter, for two weeks beginning with the broadcast of September 4. Leonard returns on September 20. Morgan performed a similar pinch-hitting chore for Leonard last season.

Extra! Extra!

WOWO's "Market Analysis" . . . 6:10 to 6:15 PM, Monday through Friday. . . is *must* listening for many, many farmers in Indiana, Ohio, Michigan.

This program carries closing *quotations* on grain, livestock, produce. . . *quotations* too late for evening papers. . . *quotations* not available in print until the following morning.

Program is now available. For cost and coverage, check with the WOWO Sales Department or NBC Spot Sales.

WOWO

FORT WAYNE

ABC Affiliate



WESTINGHOUSE RADIO STATIONS Inc

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

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

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. 44, NO. 40

NEW YORK, THURSDAY, AUGUST 26, 1948

TEN CENTS

UNETHICAL SALES OPERATION EXPOSED

FCC Approves 7 CPs For New AM Stations

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted CPs for new AM stations to the following companies:
Shamrock Texas Broadcasting Co., Shamrock, Texas; 1580 kc, 250 watts daytime only; estimated cost, \$16,850;
Plain Broadcasting Co., Clovis, New Mexico; 1450 kc, 250 watts, unlimited time, estimated cost: \$12,000;
The Deming Broadcaster, Deming, New Mexico; 1230 kc, 250 watts, unlimited time, estimated cost: \$14,511;
Snowden Radio Enterprises, Jen-
(Continued on Page 2)

New Public Service Series To Start On WMCA Sept. 10

"Inside New York," new public service series dealing with current issues or problems affecting residents of the city, has been skedded by WMCA on Fridays, 9:30-10 p.m., beginning Sept. 10. Two successive broadcasts will be devoted to each problem. The first will be a dramatic presentation of the situation and the second a roundtable by city
(Continued on Page 2)

CBS To Air Third Report On Murder Of George Polk

"Report No. 3 on the Murder of George Polk" has been skedded by CBS for Sept. 9, 10:30 p.m. The web's Middle East correspondent, Polk was found floating in Salonika Bay, Greece, May 16, with his hands and feet bound and a bullet hole in his head.

Participants in the special half-hour broadcast will be Winston Burdett, chief CBS Rome correspondent, who
(Continued on Page 2)

Newscasts Popular

Newscasts are decidedly popular with New Yorkers, according to a survey by The Pulse, Inc., which showed that four out of five people questioned listen to two or more programs every day. Women hear more newscasts than men because they're available for daytime listening. The Pulse survey said 27 per cent of New York listeners prefer WOR for news.

DAV Award

Hollywood—In recognition of his constant entertainment of hospitalized servicemen, NBC star Bob Hope will be given a special award by the Disabled American Veterans at the organization's ball to be held at the Palladium here Sept. 20. General Jonathan M. Wainwright, newly-elected national head of the DAV, will make the presentation, making a trip from San Antonio especially for the event.

Gillette Renews ABC Boxing Series

Gillette Safety Razor Co. has renewed its contract with ABC for the fourth straight year for the airing of the weekly feature boxing bout from New York, it was announced yesterday by J. P. Spang, Jr., president of Gillette. Renewal is effective Sept. 2 and was signed through Maxon.

Gillette currently sponsors broadcasts of the Thursday night bouts at
(Continued on Page 3)

NBC Appoints McMahon Radio Record Prom. Mgr.

Frank W. McMahon has been appointed promotion manager of the NBC Radio-Recording Division, it was announced by Robert W. Friedheim, director of the division.

Before joining NBC earlier this month, McMahon managed The Old Wine Press, a book publishing house devoted to reprints. During the war, he was a lieutenant in the Navy, serv-
(Continued on Page 4)

Rodeo Appropriates \$25,000 For 3-Week N. Y. Campaign

Estimated \$25,000 or more will be spent for a spot announcement campaign in the New York City metropolitan area by Madison Square Garden to ballyhoo its 23rd annual world championship rodeo, featuring Gene Autry, which runs from Sept. 29 to Oct. 24. Total of 14 stations have been signed to date for the campaign starting Aug. 29. Agency is Deglin-Wood, Inc.
Stations lined up are WCBS, WNBC,

High Pressure Sales Agents Fleecing Small Biz Accounts Through Block Time Re-Sale

[Editor's note: Seventeen months ago, RADIO DAILY published an expose of a small group of time salesmen employing unscrupulous methods in dealing with small business firms. Since then, numerous complaints have been received about these salesmen, despite official denouncement by NAB and FCC. The story below, therefore, is a follow-up on the original article.]

By IRWIN ROSTEN
(Staff Writer, RADIO DAILY)

"Little business firms are being clipped for thousands of dollars by curbstone agents who buy block time on small stations and then re-peddle it on a participating basis for several hundred per cent profit. . . ."

The above is the lead sentence in a story published in RADIO DAILY March 14, 1947, but it still holds true at the present time. Two months after publication of the article, the Sales Managers Executive Committee of the NAB, meeting in Atlantic City, condemned such practices and cautioned broadcasters to be on the "alert" to combat them. On August 11 of last year, the FCC,

Armour Buys CBS Saturday Program

Armour & Co. takes on a second CBS show Sept. 18 when it begins sponsorship of "Stars Over Hollywood," a Saturday daytime dramatic series. Program is sponsored now by Bowey's, Inc., from 12:30-1:00 p.m., EDT, but will switch to 2:00 p.m., EDT, when new sponsor takes over.

Armour & Co. also sponsors "Hint Hunt," audience participation show broadcast five times a week at 4:00 p.m., EDT. Agency for Armour is Foote, Cone & Belding.

Three new participation sponsors
(Continued on Page 8)

after receipt of information concerning these and similar practices, issued a warning to broadcasters "against surrender of responsibilities under advertising or other contracts,"
(Continued on Page 5)

Ralston Purina Co. Renews 2 MBS Shows

Renewal of two Ralston Purina Co. shows on Mutual was announced yesterday by Jess Barnes, web veepee in charge of sales. Effective for 52 weeks beginning Sept. 27, the renewals cover "Tom Mix and his Ralston Straight Shooters," aired across-the-board, 5:45 p.m., local time, and the five-weekly "Checkerboard Jamboree," 1:15-1:30 p.m., EDT.

Format and cast of both programs
(Continued on Page 3)

Good Ship

Margaret Arlen, WCBS commentator, will christen the new WCBS designed cruiser, "Columbia," at a special ceremony to be held today at the Freeport Point Shipyards, Freeport, Long Island. Boat has been built to precise specifications for the transportation of personnel and equipment from the Westchester mainland to Columbia Island off New Rochelle.

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg. 155 N. Clark St.
Phone: State 2332

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

FINANCIAL

(August 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 1/2	7 1/2	- 1/4
Admiral Corp.	15 1/8	14 7/8	14 7/8	- 1/4
Am. Tel. & Tel.	153 3/4	153 3/4	153 3/4	+ 1/4
CBS A	23	22 1/2	22 1/2	- 1/2
CBS B	22 7/8	22 1/2	22 1/2	+ 1/8
Farnsworth T. & R.	7 1/8	7	7	- 1/8
Gen. Electric	39 3/8	38 7/8	39 1/8	- 3/8
Philco	40	40	40	+ 1/4
RCA Common	12 1/2	12 1/8	12 1/8	- 1/4
RCA 1st pfd.	11 3/4	11 1/2	11 1/2	- 1/4
Westinghouse	27 3/4	27 3/8	27 3/4	+ 1/8
Zenith Radio	31 5/8	31 5/8	31 5/8	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	10 3/4	11 3/4
Stromberg-Carlson	13 3/4	15 1/4
U. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	25	29
WJR (Detroit)	7	8

Joins Buffalo Sta.

William R. Rich has joined the program department of Buffalo Evening News radio and television stations WBEN, WBEN-FM and WBEN-TV after two years as manager of KRJM and KSMA, FM and AM stations, respectively, at Santa Maria, Calif. Rich has been in radio work since 1934, except for three years when he was in command of a tank company in the European Theater.

★ COMING AND GOING ★

JAMES D. SHOUSE, president of Crosley Broadcasting Corporation and an AVCO director, is in New York for the AVCO meeting. He is accompanied by JIM CASSIDY, director of public relations for WLW.

HENRY J. TAYLOR left Los Angeles last night on the Super Chief and is slated to arrive in New York Saturday. He'll resume his "Your Land and Mine" series over Mutual next Monday.

LEE HART, of the NAB, visiting this week at WOWO, Fort Wayne, Ind.

MARGARET GORDON and THE FOUR TUNES, negro quartet of which she is manager, are back in Gotham following an engagement at the Tiajuana Cafe in Cleveland.

ANNA DALL, chief telephone operator at WINS, has returned from a vacation spent at Lake Hopatcong, N. J.

JACK BARRY, of the "Life Begins at 80" broadcasts, is taking his first vacation in years, with emphasis on golf.

EDWARD T. ENGLE, radio director for the GOP National Committee, is in town for conferences on the forthcoming campaign with network executives and officials of BBD&O, the committee's agency.

DWIGHT HEMION, of the American network's television department, to Washington, D. C., via American Airlines.

MILTON BACON, assistant to the general manager of WCBS, today goes out to Verona, N. J., where he will address the Rotary Club of the town.

CHARLES G. SCULLY, public relations assistant at WAAT and WATV, Newark, is motoring through Western New York and Canada.

STAATS COTSWORTH, star of Columbia's "Casey, Crime Photographer," and his actress-wife, MURIEL KIRKLAND, have left for Boston to attend, as delegates, the AFRA convention.

MIKE JABLONS, of Gainsborough Associates, vacationing at Franconia Notch, N. H.

New Public Service Series To Start On WMCA Sept. 10

(Continued from Page 1)

officials and other experts in the various fields covered.

Kick-off, titled "Crisis in the Classroom," will deal with the shortage of education facilities. The second topic will be juvenile delinquency and the third the city's mental institutions.

Series will be produced by the indie's public service division, with Michael Sklar writing the scripts.

Algus Join MBS

Harry J. Algus, public relations man in the New York regional office of the War Assets Administration, has joined the New York publicity staff of Mutual.

Algus joined the WAA following his war service as a Captain in charge of the Press Section of the Public Relations Division in General Eisenhower's headquarters (SHAEF) and as a press censorship official. He formerly was associate radio editor of the New York American and public relations director of Hearst Radio Service-Station WINS.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Experimental broadcasts demonstrating tape transmission for the first time in the United States was skedded by WQXR. System employs seven-millimeter tape carrying programs engraved upon it by a sapphire stylus. . . . FCC granted license to Philco for experimental television CP, to operate on 204,000-210,000 kc., visual power 15 watts. . . . Officials of both AFL and CIO revealed plans to carry out Fall campaigning largely through radio, buying time in practically every state in the Union. . . . Irve Tunick resigned as assistant continuity director of WINS. . . . Gabriel Heatter was signed by Krem! for weekly 15-minute news show on Mutual. Agency is Erwin Wasey, Inc.

CBS To Air Third Report On Murder Of George Polk

(Continued from Page 1)

has spent the greater part of the past four months in Greece assigned specifically to conduct an investigation on the Polk murder, and who returned to the U. S. on August 19 to assist in the preparation of the script; General William J. Donovan, wartime chief of the OSS and now counsel to the Lippman Committee, a group from the Overseas Writers which has taken upon itself the investigation of investigations into the murder, and Edward R. Murrow.

"Report No. 3," which will be aired almost four months to the day after Polk's murder, will contain material never before made public, Davidson Taylor, CBS vice president and director of public affairs, who will supervise the broadcast report, said yesterday. The program also will review the circumstances surrounding Polk's murder.

Taylor also stated that CBS is "still watching the investigation in Greece and has a representative on the scene at this moment."

The exact format and tone of the broadcast has not as yet been determined, Taylor said, adding that "ensuing developments will guide us in our presentation of the Polk report to the American people."

"Report No. 1 on the Murder of George Polk" was presented by CBS on June 19 with Howard K. Smith, Edward R. Murrow and Don Hollenbeck participating. "Report No. 2" was delivered by Winston Burdett from Rome on August 8.

FCC Approves 7 CPs For New AM Stations

(Continued from Page 1)

nings, La.; 1300 kc, one kw, daytime only, estimated cost: \$19,401.

Also Snowden Radio Enterprises, Winfield, Kan.; 1580 kc, one kw, daytime only, estimated cost, \$19,401; Cotton Belt Broadcasting Co., Grenville, Miss.; 1260 kc, one kw, daytime only, estimated cost: \$16,500; Brownsville Broadcasting Co., Brownsville, Texas; 1600 kc, one kw, daytime only; estimated cost: \$28,650.



65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

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

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

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

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



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

INS has served



SINCE 1935

Gillette Renews ABC Boxing Series

(Continued from Page 1)

Madison Square Garden, promoted by the 20th Century Sporting Club. The bouts return to their regular Friday night schedule on Sept. 10. Contract between Gillette and 20th Century, for radio rights, is separate from the time commitment with ABC.

The renewal also applies to stations of the Canadian Broadcasting Corporation's Dominion Network.

Under the terms of another contract, Gillette will sponsor the broadcast of the lightweight championship bout between Ike Williams and Jesse Flores, in Yankee Stadium, over ABC on Sept. 23. Bout, promoted by 20th Century, was originally scheduled for Wednesday, Sept. 22, but radio coverage caused it to be shifted to Thursday. The Wednesday night time periods which would have been taken by the fight are committed to Texaco Star Theater in certain areas outside the eastern time zone.

WGEM Joins ABC Oct. 1

WGEM, Quincy, Ill., will become affiliated with the American Broadcasting Company effective Oct. 1. Owned by the Quincy Broadcasting Company, WGEM operates full time on 1,000 watt power. The affiliation of WGEM will increase the total number of ABC affiliates to 269.

Walkie-Talkies Implement Picture Prod. In H'wood

West Coast Bureau, RADIO DAILY

Hollywood—Use of walkie-talkies in film production, initiated by Paramount three years ago while shooting the Technicolor western "California," was perfected with additional new time-saving methods during location shooting for "Streets of Laredo" in New Mexico, it was revealed this week.

Most important factor was use of the equipment to regulate and control action in long-range scenes which in some instances were completely hidden from the director's view. In one instance, a scene which normally might have taken most of a full day to shoot was filmed within 30 minutes with only one "take." This involved a long-distance panoramic shot of a stagecoach holdup around a canyon bend several hundred yards from Director Fenton's station, and two cameras were used, with most of the action shot by the "second phase" camera.

Instructions and running directions to the stagecoach passengers were relayed via walkie-talkie to an assistant in the coach and then passed on to the cast. Simultaneously another walkie-talkie gave directions to the "holdup men," William Holden and William Bendix. The operation enabled the entire action to function smoothly, with split-second precision.

Walkie-talkies and a remote control field telephone system were also used

Railroad Radio Systems To Be Demonstrated By WE

Railroad, radio and other communications systems will be demonstrated by the Western Electric Co. and the Graybar Electric Co. at the convention of the Association of American Railroads to be held in the Antlers Hotel, Colorado Springs, Sept. 28-30.

Included among the exhibits will be a program distribution system for distributing radio and recorded programs as well as announcements throughout the train. Other equipment includes amplifiers, loudspeakers, loudspeaking horns and other audio components.

WRNL-FM, Richmond Sta., Debuts With Full Power

Richmond, Va.—WRNL-FM became the first outlet here to take the air on a regular basis with 50,000 watts effective radiated power when it debuted on Sunday, Aug. 15. Station, owned and operated by the Richmond Radio Corporation, is the FM outlet of WRNL, an ABC affiliate.

to contact location headquarters sometimes as far as 50 miles away. The company spent four weeks on location in New Mexico, and it is estimated by production officials that use of the walkie-talkie system carved at least two days from the shooting schedule.

Heavy N. Y. Drive For Garden Rodeo

(Continued from Page 1)

again about one week before the Garden opening. Campaign will continue for at least one week of the rodeo's run.

Rodeo promoters have added a new publicity gimmick this year—a rodeo queen contest, the winner of which will be offered a contract. Eastern dude ranches are submitting entries of amateur cowgirls. Winner will be named just before the rodeo opens.

Ralston Purina Co. Renews Two MBS Shows For Year

(Continued from Page 1)

will remain unchanged, with Curly Bradley playing "Tom Mix," and Eddy Arnold as emcee of "Jamboree."

Contracts were signed through Gardner agency, of St. Louis.

Coleman Heads WFUV

William A. Coleman, chairman of the radio division at Fordham University, has been named station manager of WFUV, the school's FM station. Judson LaHaye, Jr., assistant in the radio division, is assistant station manager. August Rickert is program director and Manuel Ylanan is production director.



Bill Watson

"IT'S ELEMENTARY.." WITH WATSON

WINS is making available to advertisers the up and coming young personality who has a penchant for keeping listeners happy. It's elementary with Bill Watson... this job of pleasing the public.

After the Yankee baseball season, Bill will assume the 2-5 afternoon spot at 1010 ON YOUR DIAL with his "Open House Party," a tuneful session of the best in music.

It's elementary that listeners stay tuned to WINS for the best in music, news and sports.

Ask the WINS-Crosley Sales Office nearest you for an audition and details of this sparkling new personality.



SOUTHWEST

TOM MOORE, master of ceremonies of the ABC network "Ladies Be Seated" program who is now on a nationwide tour with the program and on the schedule is a visit to Amarillo, Tex., Oct. 4-8 during the Tri-State Fair.

Bob Stanford will be featured over WFAA, Dallas, in a program to be known as "Yours Sincerely" for a half hour each Monday, Wednesday and Friday at 10 p.m. The airing will be on the sentimental side with one of the features of the program being Stanford's reading of prose and poetry. **Sam Lovelass** will be heard as featured vocalist. Musical background will be provided by **Hugh Waddill** at the organ. There will also be a love letter set to music on each broadcast.

Raul A. Cortez, president of KCOR, San Antonio, and president general of the Lulacs, a Latin American organization, will leave San Antonio for a three-week inspection tour of Lulac councils throughout the country. He plans on visiting 10 states and make 146 stops on his inspection and organizational tour.

Red River Dave, popular cowboy singing star has been signed to a one year contract for a series of three programs per week for the South Texas Cotton Oil Co., makers of Crustene Shortening. Programs will originate in the studios of WOAI, San Antonio, and be carried by WFAA, Dallas; KPRC, Houston; KARK, Little Rock, Ark. and KTBS, Shreveport, La. on Tuesday, Thursday and Saturday starting Sept. 7. Programs will be heard at 11:45 a.m. The Vick Chemical Co. will assume sponsorship of Red River Dave's broadcasts over WOAI each Monday, Wednesday and Friday morning at 7:45 a.m.

The FCC has granted four Texas broadcasters licenses for new standard broadcast stations. These include The Fannin County Broadcasting Co., at Bonham; the Jasper Broadcasting Co., at Jasper; the Lampasas Broadcasting Co., at Lampasas and the Hays County Broadcasting Co., at San Marcos.

Complete program duplication of KRLD, Dallas, is being aired over KRLD-FM daily from 8 to 12 p.m. according to an announcement by KRLD officials.

PUBLIC RELATIONS PROBLEM!

IF YOU NEED AN EXECUTIVE ON YOUR PUBLIC RELATIONS STAFF WHO KNOWS AND IS KNOWN BY HUNDREDS OF RADIO STATION EXECUTIVES—I'M YOUR MAN. CURRENTLY EMPLOYED IN RESPONSIBLE NEW YORK SALES POSITION. FURTHER INFORMATION AVAILABLE FROM RADIO DAILY, BOX 342, 1501 BROADWAY, NEW YORK CITY.



Windy City Wordage. . . !

• • • **Ade Hult**, Mutual v-p, will speak at the dedication of the new \$240,000 Radio Center building on the Indiana State Fairgrounds at Indianapolis next week. Dedication will be heard on a statewide broadcast on 40 Indiana stations. . . **Kling Studios**, with headquarters in Chicago, have announced plans for new offices in New York to accommodate the expansion of their television department. . . Trade press and radio reps are guests this week aboard the aircraft carrier USS Wright on a cruise in the Gulf of Mexico, planned by the Navy Department to indoctrinate members of the working press in the need of aviation cadets and the general picture of the naval cadet program. . . Picture of **Eddie Hubbard**, ABC Chesterfield disc jockey who airs his show over WIND, adorns the cover of the new Robbins tune "Underneath the Arches," and Eddie is getting full credit for introducing the tune to Chicago listeners.

Chicago

☆ ☆ ☆ ☆

• • • **WEAW**, Evanston, Ill., FM station which started out 19 months ago with a power of 665 watts and recently increased to 36,000 watts, is receiving many congratulations on its exceptional growth. With the new power increase, the frequency has been changed to Class B channel, 105.1 megacycles. Station plans to increase its broadcasting day by almost nine hours this fall.

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• • • **Al Trace**, whose current "You Call Everybody Darlin'" is one of the country's most popular tunes, is introducing his newest song, "Brush Those Tears From Your Eyes" this week from the Blackhawk restaurant over WGN and Mutual. . . **Jean Carson**, Mutual artist, is busting broncos, or vice versa, at Santa Fe, N. M., this week, and if she's not "busted," plans to go on to California to finish her vacation. . . **Femme** listeners are really going for WBBM's new daily program "A New Look At Life," on which **Jim Conway** and **Fahey Flynn** discuss from a masculine viewpoint subjects that women talk about—foods, clothes, men and women. . . Mutual's "Leave It To The Girls," currently originating in Hollywood, will be sponsored, starting September 10, by Continental Pharmaceutical Co., Chicago. . . **Dorsey Connors**, featured on the new "Personality Profiles" on WGN-TV, will have as her guest on September 22 **Leonard Keeler**, inventor of the lie test.

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• • • **NBC's** tele station WNBQ, in cooperation with RCA, will operate a new mobile unit, complete with cameras, transmitter and receivers, at the National Television and Electrical Living Show at the Chicago Coliseum September 18 to 26. Twenty-two manufacturers of television receivers will exhibit at the show, and well-known radio and television personalities will entertain in a theater seating 3,500 persons.

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• • • **John Harrington** will begin his 12th year of football broadcasts over WBBM on September 25 when he covers the Purdue-Notre Dame game. The Purdue-Notre Dame game also will be broadcast over WGN, with **Jack Brickhouse** giving play-by-play description, and **Harry Creighton** supplying additional information and color commentary. WGN will broadcast 11 outstanding games during the season. . . **Jack Ryan**, manager of the NBC press department, is off on a four-week combination business trip and vacation during which he plans to visit NBC affiliates and newspaper radio editors through the northwestern and western sections of the central division. . . **Anthony J. Koelker**, ABC central division station relations manager, spending a week fishing in Michigan, and **Walter Holohan**, ABC account exec, vacationing in Wisconsin for two weeks.

SAN FRANCISCO

SHELDON F. SACKETT, owner and president of KROW, was married this month to Mrs. Evelyn Z. Schwabé of Portland. After a honeymoon at the Royal Hawaiian Hotel in Honolulu the Sacketts plan to make their home in Oakland.

A new \$200,000 transmitter is being planned by KSFO to take care of its increase in power from 5,000 to 50,000 watts, recently granted by the FCC. When it is completed about the first of the year KSFO will then swap frequencies with station KQW, taking the 740 kilocycle spot and KQW drops down the dial to 560.

Dennison's Foods of Oakland has signed a 52 weeks contract for sponsorship of ABC's Sunday evening news program "Newsweek Looks Ahead" over 20 ABC Western Division stations. **Vince Francis** handled the deal for ABC and **Brisacher**, Van Norden and Staff of San Francisco was the agency.

KTIM of San Rafael put on a very successful 13 weeks Identify The Talking Man contest which ended on Friday the 13th of August. The winner received \$1510 worth of prizes (1510 is the station's frequency) for naming **Sheriff Walter B. Sellmer** as the talking man.

Bob Grant, a graduate of this summer's NBC-Stanford Radio Institute, has joined the KNBC staff as a news writer.

NBC Appoints McMahon Radio Record Prom. Mgr.

(Continued from Page 1)
ing for over three years as a deck and communications officer aboard an LST in both the European and Pacific theaters. He went into the Navy from Compton Advertising, Inc., where he was an assistant in the merchandising department.

McMahon replaces **Douglas P. Butler**, who is now assistant to the manager of network audience promotion for both television and radio.

You Can't Go Wrong When They Write!

★ 10,997

listeners responded to one program, in a 10-week period!

THERE'S THAT VOICE AGAIN!..



Basic Mutual Network

WNDR

SYRACUSE, N. Y.

LOS ANGELES

By RALPH WILK

CHARLES C. BARRY, ABC veepee in charge of programs and television, is in Hollywood from New York. He will spend a week on the west coast conferring with network executives.

"The Life of Riley," starring William Bendix, airs its first show of the fall season over NBC Friday, August 27th. Supporting Bendix will be the same cast as last season, which includes John Brown, Paula Winick, Barbara Eiler and Tommy Lane. Ken Niles resumes his post as announcer, and Irving Brecher will produce the show with John Morris as the NBC producer spot. Mitchell Sternmann will handle the director's job, and Lou Kosloff will be back as physical director of the program.

Robert Wheeler, art director of Log & Rubicam, is visiting the western California plants of Huntley & Palmes, Inc., this week supervising photographs for future publicity, advertising and annual report use.

"Mature Boy" Eden Ahbez will air his own radio show beginning in fall. Radio station KMPC is airing a five-minute, five-a-week program which will incorporate Ahbez' original musical arrangements with his observations on health and philosophy.

Walter Fein, public relations director who has been in Europe with the Mack Benny troupe, where Benny audition shows in London, Germany, Paris, and other spots, returned to Hollywood this week.

Felyst Ankers transcribed an interview for Carl Post's 39-station "Sound Studio Gates" program at International Recording Studios to host Orbit's "Parole," in which she appears.

Frank McCune, tub-thumping his standing on special L. A. area Nielsen which placed him second on Friday night shows (McCune with 17.2 right behind "People Are Funny" with 7.4) and in top weekly 15 of all shows, is en route to Gotham for official national sponsor huddles.

"Mrs Gladys Zybisco" Berner, just returned from Honolulu, begins fall season voicing new five-year old character, supposedly niece of Hattie McDaniel, on initial "Beulah" show.

Phil Baker goes to New York following his Aug. 27 broadcast of "Everybody Wins" here and will do several weeks of shows from Manhattan while surveying the eastern market.

Tex Ritter is negotiating with a national sponsor for a network program to originate from Hollywood starting in the Fall.

Unscrupulous Time Salesmen
Fleeing Small Biz Accounts

(Continued from Page 1)

and said that the licensee "must be necessarily held responsible for all program service," and may not "divest himself, directly or indirectly," of this responsibility.

Nevertheless, these operations have continued and are still going on. The *modus operandi* generally is as follows: Salesmen contact prospects over the phone with a chance-of-a-lifetime offer which must be acted upon at once. A radio store owner, for example, might be told that a special series of programs about radio is to go on the air, available to five or six stores located in widely separated areas. If the prospect seems favorable, a girl "copy-writer" is usually sent to his place of business to have a contract signed and pick up a check.

Contracts are exceptionally vague, in most cases nothing more than designation of authority to the agent to place the client's business message on the air once a week for 13 or 26 weeks. Day and time of broadcast, type of program to be used, and at times even the station or stations to be used are carefully omitted. What the store-owner usually hears, if he stays up late enough to listen, is his announcement squeezed in among a dozen or two others on a fifteen-minute or half-hour program, which at times, is made up of nothing but these commercials.

Spots at \$15 Each

A variation of this fast-talking technique plays upon the prospect's ignorance of time rates and standard advertising agency procedures and contracts. Accounts are offered spot announcements on any of 84 or 100 stations for perhaps \$15 dollars each. When contracts are landed agents then place the spots on stations whose rate is much lower, sometimes as little as \$5. Still another source of revenue for the agents is received in this manner: The agent often places his orders for time, both spot and bulk, through a recognized agency—whose execs may or may not be aware of the nature of the agent's business—and then gets a piece of the agency's 15 per cent commission.

One such outfit operating in New York last year cooked up an added inducement to prospects in the form of "newspaper publicity" to be included in the contract for purchase of radio time. This "publicity" was placed in a paid ad run by the firm in a New York paper in the form of a radio column. The column was made up of legitimate radio news items, probably picked up from network releases or the trade press, and plugs for the firm's accounts—usually retail outlets—by association with the names of well-known radio personalities.

Personalities Queried

Picking the names of several of these personalities from back issues of the paper, RADIO DAILY asked them if they had, as printed in the column, been "shopping for linens at" _____

in Brooklyn, or "having his rug renewed" at _____ Carpet Cleaning in Long Island City. In all cases, the Mike stars said they had never been to the stores mentioned and, furthermore, had never even heard of them. It is a known fact, of course, that celebrities often endorse products or services which they do not use, but as one famous web actor said, "When I endorse something, I want to get paid for it." Further investigation disclosed that the press agents of the various personalities involved had given their names to the sales outfit for use in the ad without the knowledge or consent of their clients.

Advertised in N. Y. Daily

This combined publicity and advertising service was advertised in a three-inch ad in the business section of a leading New York daily, under the heading "New products sold via radio" for \$15 per week. This ad was stopped and a hypothetical product was mentioned. A man who said he was the general manager of the sales firm said that the product offered was a natural for radio. For \$15 a week, he said, the prospective advertiser would get a 60-word commercial on any one of 84 stations, plus newspaper publicity. Contracts, he added, must be for a minimum of 26 weeks, although 52-week pacts were preferred. He also pointed out that this was a special offer, the usual price being \$50 a week.

The investigating organization, convinced that the sales outfit was an unethical operation, although within the bounds of legality, informed the paper that ran the ad of this, and the ad ceased to appear. The column ad stopped running in the other paper late last spring, when ownership of the daily changed hands. Last July, the sales outfit went out of business.

Although such operations are not illegal, and this fact prevents the mention of names, the business men who are taken in by the glib sales agents, with few exceptions, receive little or no return for their advertising expenditure. The FCC, while it has never cracked down on these practices, has on at least one occasion turned down a request by a station because the outlet dealt with one or more of the agents.

Opportunities Increasing

With station competition for advertising revenue becoming keener almost daily, the opportunities for such operators to practise are increasing. Numerous complaints have been received by the Better Business Bureau, but that organization, at present, seems unable to take action.

It is felt unless these operations are discontinued, or at least until merchants are informed that the agents are not representative of the entire broadcasting field, large numbers of smaller business organizations will be completely thumbs down on radio and its use as an advertising medium.

AGENCIES

JOSEPH R. COOLIDGE has joined the firm of Van Diver & Carlyle, Inc., as assistant to Wayne Wirth, vice-president and director of television. He will counsel the development of packaged video shows soon to be available to stations and advertising agencies generally. Coolidge's varied wartime service in the Air Force and OSS involved constant public relations dealings with the French and British in Africa, India and Indo-China. Post-war, he has further developed his background in places and people by promotion and display work with United-Carr Factener Corporation and intensive study of television.

BRITISH COMMONWEALTH PACIFIC AIRLINE has engaged Cecil & Presbrey, Inc. Plane service from San Francisco to Vancouver; Honolulu; Canton Islands; Fiji; Auckland, New Zealand; and Sydney, Australia will be promoted.

CHILDS COMPANY RESTAURANTS to Cecil & Presbrey, Inc. for a campaign in newspapers and spot radio, including Galen Drake on WABC.

FORJOE & COMPANY, INC., national radio representatives, has appointed Fred Bernstein as general manager of its Philadelphia office. Bernstein was formerly general manager of WFAK—Charleston, S. C.

Appointments At All-Canada

S. W. Caldwell, manager of the program division of All-Canada Radio Facilities Ltd., has announced the appointment of Robert F. Tait as eastern sales representative, and the promotion of Douglas A. Grout, formerly of the All-Canada Calgary office, to succeed Tait as traffic manager in Toronto. Tait will be attached to the All-Canada office in Montreal and make frequent sales trips through the Maritimes. His first tour is expected to begin in mid-September.

Parkinson Composes Another

Geer Parkinson, program director of WBNS, CBS affiliate in Columbus, Ohio, is the author of the new song, "If Summer Is Good To Me," sheet music of which is now on the stands. Music is by Parkinson, with lyrics by Bill Copeland, copywriter at Byer and Bowman advertising agency. It's the third composition by Parkinson and he has a fourth in preparation.

CUSTOM BUILT RADIO AND PLAYBACK FOR SALE

AM and FM radio with Webster interchangeable 78 rev. playback for commercial records and separate 33-1/3 turntable for transcriptions. Large model walnut cabinet. Special GE heads for both turntables. Excellent tone. A real buy for agency, account executive or station. Call Mr. Brattain, Lc. 2-8700, for appointment.

VACATION FOR LABOR-DAY WEEKEND
Beautiful hotel high in the Peakmoose mountains only 130 miles from New York, with all facilities for enjoyable weekend or longer vacation. Attractive price. Excellent food. Reasonable rates.
WOODLAND ACRES INN, West Shokan, N. Y. Telephone Shokan 2634.

RADIO DAILY

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS

"I'M A LONELY LITTLE PETUNIA"
(IN AN ONION PATCH)

Rytvpc, 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.

#1 in the Juke Boxes
In the Country

"I'LL HOLD YOU IN MY HEART"

Till I Hold You in My Arms

ADAMS, VEE & ABBOTT, Inc.

216 S. Wabash Avenue, Chicago 4, Illinois

A Great Rhythm Ballad
CONFESS

OXFORD MUSIC CORPORATION

1619 Broadway New York City

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.

1650 Broadway New York City

TWIN SONG HITS From M-G-M's
"A DATE WITH JUDY"

IT'S A MOST UNUSUAL DAY
JUDALINE

ROBBINS MUSIC CORPORATION
799 SEVENTH AVENUE NEW YORK 19
MURRAY BAKER, Gen. Prof. Mgr.

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 August 13-August 19, 1948

A Fella With An Umbrella.....	Feist
A Tree In The Meadow.....	Shapiro-Bernstein
Blue Bird Of Happiness.....	T. B. Harms
Blue Shadows On The Trail.....	Santly-Joy
Confess.....	Oxford
Cuanto Le Gusta.....	Southern
Dolores.....	Famous
Everybody Loves Somebody.....	Sinatra Songs
Ev'ry Day I Love You.....	Harms
For Heaven's Sake.....	Duchess
Hair Of Gold, Eyes Of Blue.....	Robert
Haunted Heart.....	Williamson
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
It Only Happens When I Dance With You.....	Berlin
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Judaline.....	Robbins
Just For Now.....	Advanced
Little Girl.....	Leeds
Little White Lies.....	Bregman-Vocco-Conn
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
My Happiness.....	Blasco
P. S. I Love You.....	La Salle
Put 'Em In A Box.....	Remick
Rambling Rose.....	Laurel
Steppin' Out With My Baby.....	Berlin
Tea Leaves.....	E. H. Morris
Things I Love.....	Campbell
Woody Woodpecker.....	Leeds
You Call Everybody Darling.....	Mayfair
You Can't Be True Dear.....	Billmore
You Walk By.....	Cavalier

Second Group

A Boy From Texas.....	Shapiro-Bernstein
Baby Don't Be Mad At Me.....	Paramount
Baby Face.....	Remick
Better Luck Next Time.....	Feist
Beyond The Sea.....	Chappell
Caramba It's The Samba.....	Martin Music
Chillicothe, Ohio.....	Mellin
Hankerin'.....	Remick
I Don't Care If It Rains All Night.....	Witmark
I Went Down To Virginia.....	Jefferson
It's You Or No One.....	Remick
Just Because.....	Leeds
My Fair Lady.....	United
Night Has A Thousand Eyes.....	Paramount
Nobody But You.....	Duchess
Rhode Island Is Famous For You.....	Crawford
Serenade (Music Played On A Heartstring).....	Duchess
Take It Away.....	Pemora
This Is The Moment.....	Robbins
We Just Couldn't Say Goodbye.....	Words & Music
When The Red Red Robbin Comes Bob Bob Bobbin' Along.....	Bourne
When You Left Me.....	Porgie
You Came A Long Way From St. Louis.....	Jewel
You Were Meant For Me.....	Miller
Yours.....	E. B. Marks

Copyright, 1948, Office of Research, Inc.

PLUG TUNES

On Records and Transcriptions

"TELL ME A STORY"

LAUREL MUSIC CO.

1619 Broadway New York 19, N. Y.

Soaring Into Best Seller Class!

FOR HEAVEN'S SAKE!

DUCHESS MUSIC CORPORATION

ON RECORDS and TRANSCRIPTIONS

"I'M WAITING FOR SHIPS THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.

1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois

A HIT? — YOU BET!

"WHEN YOU LEFT ME"

PORGIE MUSIC CORPORATION

Revived

BY POPULAR REQUEST!

"LADY OF SPAIN"

Sam Fox Music Pub. Co.

RCA Bldg. New York City

From Walt Disney's
Technicolor Musical,

MELODY TIME:

BLUE SHADOWS ON THE TRAIL
PECOS BILL MELODY TIME
LITTLE TOOT

SANTLY-JOY, INC.

1619 Broadway, New York

Eddie Joy, Gen. Pro. Mgr.

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, August 26, 1948—TELEVISION DAILY is fully protected by register and copyright

CHICAGO LOOMS AS NETWORK TELE HUB

TELE TOPICS

By JIM OWENS
Associate Editor

JOE DAHLMAN and George Scheck (United Productions), who've got three segs ready on the busy air, have packaged another trio. One features Nick Kenny, Daily Mirror radio ad, in a cross-word puzzle format. . . . Notice the flock of celluloid fare (shorts, documentaries, etc.) these pm's of the Land Down Under??? Either the stuff is easy to get (and cheap) or the Aussie lumber of commerce ain't missin' a trick. . . . London sez BBC's airing of "The Front Page" last week caused a mild sensation in press and radio circles. Joel O'Brien, a young ex-GI, and former producer of Yank Radio in Europe, took a lotta bows for a top . . .

BLACK CARTER'S performance on Texaco's "Star Theater" tabs the guy as a big figure—too big in fact to run around without a regular TV assignment. His rib-ticking stint on Tuesday night's show (his second, incidentally) proved his first appearance a few weeks back was no fluke. If anybody cares it's our opinion only M. Berle dranks Carter in the visual humor brigade, of the Texaco lineup, at least, and a few weeks more of his stuff couldn't help but hold the guy into a sure-fire video comic. Another instance in which TV is developing its own talent—and it's hoped some bankroller will collar the guy while he's hot—ad available.

ROVER WHALEN, Gotham's perennial glad-hander, executed a low bow of thanks to CBS on its job covering the opening of NY's Exoosition in Grand Central Palace. Net used eight cameras to scan the multitude of displays. . . . WJZ-TV has chosen the roof garden of the Hotel Astor as the spot to preem its new seg "Sing For Your Supper." Warren Hull, of "Vox Pop" fame, and Herb Moss, will team as emcees. . . . Bruce Raeburn, the Monkey Bar's funny man, starts his fourth year in the nite spot next Monday, and celebrates the occasion with a stint on DuMont's "Doorway To Fame."

Iron Horse On TV

"The Story of the Iron Horse," a special program about railroading, will be presented by NBC from the Museum of Science and Industry in the RCA Bldg. tomorrow. Model films and a demonstration of the workings of a locomotive will be used to illustrate the progress railroads have made since the days of the first trains. Perfectly detailed scale models of engines and cars constructed by Guy A. Vaughan will be seen in action and the museum's exhibit of animated models will show the evolution of trains from the first locomotive to the modern streamliners.

NBC Sets 2nd Course On TV For Affiliates

Fourteen executives representing twelve NBC AM affiliates which also will soon be operating television stations were awarded certificates last week to mark the completion of an intensive three-weeks study of television programming, production and engineering at NBC headquarters here in Radio City. At the same time, NBC officials took note of the success of the course by initiating plans for a second such school for another group in October.

Presented by Denny

Charles R. Denny, NBC executive vice-president, presented the certificates to Martin Campbell and Ray Collins, WFAA, Dallas; Frederick Merrill, RCA Institutes, Inc., New York; Sydney Head, WIOD, Miami; Monte Kleban and Charles Jeffers, WOAI, San Antonio, Texas; Franklin McPeak, McClatchy Broadcasting Co., Sacramento, Calif., which owns NBC affiliates KOH, Reno, Nev., and KMJ, Fresno, Calif.; Wilson Mount, WMC, Memphis; Fred Herendeen, WOC, Davenport, Iowa; Richard von Albrecht, WMAQ, Chicago; Robert J. Spencer, WTAM, Cleveland; Myron A. Carlisle, WDAF, Kansas City; Jack Kerrigan, WHO, Des Moines, and Herbert P. Kauffman, WSMB, New Orleans. Kauffman, Jeffers, Collins and Carlisle are engineer executives.

Acquires Space

Starrett Television Corporation has announced that an additional 20,000 feet of factory space has been obtained in the Starrett-Lehigh building, New York City, for the production of its television receiving sets. The company, formerly known as General Television Corporation, manufactures a complete line of television receiving sets specializing in 15-inch direct view home models and 20-inch club sets.

Pouring In

Washington—Funds sufficient for the purchase of four tele receivers for installation in Washington area hospitals have been received by Bill Horson of WRC from his morning listeners. The first receiver purchased was installed this week in a ward at the Naval Hospital in Bethesda. A second set, a Philco table model made available at cost by the Joseph M. Zamoiski Co., will be presented Friday by Horson to patients at the Glenn Dale Sanatorium.

Largest single contribution to date, a check for one hundred dollars, was presented by a man and wife who prefer to remain anonymous.

Macy's N. Y., To Debut WABD Series, Sept. 2

Macy's, N. Y. department store, debuts a weekly series titled "Tots, Tweens 'N' Teens" on DuMont's flagship, WABD, on Thursday, Sept. 2, with Television on Parade handling production.

Store will be program host to some 20 participating sponsors who'll display their wares during the first seven weeks of the series. Feature of the show is "Okky Dokky" a puppet designed by Raye Copelan. Ray Nelson will direct, with scripts written by Elinor Lenz.

James Dunn Guest

James Dunn, stage and screen actor, will be among the guests on Edgar's "Teen Age School of Charm," on WPIX, The New York News station, tonight at 7:05 p.m. Dunn, who currently is starring in the Broadway production of "Harvey," will appear in a scene from his forthcoming film, "Texas, Brooklyn and Heaven."

Progress Report No. 8

Buffalo's WBEN-TV, On Air Since May, Has 16 Accts., Programs 14 Hrs. Weekly

Buffalo—WBEN-TV, in operation since May 14 of this year, now has 16 regular advertisers on its client list, and is on the air approximately 14 hours per week. Station debuted with a historic telecast—initial TV coverage of the consecration ceremonies of an Episcopal Bishop.

Approximately 51 per cent of WBEN-TV air time is comprised of film material, with 34 per cent remotes, and some 15 per cent live studio offerings. Ninety-eight per cent of all programming is local, remainder "network" via kinescope recording. Percentage of commercial time as of July was 28 per cent.

ABC, NBC Net Plans Seen As A Spur To Activity

Chicago—Emergence of the Windy City as an important hub in midwest network operations will be realized earlier than predictions made at the outset of the year, as indicated by plans announced this week by NBC and ABC.

Latter disclosed yesterday completion of transaction whereby it will lease the Chicago Civic Theater, considered to be one of the world's foremost houses of its kind, on a long-term basis. ABC will initiate a major overhaul job on the theater for conversion into AM and TV, completion date expected to come before Sept. 17.

Earlier this week NBC announced that six of its midwest affiliates will begin regular web programming about Sept. 20, with WNBQ, net's Chicago outlet, "scheduled to become the hub of the skein" when it goes on the air some time this fall. Original members of the NBC midwest net are: KSD-TV, St. Louis; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WNBK, Cleveland, and WBEN-TV, Buffalo. NBC's midwest web is expected to be joined with the eastern chain by January 1, it was said.

Theater to Be Reconstructed

Extensive reconstruction and design of the Civic Opera Theater is already under way and will be completed prior to the opening of WENR-TV, ABC's outlet there, on Sept. 17. Seating capacity of the new studio will be 878 persons, and stage itself is expected to become one of the largest in the country. The WENR-TV transmitter is located on the 44th floor of the Civic Opera Building, and station's antenna, some 618 feet in height, is located atop the building's roof. Net expects to lease additional space in the building when regular operations get under way.

WENR-TV's Unit

Chicago—ABC's Chicago station, WENR-TV, has received a new and mobile unit equipped with the latest devices, including one camera chain with three cameras. This is the second of three mobile units to be received by ABC for use in the midwest and east. Unit is self-contained, with the exception of a power supply which is on an attachable trailer. Auxiliary lighting equipment will be carried for on-the-spot news. Unit is equipped with a complete communications system, including mobile telephone. Three cameras will be supported on the roof of the unit, with reels for all camera and power cables.

Registration Heavy At Religious Seminar

Springfield, Mo. — More than 20 states are represented so far in the advance registration for the National Religious Radio Seminar to be held at Central Bible Institute here under auspices of the General Council of the Assemblies of God, according to Thomas F. Zimmerman, radio director. Participants in the confab represent many denominations other than that of the host organization.

Program speakers include Storm Whaley, general manager of KUOA, Siloam Springs, Ark.; Leslie L. Kennon, assistant manager of KWTO, Springfield, Mo.; Dr. Theodore Elsner, president of Nation Religious Broadcasters, Philadelphia; Dr. Sherman Lawton, director of radio, University of Oklahoma; Dr. E. R. Beterman, director of radio, the Lutheran Hour, and G. Pearson Ward, general manager of KTTS, Springfield.

The aim of the seminar, according to Zimmerman, is to improve the standards of religious broadcasts. All phases of radio broadcasting affecting religious broadcasters will be covered in the seminar. Special attention is to be given to the interpretation of the religious broadcasting codes of NAB and NRB.

CBS Preps New Lewis Show

New full-hour variety series starring Robert Q. Lewis has reached the auditioning stage at CBS. If the show materializes it will be spotted on Sundays, 5:00-6:00 p.m., EDT. Lewis, who sails Saturday aboard the Mauritania for two weeks in London and Paris, recently wound up a nightly 7:00-7:30 p.m. comedy series over CBS and this Friday concludes his pinch-hitting stint for the vacationing Arthur Godfrey on the latter's morning Chesterfield program.

Hecht Resigns At WAAT

Ira Y. Hecht, Jr., publicity director for WAAT, Newark, since 1945, has resigned effective immediately. Post will be absorbed by Public Relations division, which also handles special events for radio and television interests of Bremer Broadcasting Corporation. Mary Doris Burke and Charles G. Scully will serve as assistants to department's director, Roland Trenchard, in re-alignment of personnel.

TOP NEW YORK REP. SALESMAN
SEEKING NEW CONNECTION. PREFER TV OR AM STATION MANAGEMENT OR SALES. NOT NECESSARILY NEW YORK CITY. WRITE BOX 149, RADIO DAILY, FOR CONFIDENTIAL RESUME. PLS. ADVISE \$ POTENTIAL. 1501 BROADWAY, NEW YORK CITY.

COAST-TO-COAST

To Emcee A. L. "Jazz Jamboree"
Kansas City, Mo.—KCKN's Buddy Black will act as master of ceremonies for the American Legion's annual "Jazz Jamboree." The event will take place September 12 in this city's Municipal Auditorium.

Grove Revamps WTTM Farm Show
Trenton, N. J.—WTTM farm editor, Roy Grove, has revamped his noonday farm program by changing the name to "Garden State Review" and adding a few new features. Among the additions is Fred Mitchell and his Hammond organ. Prominent agricultural authorities will continue as guests on the show and surrounding towns will be saluted.

KSL Aids Community Series
Salt Lake City, Utah—In behalf of the Community Chest Drive, KSL is presenting "That Men May Live," a series heard each Sunday on that station with script and talent supplied by the Junior League. Time and technical personnel for the series are donated by KSL.

To Sponsor Football On WCBI
Columbus, Miss. — The 82 Motor Company, local Kaiser-Fraser automobile dealers, have contracted to sponsor college football games over WCBI. Schedule includes all games of Mississippi State plus those of Ole Miss and Alabama Games will be part of the complete statewide coverage arranged by the Football Committee of the Mississippi Broadcasters Association.

KONO Aids "Gasoline Alley"
San Antonio, Texas—Electric Auto-Lite Co., in joint sponsorship with S. X. Callahan, local automotive dealer, is presenting the transcribed adventures of the comic strip "Gasoline Alley" over KONO each Sunday afternoon. The announcement of this deal was made by program director Bob Jenkins.

WJW To Carry Junior Olympics
Cleveland, Ohio—Interviews with the kids and descriptions of various events at WJW's annual playground promotion, Junior Olympics, will be tape-recorded and played back over that station. The National Meet, with kids from all over the nation participating, will be held at Baldwin-Walace Field, August 28.

Kenton Heads WJBK Poll
Detroit, Mich. — WJBK's poll, as tabulated by Jack The Bellboy, puts Stan Kenton's band right up in front this year, with Tex Beneke and the Glen Miller orchestra dropping to second. Frank Sinatra and Peggy Lee won top honors in the vocal competition and the King Cole Trio again captured first place as the most popular small combo. In contrast to last year's "sweet and sentimental" trend, Jack the Bellboy feels there is a decided leaning towards "progressive music" with less emphasis on "bebop."

WNDR Broadcasts From Regatta
Syracuse, N. Y.—WNDR, installing mobile unit in a 26-foot Higgins Sports Fisherman, brought the listening audience an on-the-spot description of the three-hour Centennial Regatta and Rendezvous. Program included sail races, outboard motor competition and cruiser races. Handling the mike chores were station staffers Kal Ross and Jim Gordon.

Made WREN, WREN-FM Gen. Mgr.
Topeka, Kan.—Newest general manager of WREN and WREN-FM is John S. Major, formerly with the Sunflower Ordnance Works in eastern Kansas. Prior to his Government work, Major was executive supervisor of the banking department in charge of administrative personnel at the New York World's Fair.

To Air Mayors' Addresses
Columbus, Ind. — WCSI-FM has scheduled a 15-minute show featuring addresses by various southern Indiana mayors, noting the progress that their administration has accomplished during a month's period. Entitled, "The Mayor Reports," show is heard each Saturday afternoon.

To Direct WNAX Publicity
Yankton, S. D.—WNAX promotion manager, Bob Donovan has appointed a new man to direct station publicity. He is John E. Aldern, recent Lake Forest College graduate.

Gaetz Appt'd CJCA Mgr.
Edmonton, Canada—CJCA has a new manager. He is Gerry Gaetz, formerly with CKRC, Winnipeg, in the same capacity. Gaetz comes to the station with 20 years of radio experience.

WNLK Aids Delinquency Play
Norwalk, Conn.—"Our Neighbors," a play by R. A. (Red) Graham, which deals with juvenile delinquency, will be presented over WNLK this Sunday at 2:00 p.m. The Community Workshop Players will do the selection under the direction of William Morton.

To Sponsor WCHS Newscasts
Charleston, W. Va. — One of the largest sales of news broadcasts ever made in this city was completed last week when the Virginian Electric Corporation of Charleston took over the sponsorship of seventeen weekly news broadcasts over WCHS. New series is called General Electric News-time.

Hay Fever Victims Get Sp. News
Philadelphia, Pa.—As a service to hay fever sufferers, WIP, in cooperation with the Department of Public Health, is, each day, broadcasting the official pollen count from eight counting stations in and around this city. Heard during the 12:30 p.m. news broadcast, Monday thru Saturday, the pollen count reaches the public just a little more than two hours after it has been collected from each station.

Armour Buys CBS Saturday Program

(Continued from Page 1)
were announced by WCBS, New York. Burry Biscuit Corp., through Charles Dallas Reach agency, will participate in the Margaret Arlen program Tuesdays, Thursdays and Saturdays. William Wise & Son signed for Housewives' Protective League-Slight Salute combination beginning Sept. 7. Agency is Huber Hoge Sons. For the rodeo starting next month, Madison Square Garden air announcements in Galen Drab Starlight Salute. Agency is Deg Wood, Inc.

Stork News

Atlanta, Ga.—Mr. and Mrs. Laurence Brown are the parents of a son, Laurence Paullin, eight pounds, two ounces, born last Friday at Georgia Baptist Hospital, Atlanta. The father is an announcer-vocalist at WSB.

Bill Rogers, CBS announcer, is first-time father. Son weighing six pounds was born August 7 at Clare's Hospital. Baby will be named William Rogers, III.

Joe Kaselow, business news writer for the New York Herald Tribune, became the father of a son, born to Mrs. Kaselow, formerly on editorial staff of the New York Post at French Hospital, Wednesday, August 25. Baby weighed seven pounds, five ounces and has been named Evelyn. It's the first born for Kaselows.

Sponsor Returns

General Foods Corp. resumes sponsorship of "Mr. Ace and Jane" on CBS tomorrow, Aug. 27. Program broadcast from 8-8:30 p.m., EDT, has been aired in cooperation with U. S. Army Recruiting Service during the summer months. Y & R is agency for General Foods.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
117-119 W. 46th
HENRY GREENFIELD, Mgr. Director N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 41

NEW YORK, FRIDAY, AUGUST 27, 1948

TEN CENTS

SPALDING FORMING "TENNIS NETWORK"

News Directors Ass'n Gives First Awards

Portland, Me.—First awards ever issued by the National Association of Radio News Directors for outstanding work in the field of radio news have gone to KFWB, Hollywood, and Ohio State University, it was announced yesterday by John F. Hogan, NARND president, and news director of WCSH, Portland, Me.

KFWB was cited for "outstanding gavel-to-gavel coverage of the Democratic and Republican conventions." The indie outlet sent a staff of newsmen and engineers to Philadelphia and aired a total of 56 hours and 5 minutes from both conventions. Individual commendations were awarded

(Continued on Page 4)

CCNY Sets 15 Courses In Radio, TV This Fall

City College of New York yesterday announced fifteen radio and television courses to be offered by the School of Business this fall. Courses and instructors follow:

Radio: Survey of radio and station practice, Jo Ranson, of WHN; Announcing, S. Carl Mark, of Al Paul Lefton agency; Script-writing,

(Continued on Page 3)

Industrial, Mobile Permits Subject Of Oct. 6 Hearing

Washington Bureau, RADIO DAILY
Washington—The FCC announced yesterday that oral arguments on proposed rules affecting industrial and mobile radio licenses and the allocations of frequencies for such use will be opened here October 6.

The Commission added that applications for participation must be filed

(Continued on Page 6)

Off The Cuff

Cincinnati — Paul Reynaud, French Minister of Finance, will be guest observer on WLW's "World Front" this Sunday noon, EST. He will report the action of the French Cabinet taken at its meeting today, discuss European unity, and the effect of ERP aid to France. Reynaud is one of the principal figures in world finance at the present time.

Hats Off

New York's Mayor William O'Dwyer will greet the triumphant American Olympic team on its arrival today in special ceremonies at City Hall Plaza. Event, which will be attended by other city officials, including Grover Whalen, will be aired over WNYC, from 4 to 4:20 p.m.

Merge Or Face Crisis, Heller Tells AFRANS

Boston—A serious crisis for theatrical unions, especially in the face of television growth, lies just ahead unless all groups can merge into one strong unit, George Heller, AFRANS national executive secretary, indicated to federation delegates last night during opening sessions of their annual convention. The official said, "In merger lies the hope of finding the an-

(Continued on Page 4)

Pet Milk Shifting Two From CBS To NBC Web

Chicago—Pet Milk Sales Corp. will switch two Saturday half-hour programs—Vic Damone and the Mary Lee Taylor Show—from CBS to NBC in October, it was announced yesterday

(Continued on Page 3)

Sporting Goods Company To Sponsor Davis Cup And National Matches On Coast-To-Coast Web

AWB District Meets Scheduled For Fall

The Association of Women Broadcasters of the NAB has scheduled four district meetings, to be held during the fall, Association officers announced yesterday in Washington.

The AWB has 17 districts throughout the United States, which are the same as the districts of its parent organization, the NAB, in which three series of district meetings are now in progress. The four meetings sched-

(Continued on Page 6)

Four-Web Show Planned For Community Chest Drive

An intensive radio drive—highlighted by a four-web broadcast Sept. 30—is planned for the upcoming Community Chest fund raising campaigns in more than 1,000 cities and towns across the country. President Truman and a flock of top radio and screen stars will be heard on

(Continued on Page 3)

Two special coast-to-coast networks will be set up by A. G. Spalding & Bros., sporting goods firm, for airing of the Davis Cup and National Championship tennis matches next month. Davis Cup, which is being sponsored by Spalding for the first time, will be broadcast over seven stations, and the National Championships—bankrolled by the firm for the fifth consecutive year—will be carried by 31 outlets.

Lev Richards will describe both

(Continued on Page 3)

20th-Fox Plea Nixed Re 'Frisco Application

Washington Bureau, RADIO DAILY
Washington — The FCC yesterday denied 20th Century-Fox's petition for reconsideration of its request to amend its San Francisco TV application by including as evidence the proposed use of an Oakland auxiliary studio.

By sustaining the earlier action of its motion the FCC irrevocably slammed the door on the Fox's ef-

(Continued on Page 7)

Jewish Organization Preps Transcribed Israel Series

Series of 15-minute ET's titled "Directly from Israel," is being readied for release to stations next month by the radio department of the National Committee for Labor Palestine, it was announced yesterday

(Continued on Page 3)

Packing 'Em In

Hollywood — More than 20,000 persons—said to be the largest "studio audience" ever to attend a radio program—will be sitting in on the Horace Heidt talent show when the third quarter finals are presented Sept. 12 in Hollywood Bowl. Five acts will compete for the top prize of \$750 in the program, which will be aired over NBC. Phillip Morris is sponsor.

Caribbean Commentary

... Streamlined Radio In Puerto Rico

By FRANK BURKE, Editor, RADIO DAILY

SAN JUAN—Saludos Amigos!!!

SPANISH greetings from the sun-drenched beaches of the picturesque tropical paradise—Puerto Rico, where hospitality and the traditions of noble people blend into a brand of good Americanism. Where radio is as important in every-day life as the daily newspapers and even more important than the press to the remote mountain villages and seashore towns where the masses gather daily at noontime and in the evening at community stores for their radio newscasts.

BROADCASTING in San Juan is as modern as Radio City in most respects. . . . Streamlined, air-conditioned studios with the latest in RCA, G. E. and Westinghouse equipment are in evidence everywhere. . . . WKAQ, Puerto Rico's oldest station, established in December, 1922, prides itself on a modern, new building with the latest word in acoustical and electronic equipment. . . . Tomas Muniz,

(Continued on Page 2)

Caribbean Commentary

(Continued from Page 1)



Now it's 100 miles up

If you read these W-I-T-H ads regularly, you'll remember the one captioned "65 Miles Up." Scientists placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth.

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

We don't know whether the same group of scientists took both pictures or not. But the fact is, no matter what you do — what heights you attain — if you don't stay in there working, competition will outstrip you in no time. It's especially true in radio. And smart radio time buyers know that W-I-T-H, Baltimore's successful independent station, is the way to keep ahead of the competition here in the 6th largest city. Put W-I-T-H on that next list. It delivers more listeners-per-dollar-spent.



W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

president of the Puerto Rico Broadcasters Association, is general manager of WIAC, another operation which is comparable with the most modern stations in the States.



PROGRAMMING in Puerto Rico differs from that in the States . . . the Spanish speaking listening audience is the reason . . . almost every program which goes on the air is scripted and produced for Spanish consumption. . . Soap operas, popular with listeners, are scripted entirely in Spanish with the dramatic and romance action comparable to the best of the mainland triangle treatment. . . Edmundo Rivera, free-lance scripter, is the Frank Hummert of the island. . . Laura Sanabria, WAPA scripter, announcer and producer, also ranks high in the writing clan. . . Miss Sanabria, a personable young miss, has one program, "Reunion of Women," which makes her the Mary Margaret McBride of the island . . . It has a swap column, recipe exchange and daily items of femme interest. . . In the artist field, attractive Vilma Carbia, 21-year-old dramatic actress, is the queen of the soap opera performers. . . Miss Carbia, who is most photogenic, would be a television find if video had arrived in Puerto Rico.



HARWOOD HULL, JR., general manager of WAPA, is an authority on commercial radio on the island. . . Harwood, born in Puerto Rico, knows radio in the States and once was a program manager in Birmingham, Ala. . . Seventy per cent of Puerto Rico's commercial radio business is national, Hull revealed. . . Among the biggest users of time are Procter & Gamble, Borden Company, Coca-Cola, Sterling Products, Colgate-Palmolive-Peet, and Northcool Clothing. . . Kraft is entering the commercial field this week with a 15-minute Monday-thru-Friday program on WAPA and 10 spots daily. . . Hull points out that programming in San Juan is 100 per cent local production with the key stations using much live talent. . . WAPA alone has an excellent 10-piece staff orchestra under the direction of Cesar Concepcion, trumpet player, who once was featured with Eddie Le Baron's Rainbow Room Orchestra.



ANGEL DEL VALLE, vice-president and technical director of WKAQ, is also an active member of the San Juan Rotary Club. . . At Tuesday's Rotary luncheon at the famous Jack's Club, your correspondent met Herbert W. Brown, Jr. of the Brown Agencies, which handles the Royal Crown account, and many other local advertisers, including Leslie Segersten, of McCann Erickson, who administers Coca-Cola's heavy spot spending in the Caribbean area, and John A. Zerbe, general manager of the Radio Corporation of Puerto Rico operations, which includes WKAQ.



BUCK CANEL, Staten Island-born and once a familiar figure in the international broadcasting division of NBC, is Puerto Rico's fabulous radio figure. . . Buck, whose name became a household word on the Island through his Spanish-language short wave broadcasts of boxing, baseball and other special events from the United States, does a sponsored noonday and dinner time sports broadcast on WTAC, which is most listening with the islanders in the entire Caribbean area. . . Each evening he recreates the dramatic highlights of the top National or American League game in the United States and gives a vivid Spanish word picture of the baseball drama. . . Buck, by the way, is going back home this Fall for a vacation and a gander at the World Series.



NIGHTTIME falls on the unrivaled beauty of San Juan harbor . . . a golden noon shimmers on the blue sea and dances with the white caps . . . radio stations give with the sensuous rhythms of Latin American bands as a New York bound Pan American clipper roars its greeting as it passes over the Condado Beach Hotel . . . trade winds bring cooling breezes and the ever present gracious host, Jose Ramon Quinones, president of WAPA, still seeks to make you comfortable in this tropical paradise which breathes comfort and hospitality.

Hasta pronto!

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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Phone: Wisconsin 3271
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Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332
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FINANCIAL

(August 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 7/8	7 7/8	+ 3/8
Admiral Corp.	15	14 7/8	14 7/8	- 1/8
Am. Tel. & Tel.	154 1/8	153 7/8	154 1/8	+ 3/8
CBS A	22 1/2	22 3/8	22 1/2	- 1/8
Farnsworth T. & R.	7 1/8	7	7 1/8	+ 1/8
Gen. Electric	39 3/8	39 3/8	39 3/8	+ 1/4
Philco	39 3/4	39 1/4	39 1/4	- 3/4
RCA Common	12 1/8	11 7/8	12	- 1/8
RCA 1st pfd.	71 3/4	71 1/2	71 1/2	+ 1/4
Stewart-Warner	13 1/2	13 3/8	13 1/2	+ 1/4
Westinghouse	27 3/4	27 5/8	27 5/8	- 1/8
Westinghouse pfd.	97	96 1/2	96 1/2	- 1/2
Zenith Radio	31 3/4	30 3/8	30 3/8	- 1 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	10 3/4	11 3/4
Stromberg-Carlson	13 3/4	15 1/4
U. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	25	29
WJR (Detroit)	7	8

10 YEARS AGO TODAY

(From the files of Radio Daily)

More than 300 stations will cooperate in observance of Nationally Advertised Brands Week, run under auspices of National Association of Retail Druggists. Opening show will be aired on nationwide web with Bruce Barton speaking on value of advertising. Stunt is believed to be the largest drive ever attempted via radio. . . General Electric signed option on 100-acre plot near Schenectady, N. Y., pending FCC approval of firm's applications for experimental TV license. . . American Tobacco Co., for Half and Half signed Ben Bernie and Lew Lehr for new CBS series. Agency is Young & Rubicam. . . James D. Shouse, Crosley veepee in charge of broadcasting, announced creation of agricultural bureau at WLW and appointment of John F. Merrifield as director.

COMING and GOING

JOHN T. MURPHY, of the station relations department at NBC, leaves today via American Airlines for Detroit, from which point he'll go on to St. Louis. He's on television business for the web.

PAUL MOWREY, American network's national director of television, returned late last week from Chicago, where he laid plans for the opening of WENR-TV, Windy City video outlet of the web. He'll go back there on Thursday of this week and will remain until the official opening of the station which will take place Sept. 17.

ROBERT Q. LEWIS, Columbia network comedian, is leaving tomorrow aboard the S. S. Mauretania bound for London and Paris.

AL LOWE, manager of WNEK, Macon, Ga., a visitor yesterday at the headquarters of the Mutual network, with which the station is affiliated.

DON HALLMAN, director of the remote television crew at WATV, Newark, N. J., left this week for Detroit to work in the same capacity at WXYZ-TV.

GUY LOMBARDO is in Detroit for the Gold Cup speedboat races, in which he will drive his "Tempo VI." The final 30-mile heat of the 90-mile grind tomorrow will be broadcast over CBS from 5-5:30 p.m.

BOB BLAKE, publicity director at WOR, left yesterday for Bermuda, where he'll spend a short vacation.

EVE ARDEN, star of "Our Miss Brooks" on CBS, is expected in New York today for a visit of two weeks.

T. S. BRINKLEY is in town. He's the manager of WILM, Wilmington, Del., an outlet of the Mutual network.

ROBERT STROTHER, vice-president and director of public relations of Foote, Cone & Belding International, who has been in Europe for the past nine months, is expected to return to the States early in September.

Pet Milk Shifting Two From CBS To NBC Web

(Continued from Page 1) day by Paul McCluer, manager of NBC's central division network sales department. Both programs will continue to be heard in their same time slots.

The Taylor show moves over Oct. 23, originating from KSD, St. Louis. It'll be broadcast from 10-10:30 a.m., EST, and replaces "The Adventures of Frank Merriwell," currently aired on NBC.

The Pet Milk Show, starring Vic Damone, shifts from CBS to NBC on Saturday, Oct. 2, originating from New York from 7:30-8 p.m., EST. Last broadcast on CBS is Sept. 25.

Gardner Advertising Co. handles the Pet Milk account. George Dienderfer is the NBC account exec.

Coca Cola Sponsors Latin Star On PR Sta.

Coca Cola Bottling Company of Puerto Rico has signed Ruth Fernandez, Puerto Rico's foremost singing star of Latin American music, on an exclusive basis for a series of 33 programs over WKAQ, San Juan, 7:30 to 7:45 p.m. Monday, Wednesday and Friday. Miss Fernandez recently completed a six-month contract in Venezuela. WKAQ is operated by the Radio Corporation of Puerto Rico, a subsidiary of I. T. & T., New York.

Spalding Sets Two Special Nets To Air Tennis Championships

(Continued from Page 1)

matches, which will be played at Forest Hills, N. Y. The international matches will be played Sept. 4-6, and the nationals on Sept. 18 and 19.

Contracts were placed by the Spalding agency, Hanly, Hicks and Montgomery, through the Stanley G. Boynton office in Detroit. Robert Mann is the account exec for HH&M.

Stations signed for the Davis Cup matches are: WQXR, New York; WPAT, Paterson; WCOP, Boston; WIP, Philadelphia; WCFL, Chicago; KFVD, Los Angeles, and KYA, San Francisco.

Carrying the national Championships will be: WNEW and WQXR,

New York; WSPR, Springfield, Mass.; KTRH, Houston; KFEL, Denver; KROW, Oakland; WIP, Philadelphia; KFVD, Los Angeles; KGER, Long Beach; KUTA, Salt Lake City; WPDQ, Jacksonville; WGST, Atlanta; KWKW, Pasadena; KXA, Seattle; WKRC, Cincinnati; WGAR, Cleveland; KYA, San Francisco; KTBC, Austin; WBNY, Buffalo; WHB, Kansas City; WPAT, Paterson; WCOP, Boston; WKMH, Dearborn; WWL, New Orleans; WARL, Arlington; KQV, Pittsburgh; WCFL, Chicago; WRR, Dallas; WMIN, St. Paul; KXLW, Clayton, Mo., and WREC, Memphis.

Jewish Organization Preps ET Series On Palestine

(Continued from Page 1)

day by Mendel Kochanski, director. Show is based on wire recordings made in Israel by Nahum Guttman, public relations director of the NCLP, who has just returned from a month's visit to the Holy Land.

The organization has prepared also a series of one-minute dramatized spots and a series of five-minute talks by various personalities including William Green, Bartley C. Crum, Morris Carnovsky, Meyer Levin and others.

Transcriptions will be distributed in September when the organization begins a fund-raising campaign.

4-Web Show Planned For Comm. Chest Drive

(Continued from Page 1)

the pool show, which will be scripted by Don Quinn, writer of "Fibber McGee & Molly."

In addition to the joint program, the four major networks will air individual shows on behalf of the campaign, with details and broadcast dates to be announced later.

For TV cities, 42-second films are being prepared. They will feature singer Lanny Ross and a ballet troupe of five dancers.

Fifty-second station break spots for local use have been cut by Greer Garson, Joan Crawford, Henry Fonda, Joan Caulfield, Gloria de Haven, John Payne, Jo Stafford, Marsha Hunt, Frances Langford, Joan Blondell, Janet Waldo, Irene Rich, Joe Louis, William Green, Philip Murray, Dick Haymes, Ray Bolger, Gail Patrick, Eddie Albert and Brian Aherne.

"Times" Writers Take Part In New Prog. Over WQXR

By-line writers of the New York Times will participate in a new daily interview series on the paper's outlet, WQXR, beginning Sept. 1, 9:45 a.m. This is the first time that Times staffers will be heard in a regular air series.

Among those who will be interviewed by Alice Pentlarge are Anne O'Hare McCormick, Jane Nickerson, Bosley Crowther, Meyer Berger, Virginia Pope, Mary Roche, Orville Prescott, Benjamin Fine, Waldemar Kaempffert, science editor, and Dorothy Jenkins.

Benefit FB Game On WHN

Tenth annual New York Herald Tribune Fresh Air Fund grid game between the New York Giants and the Chicago Bears Sept. 14 will be aired by WHN, 8:30 p.m., under sponsorship of F. & M. Schaefer Brewing Co.

Connie Desmond will supply play-by-play, with Bert Lee handling color.

SOUTHWEST

ART FORREST, advertising and promotion director of WOAI, San Antonio, has rounded out his first year at the station. He came to WOAI from NBC in New York.

Application has been made by KVOU, Uvalde, to the FCC for permission to switch from its present dial setting of 1490 kilocycles to 1450 kilocycles.

The Penthouse studios of WFAA, Dallas, can be added to the agenda for the visitor to Dallas in a list of places to visit given to newcomers by the Chamber of Commerce thru its "Dallas Invites You" committee. The station offers several daily programs now open to the public and three official tours of the plant daily. Visitors may see as well as meet their favorite local artists according to the plan set up by WFAA officials.

According to Charles Harris, manager of KCOR, San Antonio, the station is now airing the familiar "soap opera" in Spanish. A program titled "Cinco de La Tarde" is being aired nightly by transcription and audience response has been high.

Dick Smith has joined the announcing staff of WFAA, Dallas. He was formerly with KMAC, San Antonio, as newscaster. He was also formerly with KYFM and KTSA in San Antonio as announcer.

Charles Lutz, manager of KYFM, San Antonio, is making a 16mm Technicolor motion picture of the erection of the new tower and transmitter building for KYFM. Following its completion the film will be shown at various civic organizations and other groups as a promotion piece for FM broadcasting in the city.

Ray Bacus, commercial manager of WBAP, Fort Worth is on the Fort Worth Community Chest publicity committee in charge of radio.

As a feature of the regular Thursday evening schedule of "Fine Music" aired over KYFM, San Antonio, between 7 and 9 p.m. the songs of Gilbert Ware are being presented from the KYFM studio.

MUSIC . . SPORTS . . NEWS

FULL TIME

WINZ

Florida's Big Independent

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

STUDIOS:

MIAMI, HOLLYWOOD, WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL 940 Kc. — FULL TIME

JONAS WEILAND, President Represented by: John H. Perry Associates

Merge Or Face Crisis, Heller Tells AFRANS

(Continued from Page 1)

swer to what otherwise might become a serious jurisdictional dispute in television, which would help no one but the employers."

In somewhat of a desperate plea to bring the issue—dangling for several years—to a head, Heller stated: "I trust that at this convention, at least, AFRA will resolve its own position to make certain that there will be no further equivocation on this subject and that some final determination, either affirmative or negative, will be made."

Heller said that those responsible for the welfare of performers would be negligent in their responsibility if they permit continuation of the present loose arrangement between the various branches of the Associated Actors and Artistes of America, the international having jurisdiction over talent in the theatrical industry. The structure of the international board is inadequate, he added. Heller claimed that unless there is some form of merger the "4-A's television committee cannot effectively continue."

Committee "Makeshift" Operation

Although the work of the committee thus far has been fruitful, in the eyes of Heller, it was set up as a makeshift operation in the hope that a merger of the unions could be effected not too far distantly. But if there is no hope for merger, Heller implied, the interim arrangement, where there is no actual responsibility fixed, "is not good and is bound to collapse of its own weight" as the problem of negotiating video contracts continues to expand.

The secretary, in another part of his annual report, disclosed that AFRA's membership list now contains 28,000 members. There are AFRA locals or chapters in 42 U. S. cities.

Plans Get-Out-Vote Drive

Heller told of plans for AFRA's participation in a campaign by Labor's Educational and Political League to get out the votes of all trade union members, and those friendly to unions, in the coming election. This calls for the preparation of radio material, recordings, short spot announcements and other similar services. Plans are also in the works for production of spot announcements by name personalities in the theatrical field.

National AFRA's financial status, according to the treasurer's report of April 30, 1948, showed total assets of \$200,939. Total liabilities were \$15,606.

AFRA delegates will continue in session at the Somerset Hotel in Boston over the weekend.

New Drug Firm On WJZ

Skin Tested Drug Products, Inc., newcomer to radio, has bought a second WJZ program, both ABC co-ops, within the space of a few weeks. Advertiser, for Cyl-Dent toothpaste, begins sponsorship of the five-times-a-week Elmer Davis program over WJZ on Sept. 7. Series is aired 7:15-7:30 p.m., EDT.



Mainly About Manhattan. . . !

● ● ● Harry Hershfield has come up with a new idea in television—a show called "Your Witness," geared for both studio and home audiences. . . Arthur Q. Bryan, appearing on the Fibber program on the Coast, will commute to N. Y. weekly to do a video show, "Movieland Quiz." . . . Another Q, Robert Q. Lewis, off to Europe tomorrow via the Mauretania. . . . Art Linkletter taking "House Party" and "People Are Funny" on the road this fall. . . Sherman (Stork Club) Billingsley's dotter, Jacqueline, into radio with both feet. (Just registered at Radio Registry.) . . . Joe E. Brown guesting on "20 Questions" tomorrow and being fitted for special mike to fit his beeg mouth. (Swallowed three of them on the Coast, 'tis rumored.) . . . Ben Grauer buying a season ticket to the Met. (Could it be because of Mimi Benzell?) . . . "Vox Pop" being eyed by a bankroller who wants it for television as well. . . . Household Finance drops "The Whistler" after Sept. 15th broadcast, but show continues on KNX for Signal Oil.



● ● ● Paul Denis, N. Y. Post radio ed, vacationing out in Sea Bright, N. J., postcards about a crabbing party he had with our old buddy, Herb Polesie. Paul writes that Herb managed to snare one crab, only to fall out of the boat while trying to fix the outboard motor. That ended the trip. P. S. Paul didn't catch a thing.



● ● ● VIEWS AND REVIEWS: On the television precede to the Yankee home ball games, wouldn't it be a better idea if there were a controversial element—instead of two interviewers and a guy standing around talking with no action and nothing really happening? Three people just agreeing with each other doesn't make for visual or audial drama. . . . One of the scandals around town is that television repair men accept money to fix up channels 11 and 13, declare that they need a new coil or something, and then disappear into the stratosphere. The upper channels better do something about this if they want their Hoopers to be showing. . . . Vaudeville artists who appear on one television variety show after another should change their routines for the next, if they don't want to become old hat in short order. . . . Howard Corderly's direction (or is it production?) of Maggi McNellis' Crystal Room rates a bow because it all comes out a pleasant, fluent reproduction of a supper club. . . . And, speaking of credits, Rod Erickson and Jimmy Sheldon of "We the People" scored a clean beat when they had Eleanor Gehrig on their program the day after the Babe died. It was sheer, human drama, with the thought of Lou Gehrig permeating the ether to add to the pathos of the passing of the Babe. . . . Are the networks, who control the electricians, cameramen, etc., exercising too much power over television shows and thereby setting back the medium several generations to the stereopicon days? Oh, well, we shall see what we shall hear.



● ● ● TODAY'S QUOTE: Bob Edge, discussing a well-known B'way heel: "He not only passes the buck—he adds a sales tax."



● ● ● LUV 'N' KISSES: Diane Courtney's subbing for Irene Beasley on "Grand Slam"—and how's about a television show for this telegenic gal? . . . Bill Gillette for bringing "We the People" (video) up to 2nd spot on in the Hooperade. . . . Bret Morrison's warbling at Club Bagatelle. . . . The Jack Benny summereplacement, "Let's Talk H'wood." . . . The high-grade commercials on Texaco's videopera.



● ● ● SID-BITS: John Bradford to write, produce and narrate WINS' "Three-Corner Club." . . . Staats Cotsworth's "Casey, Crime Photog" placed 5th in the latest Hooper tally after crowding WW for top spot in mid-July Nielsen survey. . . . Starting today, Bill Cullen's sked will include 20 mike programs weekly plus 30 "Winner Take All" shows from the Strand stage.

News Directors Ass'n Gives First Awards

(Continued from Page 1)

to Al Gordon, KFVB news director, and Clete Roberts and George Lewin, newsmen who did the actual broadcasting from Philly.

Ohio State University was commended for its year-long study of listener absorption of newscasts. Individual citations went to Dr. Edgar Dale of OSU's bureau of educational research, and Paul Wagner, radio journalism instructor, who conducted the listener study.

Charles Hilton of KGLO, Mason City, Iowa, is chairman of the NARND awards committee. Members are Robert Mahoney, KWKH, Shreveport; Jack Shelley, WHO, Des Moines; Russell Van Dyke, KRNT, Des Moines; Jack Knell, WBT, Charlotte; Frederick Holt, WIRE, Indianapolis, and Jack Dunn, WDAY, Fargo.

WOL Promotes Swisher

Washington — Arden E. Swisher, formerly sales service manager of KRNT, Des Moines, has been named sales manager of WOL, it was announced yesterday by Phil Hoffman, vice-president of the Cowles Broadcasting Company.

Swisher is replacing William D. Murdock, who has resigned because of ill health.

Stork News

Twins, a boy and a girl, were born to Mr. and Mrs. Michael Boscia Thursday, Aug. 26, at Westchester Square Hospital, The Bronx, N. Y. Boscia is manager of operations in the CBS press information department. The Boscias have three other children—two girls and a boy.

La Cossitt Returns

Henry La Cossitt, commentator and editor of "The Editor's Diary" heard every morning on Mutual, returns to the air Monday, Aug. 30, after an illness of several months. Leslie Nichols has been subbing.

Wedding Bells

Lew Chudd, owner of Lew Chudd Productions and Imperial Record Co., Inc., both on the West Coast, was married to Bette Morro, non-professional, this week in New York. The couple returns to California Sunday.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

Gladstone 5305 — GLadstone 9082

REMINDER

(Courtesy Mother Nature.)

THE TURN OF SUMMER into fall is Nature's most poignant reminder of another year gone by.

It's a reminder that should make you think, seriously, that you yourself are a year closer to the autumn of your own particular life.

What steps have you taken . . . what plan do you have . . . for comfort and security in those later years?

You *can* have a very definite plan—one that's automatic and *sure*.

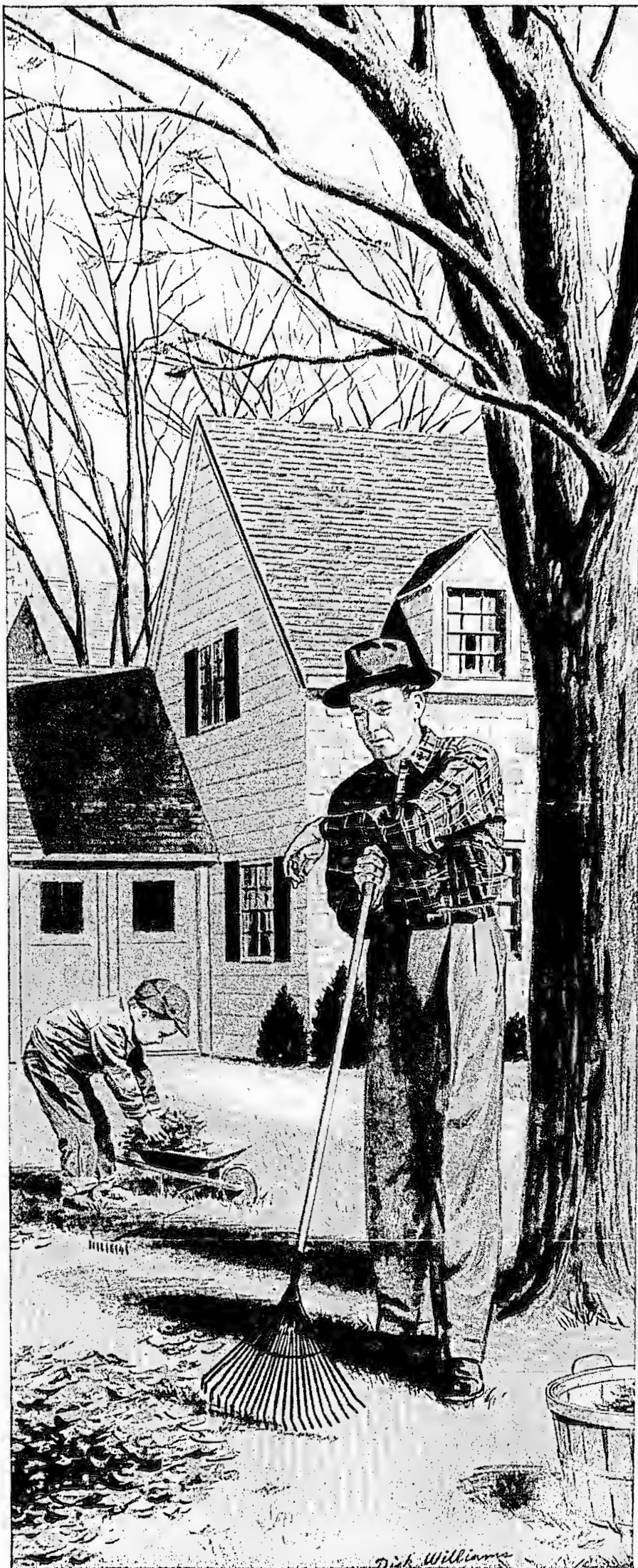
If you're on a payroll, sign up to buy U. S. Savings Bonds on the Payroll Plan, through regular deductions from your wages or salary.

If you're not on a payroll but have a bank account, get in on the Bond-A-Month Plan for buying Bonds through regular charges to your checking account.

Do this . . . stick to it . . . and every fall will find you richer by even more than you've set aside. For your safe, sure investment in U. S. Savings will pay you back—in ten years—\$100 for every \$75 you've put in.

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

This Space Contributed by
RADIO DAILY



LOS ANGELES

By RALPH WILK

GRACIE ALLEN has renewed her contract "for a long-term period" with Consolidated News Service. She has been writing for Consolidated News Service for the past four years, doing a humor column which appears in newspapers from coast-to-coast on a five-a-week basis.

KFWB saluted the Los Angeles Breakfast Club's twenty-second year on the air, last week, with a special program headlined by commentator Cleve Roberts and including Stuart Hamblen and his Lucky Stars; Marilyn Thorne, singing star; Derry Falligant, MGM recording artist, and the entire Warner Bros. orchestra under the baton of Dion Romandy.

Los Angeles Advertising Women convene in Western garb, Saturday (28) for the club's first social get-together of the fall season. Helen Edwards chairmans the event which is a Barn Dance at the Montebello Golf Club, Montebello (Calif.). Prizes will be given to the most colorful outfits. Music will be furnished by Art Wenzel and his Cowboy Band.

Beryl Davis in town from New York. She will spend the rest of her "Hit Parade" vacation visiting California coast resorts.

The Modernaires will be featured on the Tuesday, August 31st, session of "Command Performance" for the Armed Forces Radio Service.

KHJ's director of sports, Bill Symes, will be featured in a West Coast cut-in on the new Mel Allen sports series which debuts as a Mutual-Don Lee network feature, Sept. 18th. Symes will give a roundup on all West Coast sports highlights, plus scores of the West's big gridiron games.

AWB District Meetings Scheduled For Autumn

(Continued from Page 1)

uled for the Association of Women Broadcasters are:

District 7: Sept. 25-26, Cincinnati, O., at the Netherland-Plaza Hotel, with District Chairman Katherine Fox, WLW, Cincinnati, presiding.

District 10: Sept. 28-29, Kansas City, Mo., at the President Hotel, with District Chairman Anne Hayes, KCMO, Kansas City, presiding.

District 2: October 1-3, Rochester, N. Y., at the Sheraton Hotel, with District Chairman Sally Work, WBEN, Buffalo, presiding.

District 13: Nov. 6-7, San Antonio, Texas, at the Gunter Hotel, with District Chairman Violet Short, KTSA, San Antonio, presiding.

Agenda for the four meetings will vary according to district preferences, but workshop sessions on general AWB activities and services will be conducted at all meetings by Pat Griffith, NAB director of women's activities.

Ruth Crane, president of the AWB, will attend the meetings to be held at Cincinnati and Rochester.

★ AGENCY NEWSCAST ★

HUB JACKSON has been appointed a vice-president of Russel M. Seeds Company, Chicago advertising agency. Jackson will continue to function as an account executive and will devote considerable time to the development of new business for the agency.

RUTHRAUFF & RYAN, INC. announces the election of Joseph B. Bell as vice-president and J. Lewis Ames as secretary. Bell joined the agency in 1928 as chief accountant and was made assistant treasurer in 1942. He has been a member of the fiscal control group of the 4 A's for over 15 years and pioneered in the use of tabulating machines by advertising agencies. His new duties put him in charge of all fiscal matters for the organization. Ames came from the law firm of Tanner, Sillocks & Friend in 1941, to be house counsel for R&R. During the war he was a special agent for the F.B.I., returning to the agency in 1945. He has been active in industry problems representing the agency on various 4 A projects.

Para. Quarterly Take 5-Mil. Down 2-Mil. From Last Yr.

Earnings of Paramount Pictures, Inc., for the second quarter ended July 3, 1948 were estimated yesterday at \$5,810,000 after all charges including estimated provision for income taxes. This amount includes \$1,466,000 representing Para's direct and indirect net interest as a stockholder in the combined undistributed earnings for the quarter of partially owned non-consolidated subsidiaries. Earnings for the quarter ended July 5, 1947 were estimated at \$7,885,000, including \$1,489,000 shares of undistributed earnings of the company subsidiaries.

Breakdown of Earnings

Earnings for the six months ended July 3, 1948 on the same basis are estimated at \$13,570,000 including \$3,312,000 share of undistributed earnings of partially owned non-consolidated subsidiaries and approximately \$650,000 of non-recurring income, while earnings for the first six months of 1947 were estimated at \$17,407,000 including \$3,189,000 share of undistributed earnings of partially owned non-consolidated subsidiaries.

Effective with the beginning of this fiscal year, the company has excluded the earnings of all subsidiaries operating outside of the United States and Canada, except to the extent that dividends have been received from such subsidiaries. The company has continued its practice of taking up film revenues from subsidiaries operating outside of the United States and Canada only to the extent that such revenues have been received in dollars or are remittable under existing restrictions on remittances.

The \$5,810,000 of estimated combined consolidated and share of un-

STARRET TELEVISION MANUFACTURING CORPORATION has announced the appointment of Cole and Chason, New York, as its advertising agency. Plans call for newspaper advertising in all major television markets. The company has not previously been an advertiser. Starrett Television Manufacturing Corporation produces a complete line of receiving sets from \$1,790 down to \$349 with emphasis on 15 inch direct-view home receivers and 20-inch club models.

DONAHUE & COE, INC., announces that, effective Sept. 15, it will resign from the account of Angosturo Bitters.

COURTLAND D. FERGUSON, INC., Washington, D. C., agency, has appointed Francis X. Timmons as chief copy writer. He was formerly assistant promotion manager of the Washington Post. In recent promotions by the agency, John H. MacLeod was named art director and Eugene M. Kresan was appointed production manager.

Industrial, Mobile Permits Subject Of Oct. 6 Hearing

(Continued from Page 1)

by September 15. The FCC explained that these statements of intention must be filed in duplicate and state the nature of the applicant's interest and an estimate of the time required for his oral presentation.

Motion picture companies have applied to the Commission for mobile transmitter licenses for use on location.

Many Fields Affected

Also concerned, said the Commission, are inter-city busses and trucks, taxicabs and railroads, domestic public mobile radio-telephone services offering common carrier telephone connection with land vehicles; industrial radio services for power, petroleum, forest products and other commercial or industrial operations, and public safety services covering police, fire, special emergency, forestry-conservation, and highway maintenance radio communication.

distributed earnings for the quarter represent \$.84 per share on the 6,921,939 shares outstanding and in the hands of the public on July 3, 1948, which compares with \$1.11 per share for the quarter ended July 5, 1947 on 7,118,872 shares then outstanding. Computed on the same basis the \$13,570,000 of estimated combined consolidated and share of undistributed earnings for the six months of 1948 represent \$1.96 per share, which compares with \$2.45 per share for the first six months of 1947.

The Board of Directors of Paramount Pictures Inc. today declared the regular quarterly dividend of \$.50 per share on the common stock payable September 24, 1948 to stockholders of record September 7, 1948.

CHICAGO

By NAT GREEN

MELVIN WOLENS, formerly commercial manager of WCFL, has joined the sales department of television station WBKB. Morton K. Tuller who has been in charge of the WBKB audience research department, has been transferred to the sales department.

"Happy" Chandler, commissioner of baseball, and Don Ameche, radio and film star, are among the notable who attended the annual Arch War celebrities dinner last Thursday at the Hotel Sherman, and were on the WGN broadcast from 11:30 to 11:55 p.m.

Jack Ryan, NBC Chicago press head, back from a business trip to St. Louis.

The Wilbur Suchard Chocolate Co. has ordered participations in the "Food Magician" program on WMAQ for 26 weeks, on Mondays, Wednesdays and Fridays, starting October 4.

Richard Valery, a music director of the BBC in Manchester, England, was a WBBM visitor last week. He's making a tour of the major radio stations of the U. S.

Elinor Inman, director of CBS religious broadcasts in New York, in Chicago last week attending the religious radio workshop of the University of Chicago.

The Morris B. Sachs "Amateur Hour" will celebrate its 14th birthday and begin its 15th year on the air over WENR next week.

David Atchison has resigned as NBC press writer to become associate editor of "Nowadays," new Sunday supplement.

Curley Bradley and the "Tom Mix" cast will be featured at the St. Louis Firemen's Rodeo and Thrill Circus August 27 to September 6, and the program will be broadcast from KWK during that period.

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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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TELEVISION DAILY

Daily section of RADIO DAILY, Friday, August 27, 1948 — TELEVISION DAILY is fully protected by register and copyright

BRITISH FREEZE PRESENT TV SYSTEM

TELE TOPICS

By JIM OWENS
Associate Editor

PAUL WHITEMAN & his ork, who to-
gether with Earl Wild, provided the
ing to top off WJZ-TV's (NY) smash
ening a few weeks ago, will do a repeat
A ABC's WENR-TV (Chi) debut next
month. Pops and his gang will give out
with their by now legendary version of
"Rhapsody in Blue." . . . The Hartmans had
turn down a juicy offer from a soft drink
to fit to do a TV series based on their
antics in "Angel In the Wings." Ironically
uff, it's because the Hartmanns will be
Chi. with "Angel" they couldn't okeh
the TV deal.

ELLEN FUNT ("Candid Mike") moved
deeper into TV this week via setting
a film-producing subsid. . . . Definitely
"methin' new and refreshin'" is the Shef-
field orange drink commls, which are pro-
duced by J. M. Seiferth Television Produc-
tions. Time mag yesterday included the
Sheffield pitch in its piece on TV commer-
cials, called "em 'inexpensive," etc. Sei-
ferth's gimmick is called "Magnitoons,"
which translated means nothing more than
a clever technique of combining animated
cartoons with a magnet. . . . Blanche Gaines
is wrapped up a quarter-hour video ver-
sion of "Court of Missing Heirs"—a long
AM seg not unfamiliar to network
audiences.

RCA has come up with a new testing
device which is expected to speed up
production of amplifiers—one of the most
critical phases of TV manufacturing. . . . U. S.
Attorney Gen'l Tom Clark has asked Fire-
stone prexy, Harvey S. Firestone, to address
the nation's youth on both his AM and TV
shows next Monday. Talk will have Harvey
pitching it from one studio to another,
since both shows are on the same NBC
time slot (8:30-9 p.m.). . . . WPXI's Danny
Webb considering the lead role in a new
comedy by Mark Linder. If he can arrange
it, Webb'll do it.

LES LEWIS' package "Hollywood Screen
Test," rapidly living up to its tag. For
the second time in a few weeks a thesp on
the show has been snagged by a film
agency—the latest Joel Marston. Latter's
deal inked by Allied Artists, who did "The
Ruth Story."

Gold Heads TV Film Unit

Melvin Gold, director of advertis-
ing for National Screen Service, was
nominated for president of the National
Television Film Council at
the group's meeting last week. Other
nominations were: Burt Balaban, film
director of Paramount Pictures, vice-
president; Robert M. Paskow, film
director, WATV, for treasurer; and
Robert W. Wormhoudt, exec veepee
of Telecast Films, Inc., for secretary.

WOR To Break Ground 20th-Fox Plea Nixed Monday For TV Outlet Re 'Frisco Application

Ground-breaking ceremonies for
the new TV tower and transmitter
building of WOR-TV will be held
Monday, at North Bergen, New Jer-
sey, it was announced yesterday by
Theodore C. Streibert, president of
WOR.

Special broadcast of the ceremonies
will be aired over WOR on Monday
from 11:15 to 11:20 a.m., during which
the Honorable Paul Cullum, Mayor
of North Bergen, and other notables
will welcome the station to the New
Jersey community. Streibert will out-
line briefly the station's plans for
offering service to the metropolitan
area.

A gold pneumatic hammer, instead
of the traditional spade, will be used
by Streibert in the "ground-break-
ing" ceremonies because WOR-TV's
new transmitter will be situated atop
the bed rock cliffs of the Palisades
on a site high above the Hudson over-
looking New York.

Two More File

FCC yesterday announced the filing
of the following applications for
OPs for commercial TV stations:

Aurelia S. Becker and Charles Z.
Heskett, under the name of Cumber-
land Broadcasting Co., Cumberland,

(Continued from Page 1)
efforts to bolster its chances for a San
Francisco video outlet. The Fox pe-
tition to amend had been opposed by
the other 4 applicants for station con-
struction permits to operate on the
two remaining San Francisco Chan-
nels. They are Paramount Television
Production, station KROW, Oakland;
CBS and Television California.

Commission pointed out in its rul-
ing that 20th had based its request
for review and reversal of the mo-
tion by Commission's action on the
fact that a petition by Paramount
leave to amend its San Francisco
exhibits had been granted. However,
said the Commission, Paramount's
petition was filed and accepted 20
days prior to the conclusion of the
hearings on July 2, while 20th did not
file its request to amend until July
13, 11 days after the hearings closed.
Furthermore, the ruling stated that
20th had failed to show sufficient
cause for not filing earlier. It con-
cluded that granting of the petition
"would not be conducive to orderly
administration nor the rights of the
other parties to the proceeding."

Md., on Channel 2; Monona Broad-
casting Co., Madison, Wisconsin, on
Channel 9.

BBC Move Taken To Protect Sets Now In Use

London (By Cable)—On advice of
the British Broadcasting Corpora-
tion's television advisory committee,
England has decided to "freeze" the
existing technical video system in
order to protect the 60,000-odd re-
ceiving sets now in the hands of the
public from becoming obsolete.

The General Post Office, which con-
trols BBC and acts in a somewhat
similar manner as the FCC in the
United States, has announced that
the latest improvements offered by
radio scientists, including progress
made in color, are "not sufficient to
justify a change of system which
would make all the present receiving
sets obsolete."

Prolonged research requiring sev-
eral years will be necessary before
substantial improvements can be
realized in practice, the Post Office
said.

BBC's London video station, serv-
ing the nation's most populous re-
gions, had 58,250 licensed receivers
in operation at the end of July, an
increase of 3,400 over the previous
month.

WGN-TV An Affiliate Of Du Mont Network

Chicago — WGN-TV, owned by
WGN, Inc., a subsidiary corporation
of the Chicago Tribune, has signed an
agreement with the Du Mont Televi-
sion Network to be the exclusive Chi-
cago outlet for network originated
programs. Contract was signed by
Frank P. Schreiber, manager and
treasurer of WGN, Inc., and Hum-
boldt J. Grieg, sales manager for
Du Mont. In a joint statement issued
by Schreiber and Grieg, it was stated
that WGN-TV would begin network
operations early in September and the
first commercial program scheduled
for WGN-TV by the Du Mont network
is the "Original Amateur Hour," un-
der sponsorship of the P. Lorillard
Co., for Old Gold cigarettes, begin-
ning September 26.

TV On Workshop Sked

Washington — Television will be
emphasized in the 10-day course given
by the fourth annual Radio Workshop
sponsored by WTOP, CBS and the
District of Columbia Public Schools.
Workshop opens Aug. 30 and closes
Sept. 10. It will be under the direc-
tion of Mrs. Hazel Kenyon Markel,
WTOP director of education, public
service and public relations.

Press-Time Paragraphs

Third L. A. Outlet Goes On Air

Los Angeles—KFI-TV, the third Los Angeles video outlet in operation,
began experimental programming this week, under a special FCC grant.
Station will beam about seven hours a week on a three-nights-weekly basis.
On Oct. 6, sked will be expanded to twelve hours spread over five nights
a week. First airing featured children's program, news, music and a per-
formance of "The Mikado."

Over 12,000 Receivers In Hub Area

Boston—Personal interview survey with known distributors of home
and industrial tele sets in the WBZ-TV coverage area made by the station's
sales promotion department reveals total of 12,654 receivers. Of these
9,854 are in homes and 2,800 in public places. Figure does not include an
additional 4,914 receivers installed in dealers' stores for demonstrations.

Contract Assigned For KSFQ Tower

San Francisco—Steel contractor Paul Shepard has been awarded the
contract to erect the TV tower for KSFQ, according to Philip G. Lasky,
general manager of Associated Broadcasters, Inc. Work will begin imme-
diately on the 100-foot structure which is expected to be completed Oct. 15.
The RCA five-bay antenna will rise from roof of the Mark Hopkins
Hotel here.

Sports Sponsors Signed By W6XIS

Salt Lake City—Two automobile companies and a beverage firm have
signed for sponsorship of sporting events over KDYL-W6XIS. Petty
Motor Co. bought boxing and baseball and also will bankroll Utah Open
Golf Championships. Walton Motor Co. bought baseball and Pinney
Beverage Co. purchased home games of the Shamrocks, Salt Lake City
entry in Western States Girl's Major Softball league.

The Mailbag

Kudos For Cott

Editor,
RADIO DAILY

Your "Editor's Note" to Ted Cott's article in the "Shows of Tomorrow" issue, asked for views on the article.

I say a hearty "Let's Go" and offer the full cooperation and services of the Paul H. Raymer Company's Research Department. Please include my department and services in any further developments along this line.

Cordially yours,

C. W. Christenberry, Jr.
Program Research
Paul Raymer Co.

Gentlemen:

It has been my good fortune to hear Ted Cott speak out many times at various sessions of the Institute For Education By Radio, and in each case, the assembly has always been quick to admit the wisdom of his words.

A similar situation has arisen as the result of his "Plea For Recognition" in the Thursday, August 19th issue of RADIO DAILY. There isn't the slightest doubt in my mind that PD's all over the country will be picking up the cudgel, seconding Brother Cott's motion with a volume that will bulge the walls of the DAILY's offices.

In fact, I would like to augment the original slightly by suggesting the possibility of quarterly-sectional conferences to supplement an annual national gathering, all of which would have their specific purpose in furthering the exchange of ideas, comparison of techniques, etc., at different power and coverage levels.

Again, my congratulations to Ted Cott for his astute observations, and to RADIO DAILY for giving them an opportunity for national recognition.

John B. Moses,
Program-Production Mgr.
WHKC, Columbus, Ohio.

Lancaster Appointed Mdsr. Of Bendix Radio 'Frisco

W. J. "Bill" Lancaster, well-known in Northern California radio and appliance circles, has been appointed district merchandiser for Bendix Radio, according to Edward C. Bonia, general sales manager for Bendix Radio and Television.

For the past seventeen years he has been associated with the Leo J. Meyberg Co., holding the position of vice-president and general sales manager at the time of his resignation to enter business for himself. A complete line of Bendix radio and television models will be retained on display at the fifth floor of the Western Merchandise Mart.

Stork News

Syracuse, N. Y.—Frank Bahouth, commercial manager of WNDR, Syracuse, is the father of a son, Mark Francis, born to Mrs. Bahouth early this week.

COAST-TO-COAST

Gets Naval Air Reserve Certif.

Atlanta, Ga.—Enid Day, star of the WSB "Davidson-Paxton Show," has become the first woman to receive the Naval Air Reserve Certificate of Merit. She was awarded the certificate in recognition of her outstanding service rendered to her country in behalf of the Naval Air Reserve Training Program.

WSAZ Adds Mitchell

Huntington, W. Va.—WSAZ's latest addition is Hugh Mitchell, formerly with WMPS, Memphis; KNOE, Monroe, La.; KARK and KLRA, Little Rock, Arkansas. He has joined the station's announcing staff.

To Lecture At Tulsa "U"

Tulsa, Okla.—Gustav K. Brandborg, KVOO commercial manager, has been appointed to the post of radio lecturer at the University of Tulsa. A veteran in the radio field, Brandborg has done every type of radio work with the exception of engineering and is president of the Tulsa Council of Churches.

To Emcee Crown Capers Show

Washington, D. C.—New emcee for the Crown Capers Show is Lee Sand. Program will be heard over WWDC each Sunday from 10:00-11:00 a.m., starting September 5.

Elected Press Assoc. Prexy

Boston, Mass.—Newly elected president of the New England Women's Press Assn. is Marie H. Houlahan, director of publicity and public relations for WEEL. The organization claims to be the oldest Press Association in the United States, having been established in 1885.

Two FM Stations Get Full Time

Montgomery, Ala.—Two local radio stations, WSFA and WCOV, have gone full time. The former, previously broadcasting on FM for six hours daily, now has 18 hours of FM programming while the latter has, up until this time, been on AM only.

Emerson Signed For New Series

San Antonio, Texas—Folk ballad singer, Lou Emerson, heard over WOAI, has been signed for a series of broadcasts to be sponsored by the SOS Co. of Chicago, for their SOS Scouring Pads. Programs, to commence on September 7, will be heard for a quarter hour each Tuesday, Thursday and Saturday morning.

WOL To Feature Ball

Washington, D. C.—John Ball, the only daily record columnist in the United States, will be featured over WOL beginning Monday in the 9:00-10:00 a.m. and 12:30-2:00 p.m. program slots, Monday through Saturday. Ball has worked as music editor for a Brooklyn paper, has done local and network shows and has authored two books on phonograph records.

KXOK Show Lends Helping Hand

St. Louis, Mo.—"St. Louis Reminders," a new program heard over KXOK on Sunday from 11:45 to 12:00 noon, and on Monday, Wednesday and Friday from 7:45-8:00 a.m., is lending a helping hand to many local organizations. Format features announcements of general public interest such as exhibits, concerts, picnics, socials, etc. All organizations are invited to submit news of their activities to the station for use on the program which also includes daily a complete description of a place of interest in or near St. Louis where listeners may drive for a few hours enjoyment during leisure time. Show is sponsored by Ray Rixman, Inc., local Dodge and Plymouth dealer.

To Sponsor Mike Errico

Nowalk, Conn. — WNLK's ace sportscaster, Mike Errico, has been signed up to do a morning sports roundup. Sponsor is Bob's Sports of Stamford. Program will be aired every morning, Monday through Friday, at 7:35 beginning September 11.

To Air Detroit "U" Games

Detroit, Mich.—WJBK, for the third consecutive year, will broadcast the University of Detroit's football games. Al Nagler will handle the play-by-play with Clay Dopp, assistant sports announcer, doing the color. The broadcasts, which open September 24, will be sponsored by the Plymouth Dealers of Greater Detroit.

Clement Leaves WEIM

Fitchburg, Mass.—Earle G. Clement, for the past five years WEIM general manager, has announced his resignation without disclosing plans for the future. Before joining WEIM, Clement was with WLNH, Laconia, New Hampshire, as manager and also served on the staff of WTAG.

WTVR Adds Public Service Show

Richmond, Va. — The Richmond Round Table, a 15-minute program devoted to the discussion of topics of civic interest by outstanding leaders, recently made its debut on WTVR. Heard each Friday evening, show features Allan Phaup of the WTVR news staff as moderator. Program is recorded weekly for rebroadcast over WMBG and its FM station WCOD at a later time the same evening.

Collins Joins WVKO-FM

Columbus, Ohio—New member of WVKO-FM's staff is Neil Collins, who has been named sales and promotion manager. Collins, formerly an account executive in the public relations department of Byer & Bowman, city advertising agency, has also been employed at WHK-WCLE and WGAR, Cleveland; WDW, Tuscola, Illinois, and has served as publicity and road manager of CBS's "Wings Over Jordan."

PROMOTION

Center Of A Star

WLBR, Lebanon, Pa., has just released a new promotion folder giving complete market data, survey reports, coverage area and program information, using an unusual device to indicate primary area on the coverage map. This area is indicated by a five-point star with Lebanon in the center. Five major cities, including Harrisburg, York, Lancaster, Reading and Pottsville, which encircle the City of Lebanon are represented on the map as the five points of the star. The background of the map is dark with the white star shining on the WLBR secondary coverage and lighting it to a brighter shade than the background.

RCA-Tube Folder

A new folder cataloging the complete RCA line of miniature electron tubes—said to be the most comprehensive selection of these tubes available in the industry—has been prepared by the commercial engineering section of the RCA tube department.

Covering 64 miniature types, the new folder includes sixteen additional types. Complete and up-to-date technical data is provided.

For quick and easy reference miniature tubes are listed numerically and alphabetically, with thumbnail descriptions and metal and GT equivalents of each tube opposite the listings. Tubes are classified by type and function in a simplified chart on the first page.

Send Birthday Greetings To—

August 27
Lewis R. Abel Mack Parker
Alfred Stack Walter Evans

August 28
Len Corn Chris Cunningham
Dr. Ralph L. Power Irving Silvers
Harriette Widmer

August 29
George V. Denny, Jr. Tim Marks
Maureen O'Connor Stan Widney
Arthur Anderson Harry Conover
Julius Seebach John Kane
Theodore C. Streibert

August 30
Oliver S. Gramling M. H. Shapiro
Jack Budny Paul W. Kesten
Peggy Marshall M. P. Wamboldt
Howard Stanley

August 31
Arthur Godfrey Pearl Watts
Jean MacGregor Peggy Horton
Winifred Cecil Walter Paterson
Jack Ward
September 1

September 1
Don Wilson William H. Daly
John J. Anthony Claude Horton
Robert K. Chase Fred Jeske

September 2
Barbara Jo Allen Fred von Ammon
Raymond R. Morgan Bill Backer

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 42

NEW YORK, MONDAY, AUGUST 30, 1948

TEN CENTS

FCC TO PROCEED AGAINST GIVEAWAYS

House Unit To Probe Recent 'Scott' Edict

Washington Bureau, RADIO DAILY
Washington—Hearings on the so-called "Scott Decision" of the FCC concerning religious broadcasts and the rights of atheists to free time to reply will be conducted by the House Select Committee to investigate the FCC, chairman Forest A. Harness (R., Ind.) announced Friday. Hearings will get under way here tomorrow.

Although the Commission denied the petition of Atheist Robert H. Scott for revocation of the licenses of KQW, San Jose, Calif., and KPO (Continued on Page 2)

Haverlin Names REC Advisers For 1948-49

Carl Haverlin of BMI, president of the Radio Executives Club of New York, announces today the names of 15 persons in radio and advertising who have agreed to serve on the REC advisory board for the 1948-49 administration. REC resumes its regular semi-monthly luncheon meetings in September.

Advisory board members, who have agreed to serve during the coming (Continued on Page 5)

Mullen Confers With Goodwill Stations Heads

Detroit—Frank Mullen, new president of the Goodwill Stations, officially took over the reins here when he called together the heads of WJR, WGAR and KMPC for the first time in a combined station meeting. Operations, advertising and promotion, and public service were discussed.

Those discussing future plans with (Continued on Page 5)

Fair Devils

Ralph Edwards' "Truth or Consequences," now back on NBC, begins a tour this week of the Eastern county fair circuit and will broadcast Sept. 4 from Hershey, Pa. Edwards appears in Pittsburgh Sept. 7 and moves to Toledo for the Sept. 11 broadcast. Program winds up its tour in Memphis Sept. 13 and heads back to Hollywood for Sept. 18 show.

Cold "Spell"

With the mercury hitting near 100, WOR hired hypnotist Marsh Babbitt Friday to put the chill on a young lady in a fur coat. At the corner of Broadway and 40th, the female subject shivered when Babbitt told her she was at the North Pole. Recording of the stunt, used in a newscast, brought a call from a listener saying his wife's nose was cold and she was shivering.

Mysteries Top Nielsen Evening Program List

Summer popularity of mystery and adventure programs is emphasized by the July 18-24 Nielsen Radio Index report, released today, which lists ten whodunits among the top twenty evening shows in total audience.

Also noteworthy are the Friday night lineup on ABC and Thursday night on CBS. Six shows, three on each web, are among the first ten in both total and average audience lists. They are "This Is Your FBI," "Fat (Continued on Page 5)

KFI Plans To Syndicate Transcribed Package

Los Angeles—KFI is sending up a trial balloon this fall by syndicating its own transcribed package, "Here Comes Harmon," a weekly quarter-hour football forecast featuring Tom Harmon. The ex-gridiron great was formerly sports director at WJR, Detroit, and recently joined KFI in the same capacity.

Show already has been bought by (Continued on Page 2)

Petrillo Meets Platter Reps; Just A Friendly Little Chat

Any wild rumors that James C. Petrillo and the transcription people aren't speaking should be drowned in the floods of current perspiration. They had a little get together Thursday, a reunion at the request of Petrillo, the first time they had heard from the AFM chief since his recording obituary of last Dec. 31.

It should be pointed out clearly that negotiations have not opened between AFM and the transcription

Re-Asserts Right To Take Legal Action Despite Repeal Of Section 316; Differs With Bow, Petty

FM-TV Exhib. Planned For Ind. Radio Center

Indianapolis—Exhibits and demonstrations of the latest advances in FM and television will be among the outstanding features of the new \$240,000 Radio Center which opens at the Indiana State Fair here Sept. 3.

FM Division of the Indiana Broadcasters Association will originate several programs from a special studio in the Center and is sponsoring a (Continued on Page 7)

WNYC Granted Extension Of Night-Time Operation

The FCC last week granted permission to WNYC to continue night-time operation for six months beginning Sept. 2, unless the pending clear channel decision is to the contrary. The municipal outlet's license calls (Continued on Page 6)

Stewart-Warner Sales Off; Net Earnings Increase

Chicago—Sales by Stewart-Warner Corp. for the first six months of 1948 were \$37,869,485, down 5.7 per cent from sales during the same period last year, James S. Knowlson, board (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday re-asserted its right to take action against radio giveaway programs and announced its intention to proceed with hearings on the contemplated regulations.

The Commission denied that the repeal of Section 316 of the Communications Act, on which (Continued on Page 4)

Bob Hope And "Irma" Exchange Products

Bob Hope will have brand new material to work with when he returns to NBC next month since Lever Brothers Co. is switching the Pepsodent account to "My Friend Irma," broadcast on CBS, and bringing over the Swan soap commercials for the Hope show. It also means a swap for the agencies with Young & Rubicam getting the Hope program and (Continued on Page 5)

Edwards Gets WEEI Post; Hayes Upped At CBS, Chi.

Wilbur Edwards, Western sales manager in the Chicago office of CBS Radio Sales, has been appointed assistant general manager of WEEI, Columbia-owned station in Boston, effective Sept. 7, it was announced over (Continued on Page 5)

Recognition

Omaha—Members of the NAB 10th District held a surprise breakfast at the Muohlobach Hotel here last week in honor of John J. Gillin, Jr., who has served as the director of the 10th District for 14 years and is now retiring. He was gifted with a silver plaque, and the presentation was made by Harry Burko, general manager of KFAB.

(Continued on Page 4)



★ 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

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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FINANCIAL

(August 27)

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, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

10 YEARS AGO TODAY

(From the files of Radio Daily)

NAB will make every effort to present a "united front" for industry negotiations with ASCAP. Stemming out from basic agreement will be no special pacts for newspaper-owned stations, nor individual broadcasters, as at present, but if some concessions can be obtained for certain groups along the lines of the AFM small station exemptions, this will be done. . . . NBC completed plans for most elaborate football coverage in its history. . . . Campbell Soup Co. signed Edwin C. Hill for twice-weekly news stint over NBC-Red, with option for five shows a week as soon as time can be cleared. Agency is Ward Wheelock.

ROBERT LaBLONDE, director of the news bureau of Foote, Cone & Belding International, is aboard the S. S. America bound for England on the first leg of a trip around the world. His jaunt will take him to Great Britain, France, Switzerland, Italy, Egypt, India, Australia and New Zealand.

KAY HARRISON, manager-director of Technicolor, Ltd., arrives in New York today aboard the S. S. Queen Mary.

BOB WILSON, exploitation director of Mutual, returns tomorrow from Lake Placid where he exploited "Kate Smith Day."

SIGMUND ROTHSCHILD, art appraiser on the CBS-TV show, "What's It Worth?", is honeymooning at Sag Harbor, L. I.

AGNES CODE, secretary in the executive offices at WINS, is spending a one-week vacation at Greenwood Lake, N. Y.

DONALD BARR, vice-president of Young & Rubicam, en route to New York for annual session at agency's home office.

HENRY UNTERMEYER, of the WCBS sales staff, leaves today for a week in Bermuda.

TED COTT, vice-president and program director at WNEW, is in Washington to attend a meeting of the non-affiliated committee of the NAB, of which he is chairman.

BOB WHEELER, general manager of KHQZ, Mutual outlet in Harrison, Ark., arrived in New York Thursday for a few days on station and network business.

LYMAN BRYSON, CBS counsellor on public affairs, goes to Washington today to address the fourth annual radio workshop of WTOP on "Radio's Public Policy."

JAMES MURRAY, station manager of KQV, Pittsburgh, a visitor late last week at the New York headquarters of Mutual, with which KQV is affiliated.

LEW DANIS has returned to New York to resume his State Dept. broadcasts after eight weeks in summer stock at Annandale-on-the-Hudson.

Stewart-Warner Sales Off; Net Earnings Increase

(Continued from Page 1)

chairman and president, reveals in a letter to stockholders. First half sales in 1947 were \$40,178,296.

Net earnings carried to surplus for the period ended June 30, 1948, were \$1,874,601, equal to \$1.45 per share of \$5 par value common stock. Earnings carried to surplus for the corresponding period in 1947 were \$1,366,872, equal to \$1.05 per share. Figures for 1948 are unaudited and subject to year end adjustment.

"While it is gratifying to be able to report increased earnings," Knowlson said, "the general business outlook remains uncertain and a third round of wage increases has resulted in still higher costs for practically all material and equipment which we require."

Stewart-Warner stockholders received two dividends of 25 cents each during the first six months of 1948 and a third dividend of 25 cents was paid in July.

KFI Plans To Syndicate Transcribed Package

(Continued from Page 1)

a current KFI advertiser for use in four other western markets. Sponsor is Muscat Cooperative Growers Association (San Ramon Wines). Robert Smith Advertising Agency, Los Angeles, handles the account.

W. B. Ryan, KFI general manager, described the syndication as an experiment. "We have given occasional consideration," he said, "to syndicating some of our successful local programs."

To Sponsor Cincy Games

Columbus, Ind. — WCSI-FM has signed an agreement with the Burger Brewing Company of Indianapolis for a two-year sponsorship of the Cincinnati Reds baseball games for the 1949 and 1950 seasons. This will make WCSI the only completely FM station carrying the Reds' baseball games.

House Group To Probe "Scott" Decision Of FCC

(Continued from Page 1)

and KFRC, San Francisco, on the grounds that they refused to make time available to him, "strong representations have been made, particularly by religious groups, that the continued broadcast of religious programs has been seriously jeopardized by this decision," Harness said.

Calls Decision "Vaguely Worded" "Because of the underlying implications of the vaguely-worded decision it is contended that radio stations have become fearful that if they continue to grant time to religious groups, their license might be in jeopardy unless they grant time also to Atheistic groups to reply to the religious programs," Harness continued. "If the decision of the Commission really is having the effect of driving religious programs off the air, then that is an intolerable situation," he added.

Harness also injected the threat of legislation "to define the rights of religious groups to the air waves" if "the present uncertain situation" is not clarified by the hearings. He pointed out that one of the functions of his group is to propose legislation amending and clarifying the FCC laws.

Radio Reports Issues New Commentator List

Approximately 200 newscasters or commentators of all kinds (including women's and chatter shows) are heard in the New York area, according to the latest list of "Radio Personalities" compiled by Radio Reports, Inc. List contains the names of 574 programs—both network and local—heard in the six different areas monitored by Radio Reports.

According to the survey, 91 network newscasters and general news commentators are heard in New York and 107 local programs of the same type. Total number of network shows, 20 of which are not broadcast in New York, was 111.

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!



Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Charles Michelson, Inc.
PROUDLY PRESENTS

the MUSICAL COMEDY THEATRE

COMPLETELY TRANSCRIBED

a galaxy of music, voices and composers in
the most lavish radio series ever transcribed

52 GREAT HALF-HOUR SHOWS (GUARANTEED)

This new, spectacular show is a veritable festival of the world's most famous musical comedies and light operettas. Never before in the history of the transcription industry has such an undertaking been attempted. The scores, talent, programming, and production costs for each half-hour broadcast runs into many thousands of dollars, yet this series is reasonably priced for "quick-sale" to local advertisers. Nothing has been spared to make *The Musical Comedy Theatre* the biggest hit of all time.

Here are all the elements of the finest in network productions, skillfully blended by artists and technicians to make this program the biggest bundle of entertainment value yet produced for local and regional sponsors.

Each half-hour show, narrated by Stuart Long, offers the Mixed Glee Club Choir, Featured Vocalists, and the full *Musical Comedy Theatre* Concert Orchestra.

Yes, there's no "maybe" or guesswork about *The Musical Comedy Theatre*. It is destined to attract more listeners—sell more listeners for the best advertiser in any city. Hear it today, and you'll be scheduling it tomorrow.

A Charles Michelson international production.

AUDITION SAMPLES: \$2.50 DEPOSIT REFUNDABLE
CHARLES MICHELSON, INC.

Pioneer Program Producers since 1934
23 West 47th Street, New York 19, N. Y.
Phone PLaza 7-0695

SOME OF THE PROGRAMS

STUDENT PRINCE
CHOCOLATE SOLDIER
NEW MOON
FIREFLY
CHU CHIN CHOW
DESERT SONG
MERRY WIDOW
FLORADORA
WILDFLOWER
SO LONG LETTY

SOME OF THE COMPOSERS

FRANZ LEHAR
GEORGE GERSHWIN
JEROME KERN
SIGMUND ROMBERG
VICTOR HERBERT
OSCAR STRAUSS
RUDOLF FRIML
COLE PORTER



Move On Giveaways Will Be Made—FCC

(Continued from Page 1)

its action was based, and the transfer of its provisions against lotteries to the criminal code would preclude it from regulating the giveaway shows.

NAB Counsel Don Petty, and Frank T. Bow, general counsel for the Harness committee of the House, which is investigating the FCC, had charged that the repeal of Section 316 made any action by the Commission on this matter illegal, and dropped the radio lottery problem into the lap of the Justice Department.

The FCC pointed out that it is authorized to consider all acts of Congress in connection with its "general licensing authority." Inasmuch as "no substantive change in the applicable law with respect to the broadcast of lottery programs was apparently contemplated by the re-codification," the FCC declared that it could go ahead with its plans.

"The Congress has reaffirmed the public policy embodied in Section 316 of the Communications Act and has renewed the determination that it is contrary to the public interest to permit the broadcasting of lottery programs over the air," the Commission declared.

Furthermore, said the FCC, it is not required to await prior determination in the courts that a program is in violation of the new section of the criminal code (1304) containing the provisions formerly embodied in Section 316 of the Communications Act.

CBS To Describe Air Races In Five Cleveland Pickups

Cleveland National Air Races will be aired exclusively over CBS for the third successive year in five special programs from Cleveland Municipal Airport Sept. 4-6.

John Daly, web newsman, will describe the events, with Wells Church, director of news, supervising the broadcasts. News staff of WGAR, web's Cleveland affiliate, will assist in coverage. Technical arrangements will be under the supervision of Robert G. Thompson.

First pickup is skedded for the 4th, with Daly interviewing winners of the Bendix Transcontinental Trophy Race. A second spot is slated for the 4th, one on 5th and two on 6th.

Web obtained exclusive rights to the races in 1946 in a long-term contract with Frederick G. Crawford, president of National Air Races.

Stork News

It's a boy, their fourth, at the Jerry Jerome's. The new arrival made his debut last Tuesday at the St. Vincent Hospital.

Leaves CBS

Rod Mitchell, CBS shortwave director, has resigned to become program manager of WLAN, Lancaster, Pa. He takes over the new job September 13.

California Commentary . . . !

● ● ● Production will start Sept. 2 on "Hollywood Brevities," the first of a series of 26 20-minute television subjects to be made by Telefeatures, Inc., for NBC. Telefeatures is headed by Sam Coslow, veteran screen producer and song writer, and George Frank, who managed such stars as Don Ameche, Carmen Miranda and others. Gene Baylos, rising young comedian, will be starred in the entire series of musical revues, with Lina Romay appearing in the initial subject. Production will be at the Nassour studios. Jerry Seelen, who wrote special material for Danny Thomas, Joe E. Lewis and others, is writing the revues. Josef Berne, veteran screen exec, will direct. Derry Falligant, young baritone, will be introduced in the series. . . . Jack Bailey and his "Queen For A Day" troupe have accepted an invitation to present a stage version of their Mutual show at the Postal Supervisors convention in Los Angeles Sept. 19. "Queen" will be a feature of a star-studded revue at the Biltmore Hotel ballroom.

Hollywood

☆ ☆ ☆ ☆

● ● ● Thirteen thousand screen, radio and baseball fans crowded Gilmore Field to watch the "Out Of This World" softball game, which ended in an 18 to 10 victory for Frank Sinatra's club over Andy Russell's squad. The game realized \$27,000 for the Hollywood Junior Chamber of Commerce's youth fund. Garry Moore acted as announcer, and Jack Carson was one of the umpires. Sinatra and Russell were among the entertainers in the aftershow. . . . Harriet Crouse, Mutual publicist, is enjoying a week's vacation in the High Sierras, while Connie Caro, of the Mutual publicity department, is starting a visit to San Francisco and the Santa Clara valley. . . . Mary Lee Robb, daughter of the late Alex Robb, who was an NBC executive for several years, has won the coveted role of "Marjorie" on "The Great Gildersleeve." Mary Lee comes by her histrionic talent naturally, as her father was a minstrel man in his younger days. She replaces Louise Erickson and won out against a strong field in the final auditions.

☆ ☆ ☆ ☆

● ● ● Hugh and Karl Farr, members of the "Sons Of The Pioneers," flew home from a personal appearance tour in the East to help celebrate the 60th wedding anniversary of their parents. Instead, they buried their father, Tom Farr, on the very date set for the wedding anniversary. The boys arrived in time to be with their father before he passed away after suffering a stroke. . . . Don Hine, Don Lee TV film director, is back on the job after a serious tiff with the flu. . . . Jean Lang, Don Lee director of operations, is vacationing in Arkansas. . . . Edwin Max, a recruit from radio and eastern stock companies, will make his screen debut in one of the strangest characters of his career in RKO-Radio's "Follow Me Quietly." He will play "The Judge," a psychopathic killer, who has elected to choose who shall die.

☆ ☆ ☆ ☆

● ● ● Harold (Gildersleeve) Peary is playing opposite Gregory Peck in "The Male Animal" at the La Jolla, Calif., summer theater. He will reopen his NBC series Sept. 8. . . . Cathy Lewis, back from a visit to her home town, St. Paul, and other points, returns to the air Aug. 30 with her "My Friend Irma" comedy show over CBS. . . . Director Cy Howard, just back from Europe, called his initial rehearsal with co-stars Cathy and Irma Wilson last week. . . . Ten-year old Max Baer, Jr., son of the world-famous fighter and actor, is in Sacramento's Mercy Hospital with a broken leg. A treasured hospital memento of young Baer's is a telegram he received from Gene Autry. Autry's message, seconded by Champion, asked that young Baer hurry up and get well.

Petrillo Meets With Transcription Reps

(Continued from Page 1)

A. Walter Socolow, the attorney who represented the industry during negotiations with Petrillo back in 1943 when a two year deadlock was finally broken.

The AFM president called in the the platter reps while he was in the midst of negotiations with the movie companies, proceedings which were concluded around midnight Thursday under a joint agreement to extend contracts for one year. Meeting was scheduled for AFM headquarters on Lexington Avenue but because of the terrific heat wave Petrillo suggested they all go over to an air-conditioned suite in the Waldorf-Astoria.

It was there that Petrillo tossed out a few ideas of his own and asked several questions of his guests. That is about all there was to the meeting. No conclusions.

An NLRB ruling is expected shortly on charges filed last May by three transcription firms that AFM is guilty of an illegal secondary boycott. It's understood that an NLRB official investigating the charges has reached a decision which he will recommend to the labor relations board.

Miller Appointed Mgr. Of Product Design For Philco

Philadelphia — Mitchell P. Miller has been appointed manager of product design for the service and parts division of Philco Corporation, it was announced this week by James M. Skinner, Jr., vice president. Miller joined Philco in 1923 and was employed in the factory organization until 1931, when the company began manufacturing automobile radios, and he was put in charge of auto radio installations and servicing. Seven years later he was appointed service manager for auto radio.

During the war, Miller was active in the operation of the Philco training school for Army and Navy personnel, and later was made technical advisor for the installation of prototypes of airborne equipment in naval aircraft.

Raytheon Buys Property From Gov't In Mass.

Raytheon Manufacturing Company has purchased at a cost of \$1,082,300 certain Government facilities constructed during the war at Waltham, Mass. Facilities include four major and several minor buildings containing approximately 348,000 square feet of manufacturing, engineering, and storage space, including the war-built Power Tube Building. Equipment comprises specialized power tube manufacturing and testing facilities, as well as standard machinery, engineering and office equipment.

Terms of sale require Raytheon to give the United States a 20-year right temporarily to take over the facilities, if needed for national defense.

Mysteries Top Nielsen Evening Program List

(Continued from Page 1)
 "Break the Bank" on ABC, "Crime Photographer," "Suspense" and "Mr. Keen" on CBS.
 The other mystery shows in the top twenty are "Mr. District Attorney," "Adventures of Sam Spade," "Big Story," "Man Called X" and "Mystery Theater."
 Daytime, two-to-five a week ratings continue to emphasize the overall leadership of the NBC afternoon papers, according to Nielsen, with "When A Girl Marries," "Backstage Wife" and "Right to Happiness" holding down the top three spots.
 Total audience lists, in order, follow:
 Evening: Jergens Journal, Crime Photographer, Mr. D. A., This Is Your Life, Camel Caravan, Break the Bank, Mr. Man, Suspense, Mr. Keen, Sam Spade, Stop the Music (fourth quarter), Hallmark Playhouse, Silver Theater, Take It or Leave It, Big Story, Philip Morris Night, Spotlight Review, Can You Top This, Man Called X Mystery Theater.
 Evening, two-to-five a week: Lone Ranger, Gabriel Heatter, Supper Club.
 Day, two-to-five a week: When A Girl Marries, Backstage Wife, Right to Happiness, Stella Dallas, Young Widder Brown, Portia Faces Life, Our Girl Sunday, Arthur Godfrey, Marjorie, Pepper Young, Wendy Warren, Big Sister, Lorenzo Jones, Helen Went, Rose Mary.
 Day, Saturday or Sunday: Armstrong Theater, Grand Central Station, Give and Take, True Detective, Archie Andrews.

Edwards Gets WEEI Post; Hayes Upped At CBS, Chi.

(Continued from Page 1)
 weekend by Harold E. Fellows, general manager of the station.
 At the same time, it was announced that Carl J. Burkland, general sales manager of Radio Sales, that Gordon Hayes, now assistant to Edwards, would fill the latter's post in Chicago.
 Edwards was born in Charlotte, N. C., graduated from Davidson College in 1937 and took post-graduate work at Yale. During his college days he worked as a student announcer at WTT, CBS affiliate in Charlotte, later became a full-fledged announcer, and in 1937 joined the WBT sales staff. He was with the sales staff of WCBS, Columbia-owned station in New York, from 1939 to 1942 and was an account executive in Radio Sales, New York, from 1943, before going to Chicago in November, 1945.
 Hayes, a native of Mottott, Indiana, is a graduate of the Indiana University School of Journalism, spent nine years on the staff of the Washington Post News, three of these years as advertising manager. He entered radio as a member of the sales staff of WCCP, Columbia-owned station in Washington, D. C., in 1943 and in November, 1945 joined Radio Sales in Chicago as an account executive.

Sixty Markets Being Chosen For Washing Machine Drive

Some 60 markets are being lined up by Blackstone Washing Machine Co. (Jamestown, N. Y.) for a cooperative campaign with distributors and dealers who will contribute 50 per cent of time and talent costs to sponsorship of "Blackstone—Magic Detective," a transcribed weekly 15-minute show produced by Charles Michelson, Inc. Series has a dramatic mystery format.
 About a dozen markets have already been signed, including WROL, Knoxville, Tenn., WDOJ, Chattanooga, Tenn. and WJTN, Jamestown, N. Y. Campaign tees off in mid-September. Simon Goldman, vice-president and general manager of WJTN, represented Michelson in the deal just concluded with the Blackstone company. Jim Peters, advertising manager of Blackstone, is in charge of

dealer and distributor contacts for the campaign.
 "Blackstone—Magic Detective" was heard on WNEW, New York, last winter as one of five shows in a strip called, "Mysteries at 8," which was sponsored by Bendix Automatic Home Laundry. After a couple of weeks Bendix told WNEW the Blackstone show would have to be pulled out of the series since it was the name of a competitor. This was news to the Michelson transcription firm which promptly got on the trail of the Blackstone company.
 Latest Michelson production, "Musical Comedy Theater," has been bought by Lever Brothers, through J. Walter Thompson, for use in South Africa. It's also been signed for Australia by one of the country's largest wine dealers.

Haverlin Names REC Advisers For 1948-49

(Continued from Page 1)
 season, are Hugh Feltis, BMB; Frederick R. Gamble, 4-A; Andrew J. Haire, Advertising Club of New York; Grace M. Johnsen, Advertising Women in New York; Edgar Kobak, MBS; Dorothy Lewis, United Nations Radio; Justin Miller, NAB; Charles G. Mortimer, Jr., General Foods; Herbert L. Pettey, WHN; Elliott M. Sanger, WQXR; Frank Stanton, CBS; Nathan Straus, WMCA; Eugene S. Thomas, WOR; Niles Trammell, NBC; Mark Woods, ABC.

Nick Carter, Lutheran Hr. Renewed For Year On MBS

Renewal of two more Mutual shows was announced last week by Jess Barnes, web vice-president in charge of sales.
 Cudahy Packing Co., for Old Dutch cleanser, signed a 52-week renewal for "Nick Carter—Master Detective," beginning Sept. 12, through Grant Advertising Inc., Chicago. Program is aired Sundays, 6:30-7 p.m., EDT.
 The Lutheran Laymen's League renewed the Lutheran Hour, Sundays, 12:30-1 p.m., for 52 weeks beginning Sept. 26. Agency is Gotham Advertising Co.

Shipments To Industrial Complete

Horace Atwood, Jr., chief engineer of Industrial Television, Inc., has revealed that delivery of monoscope camera and synchronizing signal generator for equipment to Industrial by RCA has been recently completed. The equipment is part of complete television receiver production line and equipment currently being installed by Industrial for Fall production. Special signal generators are being incorporated to test Industrial receivers under simulated over-the-air condition. Signals simulating poor reception conditions with low signal level and high noise level will be available and will be used for routine receiver testing.

Mullen Confers With Goodwill Stations Heads

(Continued from Page 1)
 Mullen were Harry Wismer, assistant to the president and general manager of WJR, Detroit; John F. Patt, vice-president and general manager of WGAR, Cleveland, and Robert O. Reynolds, vice-president and general manager of KMPC, Los Angeles.
 Mullen arrives in New York this week for a short business visit and later leaves for the West Coast.

Fred C. Mueller Promoted In WEEK Reorganization

Peoria, Ill.—Fred C. Mueller, manager of WEEK, has been named vice-president and director of West Central Broadcasting Co. Owner of the outlet, former Governor Robert S. Kerr of Oklahoma retained position of board chairman, and D. A. McGehee was named president.
 Reorganization came about after transfer of capital stock of West Central from E. K. Gaylord and associates of the Oklahoma Publishing Co. to Kerr and associates of the Kerr-McGehee Oil Industries, Inc.
 Mueller joined WEEK as manager last September. He is a native of St. Louis and a graduate of the University of Missouri school of journalism. He has been affiliated with radio interests of the Oklahoma Publishing Co. since 1932.

Stork News

It's a girl for the Earl Dumonts, born August 21 at Good Samaritan Hospital, Los Angeles. Father is executive of Smith-Bull & McCreery agency. Baby weighed 9 lbs., 10 ounces, and has been named Donna Lynn.
 Al Jarvis, disc jockey at KLAC, Los Angeles, is the proud father of a baby, born to Mrs. Jarvis Aug. 22 at Cedars of Lebanon Hospital. Jonathan Michael III weighed in at 8 lbs., 15 ounces.

Bob Hope And "Irma" Exchange Products

(Continued from Page 1)
 Foote, Cone & Belding taking on "My Friend Irma."
 Hope has been sponsored by Pepsi-Cola for the last 10 years. In explaining the exchange of products, John R. Gilman, Lever vice-president in charge of advertising said, "We are able to gain new audiences for our various brands by occasionally moving the brand from one show to another." Gilman added that after so many years on one program, a product has told its story pretty well to that particular audience.
 Hope returns to NBC on Tuesday, Sept. 14, at 10 p.m., EDT. "My Friend Irma" resumes on CBS tonight, Monday, at 10 p.m., EDT.

Secy. Tobin On Mutual

First major address by Maurice J. Tobin since he became Secretary of Labor will be carried by Mutual on Labor Day, Sept. 6, 10:30-10:45 p.m., EDT. Program will originate at Akron, Ohio.

WMGW Meadville, Pa.

WMGW - FM

SERVES! — THE RICH NORTHWEST AGRICULTURAL AND INDUSTRIAL TERRITORY.

SELLS! — WRITE FOR DETAILED SUCCESS STORIES OF OUR CLIENTS.

SAVES! — COMPLETE COVERAGE THRU WMGW + WMGW-FM AFFORDS SAVINGS FOR EVERY ADVERTISING BUDGET.

WMGW - WMGW - FM

FIRST NATIONAL BANK BLDG. MEADVILLE, PA.

Victor C. Dichm, Vice-President and Gen. Mgr.

COAST-TO-COAST

Wayne Joins WMID

Atlantic City, N. J.—Recent addition to WMID's announcing staff is Mart Wayne, formerly with WBCM and WBCM-FM, Bay City, Mich.; WXGI, Richmond, Virginia; WFKY, Frankfort, Kentucky and the American Forces Network in Germany. Wayne will be groomed as a disc man at WMID.

24 Football Games Over WLOW

Norfolk, Va.—WLOW, Norfolk indie, will broadcast a total of 24 college and pro football games this fall, all commercially sponsored. American Oil Co. has added WLOW to its sports network for play-by-play of the Washington Redskins games. Twelve Southern Conference games will be sponsored by the local Emerson radio distributor, Goodman Electric Supply Co.

WDRG Honors Arthur Godfrey

Hartford, Conn.—In honor of his return to the airwaves after a summer vacation, WDRG has set aside today as "Arthur Godfrey Day." Spots for several days prior to this one have been calling attention to Godfrey's return to the Talent Scouts program and to his new full-hour morning show starting at 10:30 a.m.

To Carry Full Football Sked

San Francisco, Calif. — KSFO is broadcasting a full season of professional and college football games under the sponsorship of Acme Breweries of this city. Bud Foster will do the play-by-play with Bill Baldwin of the station's staff handling the commentary. The Sunday games will originate at Kezar stadium and feature the San Francisco 49ers in All America professional football conference contests.

WKLF Airs "Facts For Farmers"

Clanton, Ala.—"Facts For Farmers," a 15-minute farm program service, is being aired by WKLF. Sponsored by Shelton-Oglesby, Inc., local International Harvester dealer, program is conducted by station farm editor, Jess Culp, in cooperation with local Extension Service workers.

John Paul Joins WNAX

Yankton, S. C.—New member of the WNAX staff is John Paul, formerly with KRNT, Des Moines, Ia. Joining the new staff, Paul is on familiar ground, having been a United Press staff correspondent in Chicago and Des Moines and on the staff of the Chicago Daily News and the Waukegan News Sun as a reporter. He has also done feature and radio script writing.

To Direct WWON

Woonsocket, R. I.—Following the resignation of Mitchell Stanley, Garo W. Ray, who speaks six languages and who is the majority stockholder in the station, has joined WWON as director. One of his pet passions is conducting the "Man on the Street" program.

★ THE WEEK IN RADIO ★

FCC Would Clarify Ownership Limits

By VAL ADAMS

FCC proposes to clarify station ownership limits, specifying how many controlling interests can be maintained in ratio to minority stockholdings. AM controlling interest would be pegged at seven, a limit that's never been officially set, although FM and TV have. A broadcaster could have a maximum of 14 different minority stockholdings in AM outlets, provided he had no majority interests at all.

Politicos scrambling to sew up choice network time. Democrats and Republicans signed for one hour each on NBC and MBS for Election Eve, Nov. 1. Progressives bought Monday night 15-minute series on NBC and plan heavy spot campaign. . . . Mrs. Eleanor Roosevelt and daughter Anna booked by ABC for quarter-hour afternoon series starting Oct. 4. Open for sponsorship.

Little business firms still being clipped for thousands of dollars by curbstone agents who buy block time and peddle on participating basis for several hundred per cent profit. Numerous complaints received by Better Business Bureau, but it's unable to take action.

Puerto Rican broadcasters, trying to halt a local government station from operating commercially, took their story to Harness Committee which is investigating FCC. . . . A. G. Spalding & Bros. bankrolling special coast-to-coast hookups for airing Davis Cup and National Championship tennis matches from Forest Hills; 31 outlets carry latter event.

Armour & Co. bought "Stars Over Hollywood," CBS Saturday dramatic show starting Sept. 18 after Bowey's drops out. . . . Pet Milk shifting Vic Damone and Mary Lee Taylor Show, both heard Saturday, from CBS to NBC in October. . . . KFWD, Hollywood, copped first award from National Association of Radio News Directors for gavel-to-gavel coverage of Democratic and GOP conventions.

Proposed FCC rules cracking down on giveaways are based on a repealed section of Communications Act, says Don Petty, NAB general counsel. NAB will file brief with FCC on proposed regulations. . . . Radio kits containing three transcribed shows mailed to 1,000 stations by Air Force public relations office. Air Force Day is Sept. 18.

Brewers' 5-Station Hookup To Air Detroit Football

Detroit—Michigan listeners can follow the play-by-play of the pro Detroit Lions football games this season via a five-station hookup sponsored by Goebel Brewing Co. Stations include WJR, Detroit; WGRD, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon, and WSOO, Sault Ste. Marie. Games also will be televised over WXYZ-TV, Detroit.

Sportscasters Jimmy Dudley and Harry Heilmann will handle mike.

FCC denied 20th Century-Fox's request to amend its San Francisco TV application. Fox wanted to tack on evidence of its proposed use of an Oakland auxiliary studio. . . . AWB skedded fall meetings in various districts. . . . Gillette renewed time contract with ABC for weekly boxing bouts.

Serious crisis ahead for theatrical unions unless they merge into one strong unit, George Heller, AFTRA national secretary, told delegates at annual convention. . . . Marshall M. Terry appointed veepee in charge of TV activities for Crosley. James B. Hill named sales manager of WLW-T, Cincinnati.

Mutual's "Leave It to the Girls" gets first sponsor (Continental Pharmaceutical Co.) next month. . . . Bisceglia Brothers Wine Corp. starting spot campaign in New York, New Jersey and Connecticut. Agency is St. Georges & Keyes. . . . ABC refused Communist Party time request to answer web's recent documentary, "Communism—U. S. Brand."

Eight renewals for CBS, including three half-hour weekly shows and six daily strips. "Hilltop House," daytime serial, sold to Miles Labs. . . . Hugh B. Terry, station manager of KLZ, Denver, elected secretary-treasurer and director of KLZ Broadcasting Co. . . . J. Mackenzie Ward appointed midwest sales manager for Mutual.

Gen. Dwight Eisenhower called on radio to assist in critical job of education by supporting nationwide drive against venereal disease. . . . Madison Square Garden spending upwards of \$25,000 for spot campaign in metropolitan area to plug annual rodeo. . . . WNEW, New York, gets back in sports pictures by airing football games of Brooklyn Dodgers. Ball club bought time and will handle any sponsorship.

Gene T. Dyer, president of WAIT, Chicago, and his wife robbed of \$23,000 in money and jewelry at home near Mundelein, Ill. Gunmen bound and gagged the Dyers and a guest. . . . Fort Industry Co. made realignment of executive posts. Richard E. Jones, commercial manager of CKLW, named managing director of WJBK and WJBK-FM. . . . Ralston Purina renewed "Tom Mix" and "Checkerboard Jamboree" on MBS.

Air King Hikes Set Prices; Television Line Exempted

Price increases in Air King line of radios and wire recorders ranging from five to 15 per cent, effective Oct. 1, were announced Friday by David H. Cogan, president of the firm. Boosts were attributed "solely" to increases in cost of labor and material.

Cogan said also, however, that there was no contemplated increase of the Air King line of video receivers.

CHICAGO

By NAT GREEN

BLAKE CHATFIELD, of the NBC Hollywood press department, paid a visit to local NBC studios on his way to Grand Rapids, Mich., on vacation.

Ralph Atlas, head of WIND, back from a week's fishing and sailing around Georgian Bay in his new cruiser, WIND II.

Secretary of Defense James Forrestal will speak at the annual AMVETS convention at the Palmer House on September 4, and his address will be broadcast over WBBM-CBS.

Sid Roberts, WIND announcer, is at Michael Reese Hospital here, ill with yellow jaundice.

Ted Grizzard, former WBBM announcer now employed by a Lexington, Ky., station, a WBBM visitor.

Charles A. Hansen, of the Jensen Manufacturing Co., Chicago, has been elected chairman of the Association of Electronic Parts and Equipment Manufacturers Association, succeeding L. P. Thayer of Belden Manufacturing Co. Helen Staniland, of the Quam-Nichols Co., Chicago, was re-elected treasurer.

Pat Burton, WBBM news writer, has received a certificate of merit from the American Medical Association for her contribution to the advancement of medicine through radio.

Fred Kilian, ABC program director; Harry Alter, president of the Harry Alter Co., ad agency, and Fran Harris, director of television for Ruthrauff & Ryan, spoke before the Chicago Television Council last week on "Why An Advertiser Should Go Into Television Now."

Atlantic Brewing Co. has appointed W. B. Doner & Co., as its advertising agency, and plans are being made to use radio, television, billboard and newspaper advertising.

WNYC Granted Extension Of Night-Time Operation

(Continued from Page 1)

for cessation of broadcasting at local sundown because WNYC shares the 830-kc. band with WCCO, 50-kw. CBS station in Minneapolis. WNYC began nighttime operations as a public service during the war, and since has continued to receive six-month extensions.

Doubt as to whether the station would receive the grant this time, in view of the FCC termination of all temporary service authorizations, last week brought about the largest mail-pull in the non-commercial station's history, according to Seymour N. Siegel, director of the Municipal Broadcasting System. On his regular show last week, music commentator David Randolph mentioned only once that WNYC might suspend evening broadcast. By Friday, over 4,700 pieces of mail, all in favor of continuing night shows, had been received, with many of them mistakenly offering financial aid to help keep the outlet on the air.

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, August 30, 1948 — TELEVISION DAILY is fully protected by register and copyright

FCC SCHEDULES INDUSTRY MEETING

TELE TOPICS

By JIM OWENS
Associate Editor

DUMONT plans a big-league pitch this fall on both programs and receiver sets. For the first time, the web will push a consumer ad campaign from the programming side, whereas the set division is currently doing it alone. Latter line will also be expanded, incidentally, with the Labs trotting out more than one new model. . . . The Trillo-movie pact, which continues for another year, was a disappointment to many of the execs. They'd hoped a new deal would be the freeze off films with music.

ROYAL TYPEWRITER CO. takes the plunge on a back-to-school note, which the kiddies may or may not like. Outfit starts a three-week film spot sked this week on WBKB (Chi.) and KTLA (L.A.) which raises mom & pop to get hep about the wonders of the keyboard. . . . An exec of Columbia Records will move over to 485 Madison to head up the web's film dept. . . . Wall Street brokers are getting snowed with requests for info on the TV cash. Seems the public's convinced the biz is here, too, and is willing to put in a few bucks worth.

REY ADVERTISING'S Phillips - Jones, (Van Heusen shirts) picks up the tab on a new WBZ-TV (Boston) sports seg starting Sept. 24. Show is built around "Champ" Hadley, sports director of WBZ, a former major league pitcher. P-J also films a men's fashion vehicle on Scripps-Howard's WEWS (Cleve.) shortly after the Boston sked opens. . . . Esso using its billboard technique on TV in a laudable public campaign. Oil company's using one-minute spots on eight outlets in the East to be driving on the upcoming Labor Day week-end, the message "Drive Carefully—Life you save may be your own!" mounted on a miniature billboard. . . . Elsie McElhone, the geewiz lovely, chucks "I and Gotham to rejoin "Leave It to the Gs" on the Coast. She'd been one of the brighter lassies on that seg before it headed West last yr.

Bandy Lauds TV Demo, Sees Wide Naval Usage

Washington—The use of television in the Navy in actual combat and intelligence work was forecast by Admiral William H. P. Blandy, commander-in-chief of the Atlantic Fleet, in a statement issued here in connection with the high speed air and sea maneuvers of the aircraft carrier Enterprise off the New York coast, yesterday (Sunday).

The maneuvers were televised by NBC cameras aboard the carrier and carried on WNBT and the NBC East Coast video network.

FM-TV Exhib. Planned For Ind. Radio Center

(Continued from Page 1)

display of AM-FM receivers and other FM equipment. In addition, there will be a facsimile demonstration and screenings of the GE film on FM. Broadcasters also are sponsoring a contest with AM-FM sets as prizes, donated by Sparton, GE, Zenith, RCA, Philco and Stromberg Carlson.

Television exhibit is the work of WUTV, outlet of the Wm. H. Block Co. department store here. Receivers and technical equipment will be on display in the TV studio. Exhibit was prepared in cooperation with RCA and Indiana Bell Telephone Co.

WWJ-TV Race Sked

Detroit—WWJ-TV will televise the Gold and Silver Cup Races September 4 and Monday, September 6. Both events will be sponsored by The Detroit Edison Company, whose agency is Campbell-Ewald. Edison is one of WWJ-TV's pioneer advertisers and has been sponsoring "The News By Television" since July, 1947.

Set TV Hearing

Washington—The FCC yesterday designated the application of Charles E. Salik for a new TV station in San Diego, Calif., for hearing in a consolidated proceeding with other pending applications for San Diego.

TV Trance

Washington—Robert L. Friend, "Master Mentalist," successfully hypnotized three Alpha Delta Pi sorority girls on his regular Thursday night WMAL-TV program, "On Wings of Thought." Program was believed to be the first time American subjects have been hypnotized on a TV show. Observers to post-hypnotic suggestions included doctors and nurses on the WMAL-TV set.

Pulse To Add Phila. To Monthly TV Survey

Pulse, Inc., presently conducting a monthly video audience survey in New York, will expand the service to Philadelphia, it was announced Friday. Coverage of both cities, considered to be the two major TV centers at the moment, will provide a measurement of an estimated 70 per cent of total sets in the country, according to Pulse.

Will Cover 700 Families

Expanded survey will be based on a total of 700 TV families, personally visited and interviewed each month. "These homes will be selected in accordance with accepted methods of random sample design and will be representative of Philadelphia television families," it was said.

The Week in Television

AFRA Plans Merger on TV

Merger of a various talent unions into one big overall unit to represent TV artists was the big topic of discussion as the national convention of AFRA got under way in Boston. . . . Emergence of the Windy City as an important hub in midwest TV network operations will be realized earlier than predicted at the beginning of the year. . . . TBA accepted invitation to a meeting with NAB to discuss future needs of the industry. TBA committee for the consab is made up of Jack Popphele, Laurence Phillips, G. Emerson Markham and Will Baltin. . . . BBC tele advisory committee decided to freeze the existing technical system in order to protect the 60,000-odd receivers now in hands of the public from becoming obsolete. . . . Organization of the first "open-end" investment company specializing in tele was announced in Chicago by group headed by Chester D. Tripp. Firm will be known as Television Fund, Inc.

Ground-breaking ceremonies for tower and transmitter of WOR-TV will be held today in North Bergen, N. J. . . . New rate card was issued by WNBT increasing base hourly evening gross figure to \$1,000, one-third higher than present structure. . . . Robert E. Kintner, executive vicepres of ABC, was elected a member of the TBA board of directors. . . . Temporary towers are being erected across northern Indiana by AT&T to chart a layout for TV relays to link Chicago with the East Coast web. . . . Chi Trib's WGN-TV signs with DuMont as web's exclusive Windy City affiliate. . . . "Philco Television Playhouse," produced by Actors Equity, skedded for debut over NBC Oct. 3, 9-10 p.m., EST.

Standards, Rulings To Be Discussed Sept. 13th

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday announced that a conference with representatives of the television industry will be held here September 13 to "discuss substantial questions which may be presented by the record concerning the adequacy of existing rules and standards to achieve the soundest allocation plan." The Commission added that engineering details relating to these questions will not be taken up at this meeting.

New Questions Have Arisen

The Commission pointed out that many questions regarding the desirability of revising the present rules and standards pertaining to the technical phases of TV allocations, and problems regarding the effects of tropospheric interference had arisen during the recent allocation hearings and must be studied.

Cahn, WFIL-TV Exec., To ABC's Coast Div.

West Coast Bureau, RADIO DAILY
Hollywood—George M. Cahn will join ABC's western division television staff next week as a studio director working with the network's Coast production manager, Richard J. Goggin.

Cahn will initiate the setting up of all production procedures and will work with Goggin in training a staff of television directors prior to the opening of ABC stations KECA-TV in Los Angeles and KGO-TV, San Francisco, slated for later this year.

Joins Chi. Agency

Norman C. Lindquist, who recently resigned as vice-president of Television Advertising Productions, Inc. has been appointed television director of the Malcolm-Howard advertising agency of Chicago, according to an announcement by Arthur M. Holland. For the past 18 months Lindquist has been associated with Television Advertising Productions, as vice-president in charge of sales. Prior to that he was an executive of Commonwealth Edison's television department where he played a major role in the production of that company's TV shows as well as the video promotion program of the Electric Association.

At the close of World War II, Lindquist received a commendation from the Navy Department for his outstanding performance of duty while in charge of advertising and publicity for the Navy Recruiting Service.

After 17 years
the oldest continuous newscast on the air

The RICHFIELD REPORTER switches to ABC Pacific

for THREE reasons:

1. GUARANTEED TIME
2. LOCAL-STATION COVERAGE OF THE
WORTHWHILE MARKETS OF THE
PACIFIC COAST
3. MORE PROMOTION

Eventually *you'll* switch to
ABC — Why not now?*

ABC American Broadcasting Company

— where radio's *significant* things are happening

*Apologies to General Mills who switched in 1942

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 43

NEW YORK, TUESDAY, AUGUST 31, 1948

TEN CENTS

BRITISH MUSIC UNION BANS U.S. ARTISTS

RMA Reports Increase In AM-TV Weekly Rate

Washington Bureau, RADIO DAILY
Washington—New weekly high of 14,022 TV receivers was chalked up by RMA member producers last month, RMA revealed yesterday, with production of FM-AM combinations also showing an increased weekly rate.

During the four-week period covered, however, turnout of straight AM sets was more than 400,000 units below the total for the five-week period included in the June tally.

Total for all types of sets was only

(Continued on Page 7)

Standard Oil Sponsoring Midwest Football Sked

Chicago—Standard Oil Co. (Ind.) will sponsor all regular season football games of the pro Chicago Bears over a network of 12 stations in Illinois, Indiana, Iowa and Nebraska. Six other stations have been signed to carry the broadcasts of gridiron contests played by six universities.

Stations airing the Chicago Bears are WIND, Chicago; WJZ, Tuscola, Ill.; WMMJ, Peoria, Ill.; WQUA,

(Continued on Page 2)

"Scott Decision" Hearing Opens Before FCC Today

Washington Bureau, RADIO DAILY
Washington—Two days of hearings on the validity of the FCC's so-called "Scott decision" of two years ago—assuring time on the air for anti-religious speakers as well as for churchmen—will get under way this morning before the special House committee investigating the FCC. Chair-

(Continued on Page 3)

More Yet

Another telephone giveaway is being added to a Mutual program, "Teentimers Club" on Saturday morning. It's in co-operation with American Overseas Aid, U. N. Appeal for Children. There's a \$10,000 grand prize for the girl who can name the mystery Teentimer when called by telephone. Clues are given during each broadcast. Contest starts Sept. 11.

Reveille

Armed Forces Radio Service Group from Los Angeles and Hollywood will be activated as an Organized Reserve Unit with station in Hollywood. Col. Marvin Young, vespee and Pacific Coast manager of R&R, will command the new group. Personnel formerly on duty with AFRS may apply to Maj. Gerald C. Teudl, Organized Reserve Hdqrs., 756 So. Spring St., Los Angeles. Troop meetings will be held at various radio studios.

Commission Rejects Para. Stock Petition

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday rejected the petitions of Paramount Pictures and its subsidiary companies in Boston, Detroit and San Francisco for "prompt determination" of the involved stock ownership questions posed by Paramount's major interest in the Allen B. DuMont Television Laboratories. The applicants had asked for an early FCC ruling to

(Continued on Page 7)

Hofheinz, Hooper Nixed; KONO Favored By FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday turned down the bid of Roy Hofheinz and W. N. Hooper for a new AM station in San Antonio, instead proposing to permit a frequency shift and power boost for KONO, San Antonio. KONO is now on the 1400 band with 250 watts unlimited, and

(Continued on Page 4)

VA Official Asks Legion Aid In Cleanup Of Trade Schools

Saratoga Springs — American Legion action to help correct training abuses by radio and other trade schools enrolling students under the GI Bill of Rights was requested yesterday by David P. Page, Deputy Administrator of the Veterans Administration for New York State and Puerto Rico.

Speaking before the Legion's Department of New York convention

Prevents Temporary Amer. Residents From Making Recordings; Claim No Connection With AFM Shutdown

WOWO Blasts WLIB In Asking Re-Hearing

Washington Bureau, RADIO DAILY
Washington — WOWO, Westinghouse station in Fort Wayne, Ind., struck hard at WLIB, New York, yesterday with a petition calling upon the FCC to compare WLIB performance testimony of last year and two years ago with its present programming. It was further pointed out that the licensee, Mrs. Dorothy Thackrey, had told the Commission

(Continued on Page 5)

More Shows, Less Cost By AFM Record Fund

More free musical performances at less cost (and less musicians) have been provided this year by the AFM's recording and transcription fund than in the corresponding period last year, according to a re-

(Continued on Page 2)

DeMille Signs With MBS For New Drama Series

West Coast Bureau, RADIO DAILY
Hollywood—Cecil B. DeMille, motion picture producer and former producer of "Lux Radio Theater" over CBS, has been signed by Mutual for

(Continued on Page 4)

(By Cable to RADIO DAILY)
London—U. S. singing and musical artists who are temporary residents of England can no longer make recordings in that country, according to an edict of the British Musicians Union. The move is said not to be connected with the recording ban in America, but was brought about to see that only British artists are recorded by British bands, especially platters made for American distribution.

Among the U. S. artists notified that

(Continued on Page 3)

AFRA Votes Merger; Collyer New President

Boston—Delegates to AFRA's ninth annual convention voted unanimously in favor of total merger of performers unions to cope with the growing problems arising from television and the Taft-Hartley law. If member unions in the Associated Actors and Artistes of America are not willing

(Continued on Page 5)

Sponsors Renew Three Programs On ABC Network

Three sponsors have renewed contracts with ABC covering weekly half-hour and 15-minute shows and a 30-minute stanza on ABC's New England network.

Pacific Coast Borax Co. has renewed "The Sheriff," heard Fridays at 9:30 p.m., EDT, for another 52

(Continued on Page 3)

Birthday In Brass

CBS prexy Frank Stanton was host last night at a birthday and back-to-work party for Arthur Godfrey in the Stork Club. Among the celebrants were seven CBS vespees—Ream, Taylor, Meighan, Lowman, Smith, Van Volkenburg and Seward—Frank White and Mannie Sachs, of Columbia Records, and several execs of Godfrey's sponsors and agencies.



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WEST COAST OFFICES Ralph Wilk, Manager 6425 Hollywood Blvd. Phone: Granite 6607 WASHINGTON BUREAU Andrew H. Older, Chief 6417 Dahlonga Rd. Phone: Wisconsin 3271 CHICAGO BUREAU Nat Green 1417 Ashland Bldg., 155 No. Clark St. Phone: State 2332

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FINANCIAL

(August 30)

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, RCA Common, RCA 1st prd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

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

Bigelow-Sanford Sets Dunninger Show On NBC

Bigelow-Sanford Carpet Co. will sponsor a new half-hour series on NBC featuring Dunninger, the mentalist, and ventriloquist Paul Winchell, starting Thursday, Oct. 7. Program will be aired on the full NBC east coast network, including Philadelphia, Baltimore, Schenectady, Washington, Boston and Richmond. Frank Telford will direct, and the agency for B-S is Y&R.

EDWARD C. LOBDELL ASSOCIATES PROGRAM PRODUCERS 17 East 48th St. New York 17, N. Y. PL. 5-1127

COMING AND GOING

GORDON HAWKINS, program and educational director of Westinghouse Radio Stations, Inc., has left Philadelphia for Washington, D. C., where tomorrow he will address the annual WTOP-CBS Radio Workshop.

JESS MASS, American network newsman and program editor, tomorrow will hop an American Airliner for Providence.

PETER DONALD, comedian who last week completed his sixth film for Jack Horn, of Dale Productions, left Saturday for a short stay at York Beach, Me.

GEORGE GREEN, commercial program director at WATV, and FRED SAYLES, of the WAAT staff, are back at their Newark desks, the former from Provincetown, the latter from a motor tour of New England.

MIKE JABLONS, of Gainsborough Associates, has returned from a vacation spent in the White Mountains.

JUDSON BAILEY, of the CBS sports staff, returned yesterday from Cincinnati, where last Saturday he produced the CBS "Clubhouse" program.

HERB RICE, supervisor of programs for the Mutual network, leaves tomorrow via American Airlines for Buffalo.

WILLIAM J. WAGNER, general manager of Alaska Broadcasting System, has arrived in New York from Seattle. He's in conference, locally, at the offices of Pan American Broadcasting Co.

PATTI, LA VERNE and MAXINE ANDREWS, of the Columbia network's "Club 15," are expected at La Guardia Field today from England, where recently they completed an engagement at the London Palladium.

AL MORGAN, producer and writer of "This Is New York" on CBS, returned yesterday from a three-week vacation.

THAD HOLT, president of WAPI and WAFM, Birmingham, Ala., and LIONEL F. BAXTER, the station's manager of operations, are in town for confabs at CBS Radio Sales.

JOSEPH MOSS, president of Moss Associates, Inc., New York advertising agency, and SIDNEY KRAMER, a client and president of Imperial watches, are vacationing together at Kiamasha Lake, N. Y.

Standard Oil Sponsoring Midwest Football Sked

(Continued from Page 1) Moline, Ill.; WCIL, Carbondale, Ill.; WFTW, Ft. Wayne, Ind.; WSUA, Bloomington, Ind.; WXLW, Indianapolis; WIKY, Evansville, Ind.; KIOA, Des Moines; KWWL, Waterloo, Ia.; and KFAB, Omaha.

Sportscaster Bert Wilson will give play-by-play and Irv Kupcinet will handle commentary at half time.

Standard of Indiana's sked of college games is as follows: Colorado over KOA, Denver; Iowa over WHO, Des Moines; Michigan over WJR, Detroit; Minnesota over WCCO, Minneapolis; Nebraska over KFAB, Omaha, and KOLT, Scottsbluff, Neb.; Wichita games over KANS, Wichita.

The oil company also plans to sponsor a "game of the week" series over KMOX, St. Louis.

Arlene Francis In Summer Stock

Arlene Francis, femcee of "What's My Name?" on ABC, will be starred with John Loder in "O, Mistress Mine" at the Crest Summer Theater at Long Beach, L. I., beginning today. Miss Francis appeared on Broadway last season in "The Cup of Trembling."

10 YEARS AGO TODAY

(From the files of Radio Daily) West Coast newspapers reported planning finish fight on radio following elimination of radio columns. Publishers association hired "advertising counselor" to convince local business firms on value of lineage as against air time. Next move said to be complete elimination of daily logs from papers. . . . Orson Welles and his Mercury Theater were signed by CBS for a one-year series of hour long shows opposite the Chase & Sanborn (Edgar Bergen) show on NBC. Davidson Taylor will supervise the experimental dramas.

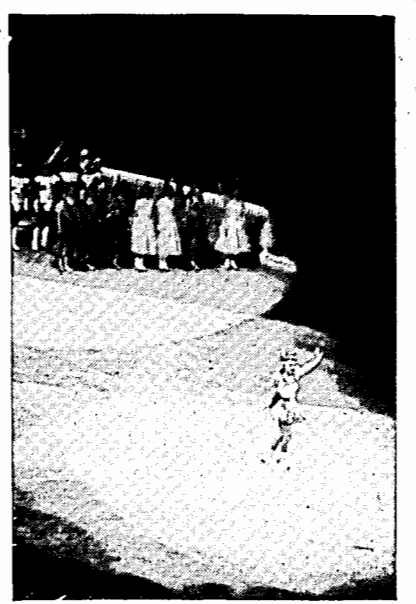
More Shows, Less Cost By AFM Record Fund

(Continued from Page 1) port issued by James C. Petrillo, union president.

At the half-way mark in its second year of operation, the fund made possible 6,989 performances in veterans hospitals, park bandstands and other public service occasions compared with 5,824 performances during the same period last year. The fund has paid out \$911,023 for this year as of Aug. 25, slightly less than the \$982,073 paid out to the same date last year.

At this time in 1947 a total of 104,127 AFM members had received earnings from the fund. On Aug. 25, 1948, 102,094 members had participated, some 2,000 less than last year.

AFM said the lower cost performances reflect a greater demand for small units by hospitals. It was said that there has been no sacrifice of major musical events sponsored by the fund.



Spotlight

There's a gang of skaters on that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big town. And the reason could only be that W-I-T-H produces more listeners - per - dollar - spent than any other station in town.

That's a big fact to keep in mind at budget time.

WEVD 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA Send for WHO'S WHO Among Advertisers on WEVD WEVD 117-119 W. 46th St. HENRY GREENFIELD, Mgr. Director N. Y. 19

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

British Musicians Ban U. S. Recording Artists

(Continued from Page 1)

British musicians will accompany them no longer were the Andrews Sisters and Dinah Shore, all of whom are currently in London, and Hoagy Carmichael, who visited there this summer. British publishers are understood to be in disagreement with the union ruling, particularly since the Andrews Sisters and others were recording only songs of British origin. Composers and publishers are expected to ask the Board of Trade to rectify the decision by the musicians union.

There are 5,500 musicians in the London union and 1,200 voted last week, the other 4,300 being ineligible because of unpaid dues. Some of the British bandleaders and recording artists are afraid the union edict will have repercussions in the U. S. which will stop their records from being distributed through American companies.

"Scott Decision" Hearing Opens Before FCC Today

(Continued from Page 1)

Man Forrester Harness, Indiana Republican, announced yesterday that spokesmen for the three major religious groups as well as for organized atheism, for NAB, and for the FCC will be heard.

The list includes the radio lawyer, Frank Roberson, of Washington, the NAB General Counsel, Don Petty, FCC General Counsel, Benedict P. Cottone and one member of the FCC, Commentator Earl Godwin, Charles Smith of the American Association for the Advancement of Atheism, Dr. Robert Calhoun of the Yale University Divinity School, Father Edmund Walsh of Georgetown University, Rev. Ignatius Smith of Catholic University, Rabbi Paul Richman of B'nai Brith, and William McCarthy of Cifton, N. J.

Dennis Day Show Returns

"A Day in the Life of Dennis Day" returned to NBC Saturday, August 28, at 10:00 p.m., EDT, under sponsorship of Colgate-Palmolive-Peet. Newcomer to the show is George Dunning, musical director, last featured with Kay Kyser on NBC. Agency is Ted Bates.

Blanket Kansas, SELL Kansas

with WIBW

Ben Ludy General Manager

WIBW

The Voice of Kansas
TOPEKA

VA Official Asks Legion Aid In Cleanup Of Trade Schools

(Continued from Page 1)

ticularly to radio is that of training men for job opportunities that do not exist. Despite the fact that official sources report that the radio field is greatly overcrowded, more than one-third of all GI trade school students in New York are studying radio in technical institutes. Overall enrollment is 25,000, of which radio accounts for 9,200.

The entire problem, Page said, "arises out of the educational provisions of the GI Bill and the callous eagerness of a small number of individuals to convert this veterans benefit into a bonanza for itself. These people constitute a minority of the managers of privately operated, profit making schools training veterans in the skills of various vocations."

Page continued, "Perhaps the moral obligation incurred by these school operators includes more than furnishing high quality instruction at reasonable costs. Perhaps it includes such items as factual advertising when recruiting students, and not training men for overcrowded fields, and conscientiously advising veterans who show little aptitude for the instruction they are receiving that they should discontinue training in a particular field and seek advisement as to a field for which they are better suited."

However, the VA is virtually powerless to combat these evils, since it "cannot recommend or refuse to recommend any particular school," Page said. The veteran may attend any school of his choosing provided the institution has been approved by the state department of education, he added, and may become "an easy mark for school operators who may be more concerned with personal gain than with the veteran's welfare."

Specific charges against some of the trade schools were: "... schools are not providing adequate training ... are continuing veterans in training despite the fact that they lack aptitude for the work which they hope to follow ... veterans were misinformed as to the job opportunities in the field ... operators are not concerned with the profes-

Bryson Speaks At WTOP

Lest its importance be overstressed, CBS' educational director, Lyman Bryson, told Washington Radio Workshop students yesterday that a year's receipts of the entire broadcasting industry would not match the over-the-counter take of Macys and Gimbels. So far as personnel is concerned, he said, as he helped open the WTOP Radio Workshop there, all branches of the broadcast industry do not have as large rosters of workers as dozens of industrial plants throughout the country of which most Americans never have heard.

Bryson then proceeded to relate just what this pygmy industry can do for 140 million Americans.

sional evaluation of their training courses and evidently not concerned with the reception given their veteran students when they graduate and seek employment in this field."

Page proposed that the Legion undertake "a well organized program to help veterans avoid enrolling in schools not suited to their needs, and avoid entering a course of training for an over-crowded field of work." He added that "corrective action under Legion sponsorship" will find his VA branch office "ready to cooperate in any way possible."

Sponsors Renew 3 Programs On ABC

(Continued from Page 1)

weeks over 171 stations. Contract, effective Oct. 1, was signed through McCann-Erickson.

"Star Time With Dorothy Kilgallen," aired Thursdays at 10:45 a.m., EDT, will continue for another 46 weeks on 167 ABC stations under sponsorship of the Drackett Co. Products are Drano and Windex. Young & Rubicam handle the account.

First National Stores renewed the Guy Lombardo Show over 19 outlets of ABC's New England network, Thursdays at 9:30 p.m., EDT. The 52-week contract was signed through John C. Dowd, Inc., Boston.

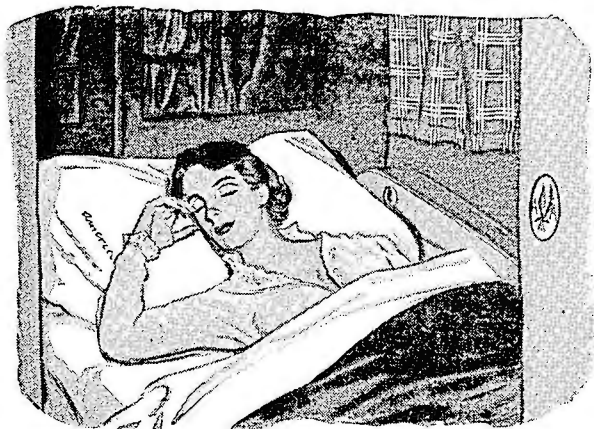
BIG NEWS!



Now you can enjoy fast, comfortable

Flagship SKYSLEEPERS to Los Angeles!

EFFECTIVE SEPTEMBER 1



American is First Again with the Only Coast-to-Coast Skysleepers ... Luxurious DC-6 Accommodations

Now, American provides spacious Skyberths aboard the famous DC-6 "Mercury" flight to Los Angeles! Eight roomy Skyberths supplement 36 comfortable seat accommodations. Here's your first opportunity to sleep your way West in a DC-6 Skysleeper, over American's Southern Transconti-

mental Route. It's the fast, comfortable way to go ... a real rest cure aloft!

THE MERCURY departs daily at midnight EDT - arrives Los Angeles 8:10 a.m. PDT. Sleeper passengers may board an hour before departure.

Phone HAVemeyer 6-5000 or your travel agent

Ticket Offices: Airlines Terminal • Rockefeller Center • Hotel New Yorker
120 Broadway • Hotel St. George

AMERICAN AIRLINES

Hofheinz And Hooper Turned Down By FCC

(Continued from Page 1)

seeks the 860 band with directional antenna, one kw night and five kw day—the same assignment Hofheinz and Hooper, licensees of KTHT, Houston, sought.

The Hofheinz-Hooper combination holds a permit for a new AM station in Harlingen, Texas, and is beneficiary of a proposed decision granting a construction permit for a power AM station in New Orleans. It is also trying for an AM station in Dallas.

Both because of the quality of KONO service and its identity with San Antonio, it was proposed to grant the KONO application and turn down the other. Said the Commission:

Lauds Service To Houston

"While the Texas Star Broadcasting Company offers a meritorious program proposal and has apparently rendered an excellent broadcast service to Houston throughout the operation of its station KTHT in that city, we believe that the individuals who constitute this partnership are not sufficiently conversant with the needs and interests of the inhabitants of San Antonio to be qualified to render a broadcast service thereto which would be as representative in character as the past and proposed service of KONO."

The Commission also proposed to okay a new station at Lakeland, Florida, on the 1230 band with 250 watts unlimited, denying the application of WSIR, Winter Haven, Fla., to the same assignment from the 1490 band. Costal Broadcasting Company is the favored applicant.

FSA Waxes New Series To Aid Blind Veterans

Washington Bureau, RADIO DAILY

Washington, D. C.—New series of six quarter-hour dramatic transcriptions, dealing with rehabilitation and employment of blind civilians was announced yesterday by the Federal Security Agency. Production was handled by John Mackercher of ABC, with professional talent. Series is entitled "Unsung Victory."

Each platter is a complete episode, based on an actual case. The six discs deal with a mechanic, a masseur, a business man, a farmer, an industrial worker and a teacher—all blind. It is designed, said FSA, to correct false impressions about what blind people can and cannot do, to combat prejudices against them, to promote employment for the blind and to aid blind listeners by telling them how to go about seeking employment aid. The platters are open-end, with 60 seconds for local announcements.

VACATION FOR LABOR-DAY WEEKEND

Beautiful hotel high in the Peakamoose Mountains only 130 miles from New York, with all facilities for enjoyable weekend or longer vacation. Attractive bar. Excellent food. Reasonable rates. WOODLAND ACRES INN, West Shokan, N. Y. Telephone Shokan 2634.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Deal cooking between ABC-TV and Universal-International regarding newsreel facilities. . . Radio this fall will get several new programs sponsored by various religious groups. . . Andy Russell may cop permanent emcee assignment on Mutual's "Teen-Timers Club". . . No contract signed yet, but look for Strauss Stores to pick up the tab on Jack Eigen's Copa show. . . Now that Lum 'n Abner are gonna work for Frigidaire, their former sponsor has bought Herb Shriner and the Raymond Quintet to start on CBS Sept. 27th. . . With Ed Sullivan's "Toast of the Town" the top-rated video show, comes word that NBC-TV will try to buck it with Philco Television Playhouse, which starts Oct. 3rd from 9-10:00 Sunday nites. All talent will be supplied by Equity. . . Jack Rubin, who directs "Break the Bank," among other shows, is off to the coast on a semi-business trip. (As Dennis James puts it, Jack, a former wrestler, has gone from breaking backs to breaking banks) . . . Next "Hush" stunt on Ralph Edwards' show will be the biggest yet. . . Walter Kiernan nabbing a sponsor for his noonday ABC stint. (When are my friends at ABC gonna build a nite-time show around Walter? The guy is merely wonderful, thass all).



● ● ● Joel Marson, who's been playing juve leads on B'way for the past four years, did a gangster bit on Lester Lewis' "H'wood Screen Test" a couple of weeks ago and was so convincing that he was immediately signed to a six month contract by Steve Broidy, of Allied Artists. This is the second screen aspirant that the program has sent to H'wood.



● ● ● THE MORNING MAIL: "Dear Sid," writes Spencer Hare, "we were sitting around the electric fan in Tommy Morton's dressing room backstage at 'Angel In The Wings,' with Tommy, Paul & Grace Hartman, Hank Ladd, Elaine Stritch, Bruce Raeburn and myself—trying to cool off—when before you could say Tom Collins, we had gotten into a hot argument about the first singing commercial on the air; what it was, who did it, what year, etc. Nobody had the answer, so we decided to throw the whole thing into your ample lap and let you find the answer through your vast readership. (Ed. note: That's a joke, son). Yours for cooler weather and hotter arguments."



● ● ● TODAY'S QUOTE: "Television is a wonderful thing," points out Peter Donald. "It enables you to catch fourth-rate movies that you were lucky enough to have missed in the first place."



● ● ● After introducing two femme contestants on his CBS "Winner Take All" stanza the other day, emcee Bill Cullen found himself being completely ignored as the two ladies exchanged hurried conversation for a few minutes. After several attempts to break up the repartee, he finally cracked: "If Mr. Kean, tracer of missing persons, is around the studio, will he please trace Bill Cullen?"



● ● ● SID-BITS: Detroit papers raving about Sid Paul's opening in "Mr. Roberts" out there. Show hits Chi next week. . . Summer music slump notwithstanding, BMI has 10 fast moving tunes on the current Peatman sheet, all newly developed. . . Ken Lyons ailing at Prospect Heights Hosp. . . Current Radio Mirror has a foto spread on Les Tremayne and Alice Reinheart entertaining friends in their new nine room Park Av. Apt. . . Bert Morrison returns to his "Shadow"-ing over Mutual Sunday. . . Count Basie and Lester Young ended their long-time feud the other ayem on Willie Bryant and Ray Carroll's WHOM "After-Hour Swing Session." Both are pals of jive-expert Bryant. . . The Dan Ehrenreichs (he produces Jack Barry's "Juve Jury") vacationing at Nacional in Havana.

DeMille, MBS Sign New Drama Series

(Continued from Page 1)

a new series of hour-long dramatic shows beginning late this fall, it was announced yesterday by Lewis Allen Weiss, chairman of the MBS board. DeMille will serve as producer-director-narrator for the series.

The producer's association with the Lux show was ended abruptly in 1945 when he refused to pay a one-dollar AFRA assessment. As a result, he lost his standing in the union and thus became ineligible for network employment. DeMille appealed the case, but AFRA was upheld all the way through the U. S. Supreme Court. It is understood that DeMille will seek to regain his good standing in AFRA before the new show begins.

Scripts for the new series will be drawn from great plays, scenarios, books and films. When movies are re-enacted, original costs will be used wherever possible.

Running parts on the show will be filled by members of a DeMille stock company of repertory players, with the idea in mind of providing a basis for a television repertory company. It is believed that DeMille's contract with Mutual also includes video, and that his AM shows may be scanned by the Don Lee ikes.

Although time and date of the premiere of the new series have not yet been decided, it has been tentatively set for before New Year's, probably around the beginning of December.

Music for the series will be conducted by Harry Zimmerman.

Two-Set Package Offered

For the first time in the history of radio merchandising, newspaper advertisements offered two \$14.95 Emerson Radios at the full list price of \$29.90 for both. This promotion continues to receive excellent consumer response throughout the country.

The first advertisement of the two sets—a portable radio and a compact receiver—was run by Spear and Company of New York with startling results. According to Spear executives, 325 of the double units, or 650 sets were sold during the first two days after the advertisement appeared, this in addition to a large number of mail orders.

THE ART SCANLON SHOW
LAUGHS, FUN, NEWS!
1010 ON YOUR DIAL
WINS 6:30-9:00 A.M.
7:00 • WORLD NEWS • 8:15
CROSLY BROADCASTING CORPORATION

WOWO Blasts WLIB In Asking Re-Hearing

(Continued from Page 1)

applying to dispose of her California TV and AM interests to Warner Brothers that problems of the publishing industry, more acute than ever, "have necessitated her constant and undivided attention to newspaper interests."

WOWO seeks to up its power on the 1190 band from 10 to 50 kilowatts, while WLIB seeks to extend its time on the same frequency from daytime to unlimited.

WOWO charged that WLIB personnel was cut down sharply following the FCC testimony, and that even when WLIB testified in December, 1946, concerning its staff, notice of termination of employment had gone out to 19 people, but the FCC was not told of the firings. Further, WOWO said, WLIB cut its proportion of live programming to less than half that it had told the FCC it planned.

Other programming changes from that was put before the FCC during the live hearings were also mentioned by WOWO, including a proposal that the FCC look into the WLIB horse-racing programs to determine whether they are in the public interest. WOWO also charged that WLIB has abandoned most of the "light-classical music" it had told the FCC would carry, in favor of "disc-jockey" programs.

Long commercials (some times in excess of three and one half minutes) and "what appear to be lotteries and information concerning batteries in violation of Section 1304 of the United States Criminal Code," and advertising of liquors were also charged.

A new hearing with a view to quick disposition of the conflicting WOWO and WLIB applications was asked.

Stromberg-Carlson Kits To Dealers For Fall Drive

Rochester, N. Y.—Shipments of a special radio sales kit for Fall merchandising will shortly be made by Stromberg-Carlson to its authorized dealers throughout the country.

The kit contains three dealer sales manuals showing Stromberg-Carlson's Fall line of radio and television receivers, direct mail stuffers for radio and television, attractive model identification cards to be used on top of radio-phonographs, a complete advertising mat service book, 4-color full line folders for customer handouts, and a unique Christmas window display to be mailed later in the season.

The window display consists of a cellophane wrapper which fits completely over any Stromberg-Carlson radiophonograph and is tied about the middle with holiday red ribbon. A large 3-color, easel display card goes on top of the dressed-up radio model.

The new dealer sales kit is the second such item to be offered.

AFRA's Delegates Approve Merger Of Artists' Unions

(Continued from Page 1)

to join in total merger, then AFRA will go on record in favor of partial merger.

In another development of the weekend convention, Clayton Collyer of the New York local was elected president of National AFRA for 1948-49. His only opponent was Virginia Payne, also of New York, who later was named first vice-president.

Agreeing with a proposal of the New York local, delegates voted to ask the 4-A's to call a referendum of the entire membership to get an opinion and official decision on whether or not the majority of unions want to merge. The AFRA convention proposed no specific framework for the desired merger. There were 312 delegate votes participating in the convention although some were by proxy.

AFRA will ask for jurisdiction in the television field, a responsibility which at present is being unofficially challenged by the Screen Actors Guild. The radio union, however, officially adopted the position that its desire for merger is so strong that it stands ready at any time to surrender the jurisdiction if merger becomes effective.

Miss Payne lost out to Collyer for president by only a small vote. She immediately asked that the vote be made unanimous and delegates complied with her request. Miss Payne

was then named first vice-president by acclamation. Collyer succeeds Ken Carpenter who has been president for the last two years.

Remaining slate of officers for the coming year is as follows: 2nd vp, Knox Manning, Los Angeles; 3rd vp, Bill Gavin, San Francisco; 4th vp, Evelyn Freyman, Washington; 5th vp, Nelson Case, New York; Recording Secretary, Norman Field, Los Angeles; Treasurer, Harry Elders, Chicago. Manning, Gavin and Field were reelected from the previous slate of officers. Collyer had been first vice-president during the last 12 months.

Convention this year was far more harmonious than the one in New York in 1947 which brought bitter feuding and accusations in the months that followed. The Boston confab was observed to be the most business like and unified in the history of the federation.

A resolution was passed urging all members nationally to support candidates in coming elections who will pledge to work and vote for repeal of the Taft-Hartley act. AFRA also called upon the AFL to act immediately in carrying out its pledged program advocating repeal of the law.

In its next national negotiations, AFRA will ask employers to participate in a health insurance program for performers.

Nine Colleges Forming Assn. For Radio Editors

Washington Bureau, RADIO DAILY

Washington—Organization of an association of universities to "foster and maintain higher standards of professional education for radio" was announced last week by the nine schools which organized the association under the name The University Association For Professional Radio Education. UAPRE stated that charter membership is still open to interested colleges and universities which can meet the standards set up by the nine originators.

Members Listed

Present members of the Association are the University of Alabama, the University of Denver, Northwestern University, the University of Southern California, Syracuse University, Temple University, Texas College of Mines, Texas University, and the University of Tulsa.

The Constitution provides for an 11-man board of directors, nine to be selected from university membership and two to be appointed each year by the president of the NAB. Officers elected by the Association are: president, R. Russell Porter, University of Denver; vice-president, Don Feddersen, Northwestern University; secretary, Thomas Rishworth, University of Texas; treasurer, Wm. Sener, University of Southern Calif. NAB members appointed to the board by president Justin Miller

FCC Lists Decisions In AM & TV Requests

Washington Bureau, RADIO DAILY

Washington—FCC announced this week its proposed decision looking toward the grant of the application of Pisgah Broadcasting Co., Inc., for a new station at Brevard, N. C., to operate on 1,240 kc. with 250 watts, unlimited time (with conditions). At the same time Commission denied the application of William M. Drace for a new station at Greer, S. C., using the same facilities.

Other Actions Taken

In other actions taken the Commission: Granted the petition of McKinnon Publications, Inc., San Diego, Calif., to dismiss without prejudice its application for a TV station on Channel 6, and took the same action with regard to the San Diego Broadcasting Company's application for a station to be operated on Channel 10.

Granted the petition of The Press Co., Inc., Albany, N. Y., to dismiss without prejudice its TV application for a station on Channel 2. Denied the petition of The Video Broadcasting Co., San Diego, for a continuance of the TV hearings scheduled for Sept. 7 in San Diego, on the applications for television facilities in the California city.

are: Judith Waller and Ralph Hardy, members of the NAB educational standards committee.

Name Stone, Harrison To Federal T & R Posts

Rear Admiral Ellery W. Stone (USNR) and General William H. Harrison have been elected president and board chairman, respectively, of both Federal Telephone and Radio Corp., and its subsidiary, International Standard Electric Corp., it was announced last week by Colonel Sothenes Behn, chairman and chief executive officer of International Telephone and Telegraph Corp., parent concern of the two companies. Fred T. Caldwell, formerly president of Federal and International Standard was elected vice-chairman of the boards of both corporations. Appointments become effective Sept. 1.

Stone, since 1931, has served in various executive capacities with IT&T, most recently as executive vice-president of Federal. Harrison, vice-president in charge of operations and engineering of AT&T, recently was elected president of IT&T, also to become effective Sept. 1. During the war he served as a major general acting as director of procurement for the Army Service Forces.

A native of Oakland, Calif., Stone attended the University of California where he specialized in radio engineering. From 1924 to 1931 he was president of the Federal Telegraph Company prior to acquisition by IT&T and from 1931 to 1937 was operating vice-president and director of the Mackay Radio and Telegraph Company. He then served as executive vice-president of Postal Telegraph, Inc., and was elected president of the Postal organization in December 1942. In 1943 he was recalled to active duty with the United States Navy. He served as Chief Commissioner of the Allied Commission for Italy until early 1947, with headquarters in Rome.

In addition to various campaign medals for service during World Wars I and II, Stone also holds both the United States Navy and the United States Army Distinguished Service Medals. He is a Knight Commander of the British Empire, a Knight of the Grand Cross of St. Maurice and St. Lazarus (Italy), a Grand Officer of the Crown of Italy.

NEW BUSINESS

WGN, Chicago: Forum Cafeterias of America, through R. J. Potts, Calkins & Holden, is sponsoring "The Holland Engle Show" on WGN, 1:30-1:45 p.m. Sundays, E. J. Brach & Sons, Inc. (candy), through George H. Hartman Co., "Superman," Monday through Friday, for 13 weeks beginning today; Revere Camera Co., through Roche, Williams & Cleary, renewed the "Revere All Star Review," 8:30-8:55 p.m. Thursdays, for 52 weeks from August 12; Helbros Watch Co., Inc., through Wm. H. Weintraub Co., "Quick As a Flash," Sundays 4:30-5 p.m. for 52 weeks from September 5.

The Mailbag

Aid VD Drive

Editor,
RADIO DAILY

The August 20th issue of RADIO DAILY carried a lead story regarding the autumn radio campaign against VD. You will be interested to know that WTJS and WIJS-FM are co-operating with the county, state, and U. S. Public Health Service in an intensive study of the effectiveness of radio in combating VD. The results of this study will doubtless serve as a guide in the national drive.

Sincerely,

Frank S. Proctor
Mgr., WTJS,
Jackson, Tenn.

Endorse Cott Proposal

Editor,
RADIO DAILY

I am in complete accord with Mr. Ted Cott's article in your "Shows of Tomorrow" issue. I am certain the same idea has occurred to numerous program directors during the past few years, since there is a real need for a meeting of program directors. I certainly hope a three-day convention of the industry's program directors can be arranged before the year is out.

Cordially yours,

H. W. Maschmeier
Program Manager
WPTR, Albany, N. Y.

Editor,
RADIO DAILY

The very timely article by Ted Cott appearing in your issue of August 19 struck a responsive chord in me. I have been associated with the broadcasting business for the past 23 years, 20 of which I have spent as program director.

During the past ten or dozen years, I have been advocating just the sort of plan Ted Cott proposes . . . something in the way of a national association of program directors. Ted's contention that program directors are due for a bit of recognition is well put. Not that we need "buttering up," but that we may better pool our collective experience to the overall betterment of radio programs in general.

Ever since NAB was first organized, I have looked forward to the various district meetings; not that I cared to sit for hours at a time listening to a collection of sometimes dull and uninteresting harangue, but that I like to mingle with my fellow program directors between sessions and swap experiences.

If you are able to accomplish anything in the way of organizing such a clinic as proposed, please count me in. Here's for bigger and better programs!

Fraternally,

Wayne Henry Latham,
Program Dir. WSPR,
Springfield, Mass.

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 August 20-August 26, 1948

A Boy From Texas.....	Shapiro-Bernstein
A Fella With An Umbrella.....	Feist
A Tree In The Meadow.....	Shapiro-Bernstein
Better Luck Next Time.....	Feist
Beyond The Sea.....	Chappell
Blue Bird Of Happiness.....	T. B. Harms
Confess.....	Oxford
Cuanto Le Gusta.....	Southern
Dolores.....	Famous
Everybody Loves Somebody.....	Sinatra Songs
Ev'ry Day I Love You.....	Harms
Hair Of Gold, Eyes Of Blue.....	Robert
I Went Down To Virginia.....	Jefferson
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
It Only Happens When I Dance With You.....	Berlin
It's Magic.....	Witmark
Just For Now.....	Advanced
Little Girl.....	Leeds
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
My Happiness.....	Blasco
P. S. I Love You.....	La Salle
Put 'Em In A Box.....	Remick
Steppin' Out With My Baby.....	Berlin
Take It Away.....	Pemora
Takin' Miss Mary To The Ball.....	Miller
Things I Love.....	Campbell
When The Red Red Robbin Comes Bob Bob Bobbin' Along.....	Bourne
Woody Woodpecker.....	Leeds
You Call Everybody Darling.....	Mayfair
You Can't Be True Dear.....	Biltmore
Yours.....	E. B. Marks

Second Group

Blue Shadows On The Trail.....	Santly-Joy
Caramba It's The Samba.....	Martin Music
For Heaven's Sake.....	Duchess
Hankerin'.....	Remick
I Don't Care If It Rains All Night.....	Witmark
I May Be Wrong.....	Advanced
I'm Sorry But I'm Glad.....	George Simon
Isn't It Romantic.....	Famous
It's A Most Unusual Day.....	Robbins
Judaline.....	Robbins
Little White Lies.....	Bregman-Vocco-Conn
Mary Lou.....	Mills
My Fair Lady.....	United
Night Has A Thousand Eyes.....	Paramount
Now Is The Hour.....	Leeds
Rambling Rose.....	Laurel
Rhode Island Is Famous For You.....	Crawford
Tea Leaves.....	E. H. Morris
This Is The Moment.....	Robbins
Walkin' With My Shadow.....	Johnstone-Montei
When You Left Me.....	Porgie
Whisper A Word Of Love.....	Leeds
You Came A Long Way From St. Louis.....	Jewel
You Walked By.....	Cavalier
You Were Only Foolin'.....	Shapiro-Bernstein

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LOS ANGELES

By RALPH WILK

FRANK BULL has returned to the Los Angeles home offices of Smith, Bull and McCreery, Inc., after making a survey of the New York television market for agency clients.

Dick Haymes flies his own plane in from New York this weekend after a top coin-catching three weeks at the Roxy Theater and will huddle with manager Bill Burton immediately on new picture and radio deals pending.

Harry Von Zell resumed emcee chores on "G. E. House Party" week of August 23, while Art Linkletter is making round of one-nighters at county fairs.

Harry Rauch, radio publicity director of Young & Rubicam, arrives from New York by air August 30 for annual fall fortnight in agency Hollywood office.

Frank R. Seitz, formerly of Television Stations WFIL, Philadelphia, and WJZ, New York, has joined the KLAC, Hollywood staff to be technical supervisor of KLAC-Television.

Clarence Hartzell has been signed as a regular on the new "Lum and Abner" show which bows October 3rd, on CBS. He'll play Constable Ben Withers.

Art Linkletter is resting at Del Mar this week following a strenuous p.a. tour throughout the midwest. Accompanied by tour manager Irv Atkins, Linkletter visited a score of cities, including Muncie and Terre Haute, Indiana; the Tri-Cities and Mason City, Iowa. Linkletter returns to "G. E. House Party," September 2; and "People Are Funny," September 7.

The KFWB Hollywood Preview Theater of the Air showcases the new situation comedy, "Dear Miss Ryan," Friday, Sept. 3rd. Starring Irene Ryan, Hans Conreid and Patsy Moran, it was jointly produced by Arthur Hutchinson and Charles Pfeiffer.

Jack Carson emcees a special KHJ-Mutual Don Lee broadcast today as the kick-off of the National Youth Month celebration. The program, produced by Lee Bolen and scripted by Glenn Wheaton, will feature soloist Jo Stafford, the Bob Mitchell Choir and Harry Zimmerman's orchestra.

Allen Radio Publicity Rep. Of N. Y. Commerce Dept.

Albany, N. Y.—Theodore F. Allen, at one time eastern sales manager for NBC, has been appointed radio publicity representative in the radio bureau of the State of New York Dept. of Commerce. He heads publicity and promotion and also acts as liaison between bureau headquarters in Albany and all stations throughout the state.

Allen was associated with NBC's sales department for a number of years. More recently he served as manager and sales manager of indie and web affiliates in New England and New York State.

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, August 31, 1948—TELEVISION DAILY is fully protected by register and copyright

TV BOOM SPAWNS INDIE PKG FIRMS

TELE TOPICS

By JIM OWENS
Associate Editor

WORD from Britain has it that the major hold-back in TV there was the tug-of-war between scientists and manufacturers over the question of retaining or junking the present system. Mfrs. screamed and the big boys at BBC yielded—not having much of an alternative. Decision to keep the present 405-line systems also gives U. K. electronic toppers the go-ahead on a plan long kept under wraps: all-out drive to induce European countries to adopt same system with inter-change of programs (and products) as the bait.

WHELAN DRUGS may go full network (DuMont) with "Charades QuizQ" same the early fall weeks. . . . Dennis (Mother's Boy) James, one of the few top-flight gabbers without a disk-jockey seg, would've had one in a minute if he chose. A major NY indie wanted him badly—but there's only 24 hours in one day. . . . Adelaide Hawley snatches a breather from her mounting TV chores today via a guest stint on the Betty Crocker show.

BC's experiment Sunday (4-6 p. m.) from the decks of the carrier USS *Bayte*, was another milestone which must certainly be included among the number of excellent "firsts" registered by the network. It was two hours of exciting entertainment, performed with a smoothness and precision that belied the magnitude of the undertaking. Here was a situation perfectly suited for TV, with its generous mixture of everything visual—men and machines at work, the bustling activity on a flight deck, the tense atmosphere of the launching of dozens of fighter planes. It was an opportunity for imaginative and extraordinary camera work and direction; the net result left little to be desired in this regard.

Magnavox Net Rises

Fort Wayne, Ind.—Net earnings of the Magnavox Company in the three-month period ended May 31, 1948, first quarter of the company fiscal year, were \$125,411, equal to 21 cents a share on 600,000 shares of stock outstanding, Richard A. O'Connor, president, announced.

In the corresponding quarter of 1947, net earnings were \$627,253, equal to \$1.05 a share. Net sales in the 1948 period were \$4,003,266, compared with \$7,074,824 in the same quarter a year before.

The decline in sales volume, O'Connor said, was caused by a delay in getting into television receiver production coupled with a seasonal decline in radio-phonograph sales, which appeared in 1948 for the first time since the war after having been a regular yearly factor in the industry re-war.

Metal Receiver Tube In 100-A-Day Output

Manufacture on a continuous production basis of a video receiving tube made of metal was announced yesterday by the Tel-O-Tube Corporation of America, which yesterday gave a demonstration of its new 16-inch tube for direct-view home receiving sets at the Waldorf-Astoria.

The Tel-O-Tube firm, which has been making 10-inch and 15-inch all-glass tubes since it was organized early this year, has been experimenting with metal tubes for several months and is now in production on them at the rate of 100 per day, it was said. Metal tubes have several advantages over those made entirely of glass, according to Samuel Kagan, president of Tel-O-Tube, but previous attempts to manufacture them in quantity have met with small success because of the difficulty in joining glass to metal to form an airtight seal. Tel-O-Tube engineers have developed a process which provides a permanent bond of the two materials, he said.

Entrance of the metal tube on the market at this time, it is pointed out, will help relieve the critical shortage of large screen picture tubes which during the past few months has threatened to curtail production of receiving sets in the face of rapidly growing demand.

Gospel Truth?

Cleveland—War veterans can tell their yarns again—and get paid for it—when a new show called "Booty Bag" bows in on WEWS next Friday, September 3. Each week WEWS will select four veterans—or other world-travelers—to bring their trophies into the studio and tell the story behind them in an informal video chat with master of ceremonies Brooke Taylor. Three judges will award a \$10 prize for the most interesting souvenir. Five dollars will go to the next best.

Commission Rejects Para. Stock Petition

(Continued from Page 1)

determine whether Paramount will be held ineligible to hold other TV stations because the DuMont stations would bring the total under its control (or alleged control) above the Commission's limit of five stations.

At the same time, the Commission asked the participants in the controversial San Francisco TV hearing to file proposed findings by the end of September and directed DuMont to file within ten days a list of the ten largest stockholders of its class A stock.

Press-Time Paragraphs

Dept. Store-WSB-TV In TV Co-op.

Atlanta—A preview of WSB-TV operation, scheduled to start in the early fall, will be given here when the station, in cooperation with Rich's Department Store and RCA Victor, presents a week-long series of shows from a special studio on the third floor bridge of Rich's to audiences watching 60 RCA Victor television receivers stationed throughout the store's six floors. The demonstration is expected to show at least a quarter million Georgians how they will see television at home when WSB-TV goes into scheduled operation as the first TV station in this area.

Camel Newsreel On WBAP-TV

Fort Worth, Texas.—R. J. Reynolds Tobacco Co., will sponsor a TV newsreel for Camel Cigarettes on WBAP-TV starting about Sept. 29. Among others already signing for programs are Leonard's Department Store which will sponsor telecasts of local high school football games each Thursday, Friday and Saturday nights and W. C. Stripling Co., local department store for the showing of a full length Alexander Korda film each Wednesday night.

100,000 See WTMJ-TV Demo

Milwaukee, Wis.—More than 100,000 people were estimated to have watched broadcasts by WTMJ-TV and WTMJ-FM, from the Wisconsin Centennial which closed Sunday. A total of 157 radio broadcasts were scheduled from Radio Hall and The Milwaukee Journal Communications Center at State Fair Park along with 37 television programs. Most of the shows presented from Radio Hall were given before capacity crowds of nearly 2,000. Programs offered by The Journal stations for Centennial visitors have averaged 34,000 people each week.

Approx. 150 Indies Now Feeding TV In East

Video's explosive commercial upsurge the past six months—the effect of which is being felt in virtually all phases of show business production—has swelled the ranks of independent package firms to almost triple the number feeding their output to TV a year ago.

Among network and agency execs it's estimated that some 150 indie outfits have video on their client lists, including a few dozen film producers and distributors who find the medium a ready market for their output. Fact that an estimated 50 to 75 shows currently on the air in the major eastern cities are indie package-produced indicates the smaller houses have the business eye sharply focused on the bonanza possibilities in TV.

While the number of indies swells weekly, it's expected any attendant confusion will be held to a minimum as the result of efforts undertaken last week to set a pattern of unity. Martin Gosch, veteran theatrical exec and currently one of the most active TV producers, and Nathan M. Rudich, video director of Gainsborough Associates, have called a meeting of indie reps for Sept. 2 at the Savoy-Plaza. Duo wrote some 130 outfits last week to this effect, pointed out the need for organization and unity among the ranks to meet future problems in TV with "dignity and strength." Gosch and Rudich hope to band together the indies under the banner of Independent Television Producers Association, chief purpose of which will give the packagers a united voice in dealings with the networks and advertisers.

RMA Reports Increase In AM-TV Weekly Rate

(Continued from Page 1)

683,438—the first time since May, 1946, the total has dropped below one million units. July turnout of FM-AM combinations was 74,988, lowest monthly total this year, but the weekly average of 18,747 was slightly better than the June average of 18,083. High figure for these sets for the year was 161,185 in March. A total of 770,301 FM-AM sets are reported for the year.

Total TV turnout is just half that figure—334,985, to be exact. July count was 56,089—topped only in the five-week June period, when production totalled 64,353. Although a seasonal falling-off was to be expected, it is recalled that the July, 1947, total was 1,155,456 for all types of sets.

SOUTHWEST

ACCORDING to Bill Lamar, merchandising and promotion manager of KTSA, San Antonio, Rex Preis, commercial manager of KTSA, has been selected for a feature story in a series entitled "Interesting Advertising Personalities" for the Sept. issue of Ad Sales Magazine.

Socs N. Vratiss, general manager and Mary A. Petru, program director, of KOLE, Port Arthur, have made application to the FCC for the assignment of the license from the Port Arthur Broadcasting Co., licensee of the outlet. The two have purchased the 25 per cent interest each held by Gray R. Harrower and Branch C. Todd who each received \$12,000 for their holdings giving Vratiss and Miss Petru each 50 per cent interest in KOLE. The outlet operates with 250 watts on 1,340 kilocycles.

A \$235,000 contract has been signed with General Electric by KLEE-TV of Houston covering a low channel transmitter, antenna and studio and remote equipment. Equipment is now being built and is expected to be ready for installation for KLEE-TV to take to the air some time this fall.

The KONO, San Antonio Radio Forum which is heard each Sunday evening for a full hour will have as the basis of its discussion Sept. 5, pro and con concerning the proposed FCC regulation which would ban give-away programs. Listeners are being invited to the studio to participate in the broadcast to air their peevish against this type of program.

Bud Whaley, announcer and disc jockey on KMAC, San Antonio has been voted one of the 20 most popular and talented disc jockey of the nation in a contest recently conducted by Radio Best magazine.

George W. Johnson, general manager of KTSA, San Antonio, entertained the KTSA staff personnel with a swim party at his place at Leon Springs which is called "Lotta Watta."

Melvin S. Stahlman has joined the staff of WBAP, Fort Worth as publicity assistant to Jack Rogers, director of public relations, promotion and merchandising for the outlet.

Ray Gordon, promotion manager of KIRE, Lufkin, and Lynn McClain, women's editor of KTRE have announced their engagement and plans for marriage in September.

Martin B. Campbell, managing director of WFAA, Dallas, has returned from New York where he went over the latest developments of television at NBC headquarters. Raymond Collins, assistant manager of the technical department of WFAA also attended the meetings.

CUSTOM BUILT RADIO AND PLAYBACK FOR SALE

AM and FM radio with Webster interchangeable 78 rev. playback for commercial records and separate 33-1/3 turntable for transcriptions. Large model walnut cabinet. Special GE heads for both turntables. Excellent tone. A real buy for agency, account executive or station. Call Mr. Brattain, Le. 2-8700, for appointment.

COAST-TO-COAST

CFRB Gets Power Boost

Toronto, Ontario—CFRB is now the most powerful independent station in the British Commonwealth with the completion of its new 50,000-watt transmitter, the first of its size erected by any radio station in Canada. The new unit is scheduled to begin broadcasting September 1 on CFRB's newly assigned wave-length, 1010 kilocycles.

WJMO Adds Athern

Cleveland, Ohio—WJMO general manager and vice-president, Dave Baylor, has announced the appointment of Robert Athern as program and special events director of the 1,000-watt station. Athern will assume his new duties September 1, upon leaving KBOW, Butte, Montana, where he is now station manager.

Sends Army Band Shows To England

Washington, D. C.—WOL recently waxed two half-hour programs by the U. S. Army Band at Fort Meyer which are to be flown to England by the British Broadcasting Company in order to give British listeners samples of American music and programming. Conducting the Army Band was U. S. Captain Curry.

Comedy Team Joins WJBK

Detroit, Mich.—Joe Gentile and Ralph Binge have announced their move from CKLW, Windsor, to join the staff of WJBK. The zany comedy team have brought with them the "Early Morning Frolic" show to be heard daily from 7:00-10:00 a.m.

WGTL Adds Four

Kannapolis, N. C.—WGTL has announced the addition of four new members to its staff. They are Sara Smith, who has joined the continuity department; Harry Hubbard, new station engineer; announcer Edgar Galbraith, formerly with WSIC, Statesville, N. C., and Frank Bowers, who directs the new special events department.

KOA Airs Safety Documentary

Denver, Colo.—In co-operation with the National Safety Council, KOA this Friday, will air "Death on a Week-End," a new documentary aimed at the prevention of Labor Day accidents. Prepared by Art Bellaire, the feature stars Tex and Jinx McCrary who have appeared in other National Safety Council dramas.

To Orig. Show From Country

Cincinnati, Ohio—Bill Dawes, starting September 7, will take his Tuesday afternoon WCKY Makebelieve Ballroom programs to a rural setting, that of the Feldman Farm and Home Center near Milford. The 55-minute portion, a program of music and audience participation, will be heard from 3:05-4:00 p.m. from the auditorium of the Feldman Farm and Home Center, which is a completely modern country store and frozen food storage plant.

To Air Amateur Golf Meet

Newark, N. J.—WNJR, on September 2, 3 and 4, will air a description of the National Amateur Golf Championship from the Memphis Country Club, Memphis, over the NBC network. Play-by-play will be handled by station sports director, Harry Nash. Also on hand will be NBC sports expert, Bill Stern.

WTSP Gets Power Boost

St. Petersburg, Fla.—Effective September 1st, WTSP will boost its power from 1,000 watts daytime and 500 watts at night to 5,000 watts, day and night. Station officials also announced that on the same date, WTSP-FM will be on the air the same hours as its sister AM station. Prior to the change, the FM station operated only 7½ hours per day.

Three Appointed To WEEI

Boston, Mass.—Harold E. Fellows, WEEI general manager and manager of CBS operations for New England, has announced that effective September 5, three personnel changes will be effective at the station. They are the appointments of F. H. Garrigus as director of public affairs and special events; R. G. Girardin, present production manager, as program manager, and T. H. Calhoun, Girardin's former assistant, as production manager.

KWK Adds Five

St. Louis, Mo.—Three announcers, an emcee and a promotion and publicity man have been added to the staff of KWK. They are announcers Bill Elrod, formerly with WLW and WSAI in Cincinnati; Nick Paul, who has been affiliated with WHFV and WKAN; Douglas Taylor, most recently with WTMV, E. St. Louis, Ill.; emcee Charlie Ackerson, who also handles the vocals on the Ozark Valley Folk show, and Don W. Schaberg, former advertising manager for a St. Louis milling company, who is now handling promotion and publicity at KWK.

Execs. Temporarily Run WDRC

Hartford, Conn.—WDRC executives took over the station when personnel were sent home early during the heat wave. Manager Walter Haase went back to his first love, announcing, while assistant chief engineer Harry Broderick took over the controls.

KTSA Airs New Women's Show

San Antonio, Texas—KTSA is airing a new program for the ladies, featuring Phyllis Webb. Entitled "Joske's Women's Program," the show features a quarter hour of popular music interspersed with style hints, fashion previews, shopping tips and interviews with local personalities. Heard Monday through Friday, this is the third new program under the sponsorship of Joske's to start in recent weeks over this station. The other two are the "Good Morning Show" and "Farm and Ranch News."

AGENCIES

AMERICA has elected to membership: Cluett, Peabody & Co., Inc. Federal Advertising Agency, Inc., Roy S. Durstine, Inc., Fawcett Publications, Inc., J. M. Mathes, Incorporated, Story, Brooks & Finley, Inc., Warwick & Legler, Inc., all of New York, and Topflight Tape Co., York, Pennsylvania.

WILLIAM M. ITTMANN has been named director of media for Procter & Gamble. The new appointment is effective September 1. Ittmann has been associated with P. & G. since 1941. During most of this period he has been engaged in various phases of the company's work with advertising media, and during the past two years has headed up the company's media operations.

LO-FARE CAB COMPANY, one of Northern California's largest taxi operators, has appointed Ad Fried Advertising Agency, Oakland. The taxis are now being installed with a 2-way radio communication system, which will be advertised extensively by radio spot announcements and newspaper advertising starting September 1st. . . . Milton Paul Figeroid, formerly with the advertising department of the Hayward Review, has been appointed production manager of the Ad Fried Advertising Agency. During World II, Figeroid was editor of several United States Army publications.

Nat'l To Use Radio

National Shoe Stores have substantially increased their advertising budget for the fall and winter season, with the major part of the increased appropriation being allocated to newspapers and radio.

FURNISHED HOUSE FOR RENT or SALE

A TRULY CHARMING DECORATOR-FURNISHED HOME, MAGAZINE ILLUSTRATED DECOR THROUGHOUT, LOVELY BIG LIVING ROOM WITH COUNTRY FIREPLACE, PICTURE MASTER BEDROOM, BATH, AND GUEST ROOM ON MAIN FLOOR. ALSO EXCELLENTLY PLANNED GENERAL ELECTRIC EQUIPPED KITCHEN WITH SMALL COLONIAL DINING ROOM. DOWNSTAIRS, BESIDES UTILITIES AND LAUNDRY, THERE'S A 16 x 26-FOOT PLAYROOM AND A PINE-PANELLED SITTING ROOM, WITH ANOTHER BIG BEAUTIFUL FIREPLACE; CONCEALED IN THE WALLS ARE TWO SHIP BUNKS WITH AIR MATTRESSES. A DUTCH DOOR OPENS ON A DOUBLE TERRACE LAWN WHICH HAS A BAR-BECUE PIT AND STILL ANOTHER FIREPLACE FOR OUTDOOR COOKING FUN. ALL THIS AND A WONDERFUL VIEW CONTAINED ON TWO ACRES. IN RESTRICTED, EXCLUSIVE YALE FARMS IN NORTHCASTLE. COMMUTING FORTY MIN. TO GRAND CENTRAL.

\$30,000—50% MORTGAGE AVAILABLE

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