



GIVEAWAY JACKPOTS HIT ALL-TIME HIGH

House Committee Cuts USIS Radio Budget

Washington Bureau, RADIO DAILY
 Washington—The House Appropriations committee recommended Friday that an even \$28,000,000 be budgeted for the United States Information Service in fiscal year of 1949. Original budget request to the committee had been for \$34,378,000. The committee did not specify where the cuts should be made, beyond regarding that it feels the estimated \$4,400,000 for relay stations abroad is excessive and that too much money was asked for operations in Latin America.

Nothing has been done, the committee said.
 (Continued on Page 8)

Book Publishers Council Has Book-Author Series

American Book Publishers Council is preparing a series of programs about books and authors which will be made available to interested stations. Council, which undertook the project to increase circulation via free air plugs, is tape-recording shows for experimental airing over WNYC some time this month.

According to a survey taken by the publishers trade organization, stations throughout the country asked for programs.
 (Continued on Page 2)

Radio Circuit To Palestine Starts Today, Says RCA

A direct radio circuit for handling exchange broadcasts of studio and press programs between the United States and Palestine will be opened today, March 1, by RCA Communications, Inc., it was announced Friday.
 (Continued on Page 3)

New NAB Committee

Washington—To co-ordinate and simplify NAB publishing activities, President Justin Miller Friday appointed a staff publications committee "to approve and edit all publications, and to seek more economical production contracts." Members are Jess Willard, executive vice-president, chairman; Dr. Kenneth H. Baker, research dept. director and Robert K. Richards, public relations dept. director. James Dawson, assistant info director, will serve as secretary and editor.

Fry Takes Demo. Post As Radio Dept. Head

Kenneth Fry, until recently chief of the international broadcasting division of the State Department, will become head of the radio and television department of the publicity section of the Democratic National Committee for the 1948 campaigns, John M. Redding, publicity director for the committee, announced in Washington on Friday. Fry will
 (Continued on Page 2)

Lux Theater Is Leader In Latest NRI Survey

A total of 35 shows have appeared among the top twenty evening Nielsen-rated programs during the past three months, according to the NRI report for Jan. 18-24, released today. Six programs have consistently been among the top ten in each report. They are Lux Theater, Fibber McGee and Molly, The Bob Hope Show, The Tonight Show, The Red Skelton Show, and The George Burns and Gracie Allen Show.
 (Continued on Page 2)

Code, FM and Television Discussed At Okla. Meeting

By Staff Correspondent, RADIO DAILY
 Norman, Okla.—Radio executives in attendance at the annual radio conference of the University of Oklahoma at Norman were interested, but uninformed, regarding the new radio code. Many changes in radio broadcasting techniques, programming and management are in the offing but largely unapparent at this time, most of the broadcasters believe. The majority of midwest station owners believe that television is in

Cycle Of Cash-Merchandise Giveaway Programs Reach Fantastic Stage; Free Plugs Unprecedented

Radio Relays Planned For Rural FM Network

Using radio relay instead of the usual phone lines, the Rural Radio Network, with headquarters in Ithaca, N. Y., expects to go on the air with three of its six FM stations early in May. The network, supported by farmer organizations, will have stations in Newfield, Hermitage, Bristol Center, DeRuyter, Cherry Valley and Turin, N. Y.

R. B. Gervan, formerly director of the network, will be in charge.
 (Continued on Page 3)

Shirer Gets Radio Award Of One World Committee

William L. Shirer, Mutual commentator, has been designated for the 1948 One World Award for radio. Prof. James E. Sheldon, chairman of the nominating committee, announced Friday in New York. In presenting the award, Shirer will be accompanied by his wife and daughter.
 (Continued on Page 2)

'Editorializing' Hearing Opens Today In Capital

Washington Bureau, RADIO DAILY
 Washington—Nearly a hundred witnesses, representing all sorts of organizations both within and without the broadcasting industry are expected to appear at the hearing today.
 (Continued on Page 3)

By VAL ADAMS
 Staff Writer, RADIO DAILY

Number of giveaway shows has hit a new all-time high, with the trend increasing, and several jackpots are now strictly on the inflationary side, contributing heavily to the millions of dollars' worth of prizes handed out annually. At the moment four different network shows are dangling jackpot prizes.
 (Continued on Page 3)

FM-Affiliation Details Asked Of Nets By FCC

Washington Bureau, RADIO DAILY
 Washington—Full information regarding network policies on FM affiliation were asked last week in a letter sent by the FCC to the four major nets. The letter was written in response to network comment on the FMA's suggestion that the chain broadcast rules be amended to preclude contracts which banned FM duplication.

Now that an agreement has been reached between the networks and the FCC.
 (Continued on Page 3)

General Foods To Share In Sponsorship Of Dodgers

P. Lorillard makers of "Old Golds" will share the sponsorship of the Brooklyn Dodgers ball games on WHN, New York, for the coming season.
 (Continued on Page 2)

Unprogrammed
 Hollywood—Al Jolson, unwittingly told his NBC audience coast to coast Thursday night: "If you don't want to laugh—get the hell out of here." Incident occurred at the close of Jolson's warm up of the studio audience. When he made the remark he did not know he was talking into an open mike. Jolson, sponsored by Kraft, is heard 9 to 9:30 p.m., EST.

G. E. Price Cuts
 Syracuse—General Electric is announcing its lowest-priced table radio sets in seven years. Eight new models, now being made at Electronics Park here, will have eastern list price from \$19.95 to \$27.95. In making this announcement, Paul L. Chamberlain credited improved manufacturing facilities at the new factory here for the new low-priced receivers.



Vol. 42, No. 40 Mon., Mar. 1, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief, 5417 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

(Feb. 27)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

10 YEARS AGO TODAY

(From the files of Radio Daily)

Automobile Manufacturers Assn. sets a week-long spot campaign on 400 stations to promote Used Car Exchange Week. 16 agencies will co-operate in placing the biz. ... New AFL program titled "The Labor Parade" made its debut on 55 outlets. ... Cecil Carmichael returned to WBT in charge of special events and continuity editing. ... Richard Himer, Lou Holtz, Ted Husing and the Kay Thompson on Brewers Radio Assn.

W M F F

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

COMING AND GOING

MARK WOODS, president of the American network, accompanied by ROBERT E. KINTNER, executive vice-president, and JOSEPH A. McDONALD, vice-president and general attorney for the web, are in Washington, D. C. Yesterday they attended the broadcast during which President Truman opened the Red Cross Drive, and today they'll be present at the FCC's Mayflower hearings.

A. A. SCHECHTER, vice-president of MBS in charge of news, special events and publicity, has returned from a cross-country trip. He was gone two weeks.

BARBARA BELLE, Louis Prima's manager-composer, has returned from Hollywood, where she conferred on film plans for the maestro.

HAROLD DAY, sales manager of the co-operative program division at ABC, is in Norman, Okla., where today he will discuss "Selling the Co-op Show" before the members of the Radio Sales Training School at the University of Oklahoma.

EDGAR KOBAC, president of the Mutual network, left yesterday on his annual vacation. This year he's going to Jamaica, British West Indies.

BILL HENRY, the Columbia network's Washington news analyst, who has been on the West Coast and now is on the way East, has arrived in Chicago.

RICHARD J. GOGGIN, program director for WFIL-TV, spent the week-end in New York on television business.

HENRY J. TAYLOR, Mutual network commentator, is in Chicago and will broadcast from that point during the remainder of this week. Tomorrow, he'll deliver an address at the meeting of the Chicago Wholesale Coal Dealers Association, which will be held in the Stevens Hotel.

WILLIAM F. MALO, of WDRC, Hartford, Conn., is in Gotham celebrating his 18th year as commercial manager of the station.

Shirer Gets Radio Award Of One World Committee

(Continued from Page 1)

Shirer with the award the committee's citation read: "Because of his outstanding work in interpreting world news over the radio in the last 14 years. His voice, heard from the capitals of Europe and throughout the United States, has become the symbol of intelligent concern about world affairs reported in the full spirit of the One World Concept. Mr. Shirer fought against the menace of world destruction both through his broadcasts and his book Berlin Diary, which helped to waken America to the danger of Nazism. He has, since the end of World War II, worked untiringly on behalf of One World of Peace, as an author, broadcaster and journalist."

Book Publishers Council Has Book-Author Series

(Continued from Page 1)

gramming aids on book shows. Of 1,000 AM outlets queried, 333 responded, offering a total of 360 shows currently on the air that regularly promote books.

Although publishers on the whole are "pretty sour" on radio as an advertising medium, an executive of the organization said, interest is definitely on the increase, particularly by book clubs and other subscription plans. "However," he continued, "we may have used the wrong approach. Radio has proven that it can sell most anything. It should be able to sell books."

Most successful and wide-spread use of radio by publishing firms has been in co-operative deals with local retailers. Spot campaigns also have been highly useful, it was said, giving the greatest penetration of any medium.

General Foods To Share In Sponsorship Of Dodgers

(Continued from Page 1)

season with the Post Cereal division of General Foods, it was announced Friday. The two companies will sponsor the broadcasts on alternating days throughout the 154 game schedule which gets under way April 20.

Lux Theater Is Leader In Latest NRI Survey

(Continued from Page 1)

Gee & Molly, Amos 'n' Andy, Fred Allen, Edgar Bergen and Bob Hope.

Strongest audience gains for the Nielsen report week were made by two Arthur Godfrey shows. The red-head's 11 a.m. Chesterfield show climbed from 12th to first among daytimers while his Talent Scouts stanza moved from 11th to seventh on the evening list.

Nielsen figures on total radio usage per home indicate an increase of 23 per cent from 1942 through 1947. Corresponding data for Jan. '48, reflect a continuation of the trend, with usage per home at 5.2 hours per day, up eight per cent over January of last year.

Top twenty evening shows, in order, were: Lux Theater, Fibber McGee, Truth or Consequences, Edgar Bergen, Fred Allen, Amos 'n' Andy, Talent Scouts, Life of Riley, Hit Parade, Bob Hope, Fitch Bandwagon, Jack Benny, Red Skelton, My Friend Irma, Mr. D. A., Big Town, Aldrich Family, Duffy's Tavern, Inner Sanctum and Date with Judy.

Following Godfrey on the daytime list were Rosemary, Our Gal Sunday, Right to Happiness and Helen Trent. Leading weekend daytime shows were True Detective, The Shadow, House of Mystery, Quick as a Flash and David Harding.

Fry Takes Demo. Post As Radio Dept. Head

(Continued from Page 1)

take over the post which J. Leonard Reinsch, radio director for the Cox stations, held during the last Presidential election.

Harold I. Leyshon, formerly of the Miami News, will serve as publicity representative for the Democratic committee and will share offices with Fry at the Biltmore Hotel in New York beginning this week. Leyshon previously had been mentioned as having been signed to do public relations for James C. Petrillo and the American Federation of Musicians.

Samuel C. Brightman, former newspaperman, has also been added to the staff as executive assistant to Jack Redding.



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 five-station town. And the reason could only be that W-I-T-H produces more listeners - per - dollar - spent than any other station in town.

That's a big fact to keep in mind at budget time.



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally by Hadley-Reed

Radio Relays Planned For Rural FM Network

(Continued from Page 1)

information for the Co-operative Grange League Federation Exchange, will be general manager of the FM network. Donald K. deNeuf, formerly the vice-president for operations at Press Wireless, Inc., and more recently active in the construction of the microwave relay between Boston and New York, as chief engineer, is supervising the FM installations.

H. Stillwell Brown, formerly sales manager of WHCU, Ithaca, and more recently with Agricultural Advertising and Research, Inc., is assistant general manager of the network operations.

The new FM network will concentrate on the farm audiences in the agricultural areas of upstate New York. The ten farm organizations which are sponsoring the development are: New York State Grange, New York State Farm Bureau Federation, New York State Federation of Home Bureaus; Co-operative G. L. F. Exchange, Inc., Dairymen's League Co-operative Association, Inc., New York State Poultry Council, New York State Vegetable Growers Association, New York State Horticultural Society, New York State Artificial Breeders' Co-operative, Inc., and Empire Livestock Marketing Co-operative Association.

Radio Circuit To Palestine Starts Today, Says RCA

(Continued from Page 1)

by H. C. Ingles, president. He said the direct circuit, approved by the FCC, will effect marked improvement in the delivery of programs and will substantially reduce costs to American broadcasters.

Programs originating in Palestine previously were brought to New York through an overseas relay point by the RCA Program Transmission Service, which will operate the new circuit and make broadcasts available to all requesting networks or independent radio stations in this country.

'Editorializing' Hearing Opens Today In Capital

(Continued from Page 1)

ed to appear before the FCC in a series of hearings on the controversial "Mayflower" ruling, which gets under way today. After hearing the testimony, the FCC is to retire and ponder the question of whether to stop the present ban on editorializing by broadcasters, or instead to permit broadcasters to become "advocates" of scientific causes.

NEW ENGLAND 5000 WATT MUTUAL WANTS SALESMAN

Good Salary and working conditions. Send references and picture to Box No. 117, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Giveaways Hit All-Time High; Value Of Prizes Increasing

(Continued from Page 1)

prizes worth between \$20,000 and \$30,000 and containing everything from a baby elephant to an airplane. Each of these four jackpots will go to a single winner.

One of the biggest giveaways of all time is the "My Favorite Mother-in-Law" contest on Mutual's "Queen for a Day." Jackpot grows daily and now is worth around \$30,000, including a \$6,000 trailer coach, Kaiser auto, \$1,000 fur coat, \$1,000 diamond ring, trips for two to Bermuda in the winter and Vermont in summer, and a home site in California. Only requirement for entering the contest is for the listener to send in a postcard naming his or her favorite mother-in-law. From the pile of more than a million postcards, one will be picked, fish bowl method, and that mother-in-law will win upwards of 30-grand in prizes. Contest started Jan. 16 and runs until March 5.

"Walking Man" Edwards' Top

Jackpot in Ralph Edwards' "Walking Man" contest on NBC has surpassed his other giveaways and is presently estimated at \$25,000 in prizes. Showing the trend toward classier loot, the "Miss Hush" contest included a Buick convertible but the identity of the "Walking Man" will bring a Cadillac sedan. There's also a Luscombe airplane.

Abbott & Costello kid show on Saturday morning over ABC has started a jackpot which will build until June 5 and now is worth \$18,000. Contest is based on letters beginning, "I want to help defeat juvenile delinquency because _____." Prizes already in the kitty include a white baby pigmy elephant, \$3,000 house trailer, \$3,000 auto, \$1,250 diamond ring, two weeks vacation for two at El Rancho Vegas, and a \$4,795 airplane. A Hallicrafter's radio is given away every week.

Art Linkletter's "People Are Funny" on NBC will fire the opening gun of a \$20,000 jackpot contest on March 5. In addition, to the single winner will go a "responsible position" in a Southern California industry. Partial list of jackpot prizes includes a three-bedroom house completely furnished, plus \$2,000 in cash to buy a lot, a two-car garage and a Kaiser auto. To enter, listeners must write "letters of encouragement for unfortunate people in western Europe" and are asked to contribute to their welfare through CARE.

Big Prizes on Whiteman Show

Another show which will give away \$22,650 in prizes this month is Paul Whiteman's afternoon record show on ABC. The 22-grand is not a jackpot, however, but will be distributed to hundreds of weekly winners during the month. Prizes run all the way from a pair of shoes to a cruiser. "Memory Tune" is the key to Whiteman's contest. A listener, after identifying two of five tunes, writes a letter on, "I like the name of the mystery tune because it reminds me of _____." A contribution of at least 10 cents is asked for the Council on

Rheumatic Fever of the American Heart Association.

This month ABC starts a telephone giveaway on Sunday night called "Stop the Music." Jackpot prizes have not been set yet, and they may vary from week to week, but the original intention was for it to consist of a \$1,000 government bond, a grand piano and an automobile. This will be paid to the person telephoned who can identify the "Mystery Tune" and potentially the jackpot could be paid out eight different times in each broadcast (there could be eight winners if everyone called knew the answer) but this is practically impossible. Jackpot is in addition to the initial prize of a \$350 radio-phonograph (or something similar) given to the person called who can identify the tune after the music stopped.

ABC's launching of a telephone giveaway show in the Sunday 8-9 p.m., EST, slot against such competition as Charlie McCarthy and Fred Allen is a good example of what's taking place on certain local stations around the country. Cases have been noted where a local station struggled for months against a strong, popular program on an opposition outlet and finally licked the audience problem by putting on a giveaway show.

Turnover Is Constant

Latest checkup on the sources of merchandise prizes, which, in most cases, are given to a program in exchange for a plug, shows there is a constant turnover. At present, some of the best known manufacturers are not too interested in the operation and consider the benefits as only peanuts in their normal promotion routine. Another thing, some auto makers have had squawks from consumers who were irritated because they couldn't buy cars although they were being given away on radio programs. One of the larger general sources for radio prizes is the small manufacturer who views the arrangement as a "steal" on his part.

Increase in giveaways and size of jackpots has made manufacturers who donate prizes a little more demanding about the plugs they get in return. Some ask for what amounts to two plugs instead of one and they like to inject special sales copy.

Internal Revenue Bureau is reportedly keeping close tab on big winners of jackpot prizes. And from the listener standpoint, one sponsor recently got complaints from consumers who thought the retail price of his products was raised because of the thousands of dollars in prizes given away on his radio program.

Winners Stay Long on This One

One show in which a contestant can continue picking up prizes, so long as he is the first of two competing persons to answer three questions, is the "Winner Take All" program on CBS every afternoon. Merchandise awards on this show hit somewhere between \$3,000 and \$5,000 a week. Contestant who holds the record stayed for 17 rounds, winning out

FM-Affiliation Details Asked Of Nets By FCC

(Continued from Page 1)

reached with the AFM, the Commission said, to permit duplication "you are requested to furnish information concerning the following matters:

"May AM affiliates broadcast the AM network programs simultaneously over the affiliates' FM facilities?"

"If affiliates broadcast some of the AM network programs over the FM station, are they required to carry over the FM station all network programs which they carry over the AM station?"

"May non-affiliated FM stations in communities where there are now no AM affiliates carry your network programs?"

"In communities where your regular affiliate does not carry the network program on FM, may another non-affiliated FM station carry these programs?"

over that many other contestants, and remained on the show for more than a week.

CBS Has Many

Other CBS daily programs handing out such merchandise as refrigerators, washing machines and radios are "Grand Slam," "Hint Hunt," and "House Party." "Double or Nothing," also aired daily, awards cash only. The same goes for "Strike It Rich" on Sunday night. Value of total merchandise dished out by "Give and Take," broadcast on Saturday over CBS, is on the upward swing.

Among other shows notable for their giveaways week after week are "Heart's Desire" on MBS, which grants a minimum of \$5,000 a week in awards, and "Honeymoon in New York" over NBC which helps set up housekeeping to the tune of nearly \$6,000 a week. Latter show gave away \$300,000 in prizes in 1947. "RFD America," heard on Mutual once a week, hands out from \$2500 to \$3000 every broadcast in such handy farm tools as tractors and combines.

Controversial Issue

Idea of giveaway shows is still a matter of hot controversy inside the industry but the trend continues to grow to fantastic proportions.

Recording?



on top of the OPERA BUILDING
in chicago

TRANSCRIPTION MASTERS - REFERENCE RECORDING

SOUTHWEST

THE San Antonio Building & Loan Association is sponsoring a half hour of "Music for Sunday" broadcast over KITE, San Antonio. This portion will be known as "Accent On Strings." The Music of the Three Suns will be aired for the Deason Radio Co., on Part Seven of "Music for Sunday" on KITE, according to Charles Balthrope, station owner and manager.

Tom Wisehart has joined the staff of KROD, El Paso, as merchandising contact man. Ed Bullard has joined the engineering staff of the station.

Cliff Warren, western song stylist; Joe Morin, pianist, and J. Rozanse, accordionist, staff entertainers of KTSA, San Antonio, will present a special program at Brooke General Hospital at Fort Sam Houston for patients in the Mental Ward.

Walton Foster has been named news editor for KTXL, San Angelo.

Newcomers to the staff of KROD, El Paso, include Tom McGovern, to the announcing staff and Richard Stephenson and Martha Bullington to the continuity staff. McGovern was formerly with KBST, Big Springs.

Alec Chesser, program director for KITE, San Antonio, was married there to Sybil Chaistang, music director of KABC there.

An exclusive broadcast of the tennis match between Bobby Riggs and Jack Kramer when they appear in San Antonio on March 13 will be broadcast over KYFM, San Antonio, according to an announcement made by Charles Lutz, manager of KYFM.

"Meet Mr. . . ." will have its premiere Sunday afternoon and will be heard thereafter each Sunday over WFAA, Dallas. Program will interview a different person each week on their jobs. Each person interviewed will tell about his job and what it means to Dallas.

Tom M. Krister has been named manager of KDDD, new standard broadcast station now under construction at Dumas. Krister was a former salesman for KTSA, San Antonio, and was also associated with KGNC, Amarillo.

The 45th anniversary of the Texas State College for Women was observed with a special half hour broadcast over WFAA, Dallas, sponsored by the Ex-Students Association. Included on the Founders Day broadcast was music by the TSCW Symphony Orchestra and a 40-voice choir.

RIP LAWSON, ADVENTURER!!!

- 3 or 5 a week transcribed action series—beamed to the juvenile-family appeal.
- 130 episodes just completed with top acting—scripting—music and sound.
- Any episode for audition purposes, they stand on their individual merit.
- To fit your budget with sales results contact: James Allen, Soundscript Radio Productions, 6600 St. Francis Terrace, Hollywood 28, California.



California Commentary . . . !

● ● ● Radiotele Productions, of which Edward A. Starnes is proxy, reports the sale of its transcribed show, "The Schooner Conquest" to seven new stations. Co-stars are Bob Holton as Captain Wade and Tim Graham as Mike McTavish. In preparation is a continuation of the series, which will make 260 episodes in all.

● ● ● Gene Autry flew his twin-engined Beechcraft to Phoenix for business conferences with his partners in three Arizona stations, KOPO, KPHO and KOOL. . . . Brian Donlevy and Charles Korvin have recorded personality interviews for Hollywood Star Records at the International Studios. . . . Capitol Records has informed Jimmy Wakely, star of CBS' early morning show, "Bunkhouse Breakfast," that the sales on his song recordings have passed the 1,000,000-a-year mark. . . . Ed Begley, who left lucrative New York air assignment to make one movie in Hollywood, is now approaching his sixth flicker. His wife is pressing Ed to sell their Merrick, Long Island home, or please come home, Ed. But Ed's greatly in demand on the Coast.



● ● ● KFVB has turned the Preview Theater of the Air over to the Cancer Prevention Society in order to help the organization in a drive for new members. This program previews new talent. . . . The Edgar Bergens and their daughter, Candice, will sail June 5th on the maiden voyage of the Swedish-American ship S. S. Stockholm, for a two-months' visit in Europe. . . . Charlie McCarthy and Mortimer Snerd will accompany them, and Edgar and his friends will give a command performance for the King of Sweden and then go to other European countries to entertain U. S. Occupation Troops. . . . F. W. Walton of Young & Rubicam New York merchandising staff, arrives in Hollywood March 3 for a week's work on the General Electric appliance account. Five children interviewed by Art Linkletter on GE House Party Feb. 25 were taken on a special tour through the Freedom Train that morning and were later quizzed on historical documents contained there. By the way, Jack Slattery, announcer on GE House Party, is doubling on the new Schutter Candy Co., audience participation show, which Ken Niles emcees on the CBS Pacific network. Irving Atkins produces for Russel M. Seeds Agency on behalf of Old Nick and Bit O' Honey candy bars.



● ● ● Realizing that the juvenile in the home is an important ticket buyer, Warner Bros., is sponsoring "Rip Lawson, Adventurer," over KFVB. The transcribed program, is designed for youngsters, is produced by Soundscript Productions, and James Allen is its director-producer. . . . J. Eugene Ballantyne, formerly Western division sales manager for Teleways Radio Prods., has been appointed sales manager for Commodore Prods., and will handle Commodore's live and transcribed programs, including "Only For Men," starring Jane Russell and Wally Brown; "Straight From Hollywood," starring Gene Raymond, "Radio's Stork Club" and "Down Our Way." Commodore has recently become a corporation and its officers are Walter White, Jr., president; Shirley Thomas, vice-president and treasurer; Jean Annis, secretary.



● ● ● Eddie Cantor made personal appearances at five shows at the opening of the Cantor-Joan Davis film, "If You Knew Susie," at the Golden Gate, San Francisco. The initial day's take was \$7,712. . . . Donald Felix, 15-year-old son of ABC Auditor Ernest Felix, added more fame to the family when he started work in Warner Bros. movie, "The Adventures of Don Juan," starring Errol Flynn. The youth was used in several fencing sequences. This is his first "whack" at the films.

CHICAGO

By NAT GREEN

HAL TATE'S new quiz show "Who's Talking?", which made its bow on WAIT February 16, has caught on in a big way. To date three persons have identified the celebrities whose voices were broadcast and each has received merchandise prizes valued at \$200.

Paul Barnes is announcing the new John Harrington "Lasting Impressions" show on WBBM nightly.

E. R. Borroff, vice-president in charge of ABC's central division, is in Phoenix, Ariz., conferring with station officials of KPHO.

Bob Livingston, WBBM eastern sales representative in New York, was in Chicago last week.

Nikki Kaye, who chats about show business on her WCFL show, "The Nikki Kaye Show," celebrated her 300th performance on February 29. Show has been renewed for an additional 13 weeks by the Newart Company, clothing firm.

Phil Regan, famous movie star and singer, guested on the "Quiz Kids" program Sunday. It was an Irish get-together, with Regan and chief quizzier Joe Kelly asking the questions, Bob Murphy announcing the show, and Quiz Kid Pat Conlon being one of the contestants.

Hugh Jones, who did considerable radio work during the time he was a student of the School of Journalism at Northwestern, has joined the WBBM news staff.

Ross D. Siragusa, president of Admiral Corporation, announces that a new 13-week television program over WNBW, Washington, D. C., was started February 22, sponsored by Georges Radio Co., Washington radio and appliance dealer in co-operation with Admiral. Program is scheduled for an hour and a half every Sunday with feature full-length motion pictures. This is the first of a series of weekly tele movie programs to be sponsored by Admiral.

WBBM this week began broadcasting two daily weather reports direct from the U. S. Weather Bureau in Chicago, through arrangements with Gordon Dunn, local U. S. weather chief.

WDNC's Power Increase

WDNC, CBS affiliate in Durham, North Carolina, is now operating with 5,000 watts day, 1,000 watts night on 620 kilocycles, it was announced by Herbert V. Akerberg, CBS vice-president in charge of station relations. The station formerly operated on 1490 kilocycles, 250 watts. It also was announced that WDNC-FM began operations last Saturday with an effective radiated power of 36 kilowatts on 105.1 megacycles.

Signs For NRI Service

WCBS, New York, key station for CBS, has signed a contract for the audience measurement services of the A. C. Nielsen Radio Index, Chicago, it was announced Friday.



Wolf Poison!

There's one 100-proof way to guard your door against this fellow's visit.

There's wolf poison in every U. S. Savings Bond you buy. There's sweet security, too—for your home, your family and yourself.

U. S. Savings Bonds are 100% guaranteed by Uncle Sam. They pay you \$4 for every \$3 you put in, after 10 years.

Think of this profitable saving in terms of future comforts and luxuries. Think of the advantages it will mean for your children as they grow up.

Think. THINK. THINK.

Then start saving right away—today! Start saving *automatically* this sure, convenient way. If you work for wages or salary, enroll in the Payroll Savings Plan—the *only* installment buying plan.

If you're not eligible for this plan—if you're in business but not on a payroll—ask your bank about the equally practical Bond-A-Month Plan.

REMEMBER—U. S. Savings Bonds are poison to wolves!

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

This Space Contributed by RADIO DAILY



AGENCIES

JEREMY GURY has been elected vice-president and appointed copy director of Donahue & Coe, Inc.

VARIOUS CLINICS of the Advertising and Selling Course, conducted by the Advertising Club of New York, today will be in charge of the following leaders: *Sales Promotion*—Ivan Veit, director of promotion and research, New York Times, "Publication Promotion"; *Sales Training*—L. T. White, sales promotion manager, Cities Service Oil Companies, "The Human Equation of Selling"; *Copy*—Crane Haussamen, vice-president and copy director, LaRoche & Ellis, Inc., "Black Cats and Horseshoes"; *Radio*—Albert Warfield, C. E. Hooper, Inc., "The Radio Listener"; *Advertising Production*—Richard Matheis, production manager, Fuller & Smith & Ross, Inc., "The Mechanics of Production"; *Export Advertising*—Scott McLean, Complan Advertising, Inc., "Sources of Information Important to Export Advertisers"; *Sales and Advertising Research*—Allen Sikes, service manager, bureau of advertising, American Newspaper Publishers Association, "A Medium Studies Copy Appeals."

ARTHUR W. RAMSDELL, sales analyst and consultant, now is associated with Weiss & Geller, Inc., Chicago, as account executive.

THE WALKER COMPANY, national station representatives, announces that J. Rolston Fishburn has joined its Chicago office. Fishburn has been in Chicago advertising for three years, being affiliated with the Chicago Sun advertising staff and recently in the radio representation field. He served 3½ years as an Army public relations officer specializing in radio. Prior to his army experience he was in newspaper and radio work in Oklahoma.

FRANK H. ADAMS, jeweler, Albany, N. Y., and Capital District Fish Dealers' Association have engaged Woodward & Fris, Inc., Albany, to place their advertising.

FRUIT INDUSTRIES, LTD., is opening a radio spot and newspaper campaign in Oshkosh, Wisc., for Dolly Madison Wine. Campaign is being handled by Schoenfeld, Huber & Green, Ltd., Chicago. Additionally, Fruit Industries, Ltd., is releasing an F. I. Wine campaign in Herrin and Mount Vernon, Ill., in both radio and newspapers. This 13-week drive is also being placed by S-H-G.

To Conduct Survey For CBS

St. Louis, Mo.—**J. Souldard Johnson**, director of public relations and executive assistant to the general manager at KMOX, has been given a six-week leave of absence from his regular duties to conduct a nation-wide survey for CBS. He will arrive at the network's headquarters in New York today to take over the assignment.

★ THE WEEK IN RADIO ★

NAB Board Okays Code Redraft

NAB board approved new draft of code. It includes a revised section on news broadcasting among other changes. When document is re-styled it'll go to membership for approval at NAB May convention. . . . NAB board named Chicago as permanent convention site starting in 1949. . . . NAB membership rose from 1474 to 2015 since last November.

FCC refused to rule on whether a certain program constituted a lottery prior to its actual broadcast. Request came from producer Harry S. Goodman who asked FCC reaction to his new "Radio Telephone Game." . . . Radio's responsibility to public is "legal as well as moral," Clifford J. Durr of FCC told Chicago's attorneys' meeting. In this respect, said Durr, radio is different from all other mass media.

Life Savers Corp. spending \$250,000 for spot campaign on ABC's owned and operated stations. Edward J. Noble is board chairman of both Life Savers and ABC. Commercials are based on "Life Savers listening tips" which plug upcoming ABC key programs. . . . RCA gross in 1947 was \$314,023,572, an increase of over \$77 million. Net earnings were \$18,769,557, a jump of nearly eight million dollars. NBC's gross for 47 was \$65,690,001, an increase of 7.6 per cent.

AFM launched public relations program. First press release quoted James Petrillo's article in International Musician saying union to make a deal with record manufacturers that will "safeguard the members against mechanical competition." . . . FMA making survey to learn how many members are duplicating network shows and how FMers feel toward network policies in forcing the carrying of all commercials or none.

Brooklyn Dodgers baseball club applied for FM license. Objective, according to applicant, is to provide a community station for Brooklyn. . . . U. S. broadcasters to inspect French radio next month as guests of Radio Diffusion Francaise. They'll fly via Air France. . . . Radio's participation in National Brotherhood Week greater than ever before. This month the pitch is in behalf of the annual Red

Cross drive, with full industry participation assured.

BMB board authorized two new committees, one for sales and another for television. Bureau finances are sufficient to carry out the 15-point program. Board re-elected all officers for another year. . . . 12 announcer jobs at WNYC, New York, sought by 300 applicants. Civil Service exams scheduled for April. . . . Station's location must be determined by place of program origination rather than point where station announcements originate, FCC said, proposing a change in current rules.

Democracy would be served by broadcasting and televising Congressional proceedings, according to Sen. Claude Pepper. Pepper's bill would not only give radio full rights to cover Congress but would provide Congressional operation of two shortwave stations, one each on the East and West coasts. . . . FCC grants four requests to cancel FM construction permits. One was WLOL, Minneapolis, which wanted to switch from FM to TV. . . . First annual Western Radio Conference set for San Francisco March 20-21.

Joint meeting of Louisiana and Mississippi broadcasters in New Orleans attended by over 100 radio execs. . . . University of Minnesota and NAB holding annual course on radio news in Minneapolis March 5-6.

ABC putting "Stop the Music" in 8-9 p.m., EST., Sunday slot starting this month. It's a telephone giveaway show "starring you, the people of America." . . . Managers of CBS-owned stations gathering in New York March 8-10. ABC just completed its managers' clinic. . . . Blanche Gaines, wife of the late Charlie Gaines, now representing radio and television writers.

Choice evening time on Radio Mozambique, South Africa's only commercial station, all sold out. . . . P. Lorillard making test campaign on Cleveland stations for Embassy cigarettes. . . . Modern Industrial Bank signed for "America's Town Meeting of the Air," ABC co-op, over WJZ, New York. . . . "Gang Busters" bought by Procter & Gamble on 62 ABC stations.

Du Pont Radio Awards To Be Made On ABC, Mar. 8

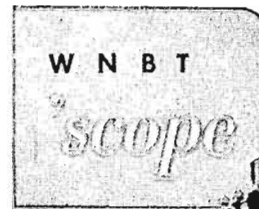
Annual Alfred I. DuPont awards to two radio stations and a commentator will be made during a broadcast over the ABC network from the St. Regis Hotel in New York on Monday, March 8, at 9:30 p. m., EST. As in former years the radio station awards will be given to a large and small radio station and the commentator award will go to the one who has distinguished himself by "aggressive, consistently excellent and accurate news gathering and reporting." The identity of the award winners will not be disclosed until the night of the broadcast, thus following the movies' Academy Awards pattern.

Renew 'Grand Central' On Full CBS Network

Renewal of "Grand Central Station" over the full CBS network by Pillsbury Mills, Inc., was announced jointly Friday by William S. Gittinger, CBS vice-president in charge of sales, and McCann-Erickson, Inc., agency for the sponsor. "Grand Central Station" is aired Saturdays at 1:00-1:30 p.m., EST.

Joshua Logan On WCBS

Joshua Logan, co-author, director and producer of "Mr. Roberts," Broadway legitimate hit, was scheduled late Friday for an appearance today on Bill Leonard's "This Is New York" over WCBS.



ON THE AIR AT CHANNEL 4 . . .

MONDAY, MARCH 1

7:50 Newsreel Theater (Camels)
8:00 Feature Film—"Fighting Sea Monsters"
9:00 NBC Television Newsreel
9:10 Cavalcade of Sports—Boxing—St. Nicholas Arena
10:00 Feature Bout—Al Pennino vs. Chester Ricco (Gillette)
10:30 U.P. and Acme News

TUESDAY, MARCH 2

7:50 Newsreel Theater (Camels)
8:00 Film—"V-2 Bomb"—"Skyway to Mexico"
8:40 Wrestling—St. Nicholas Arena—Herman Rhode vs. Sander Kovac
10:30 U.P. and Acme News

TODAY'S STORY . . .

FCC reveals that in the month from January 6 to February 5 of 1948, 6 new applications for television license were filed. More than twice as many as in the previous busiest month. More than half as many as in the entire two years preceding. Everybody, it seems wants to get in the act.

SECOND SCANNING . . .

Printers' Ink gently lauded NBC in its editorial columns for the speed with which the Winter Olympics pictures were taken and televised. Last line: "NBC is proving definitely that this is television's big year."

NBC
Television

A Service of Radio Corporation of America

TELEVISION DAILY

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

CBS TO HOLD TELE CLINIC FOR AFFILIATES

TELE TOPICS

By JIM OWENS
Associate Editor

CBS has ironed out all details to share the Chrysler Building tower with CBS its transmitter site. Web, already working on rate cards etc., will probably debut in N. Y. outlet at least 30 days ahead of scheduled December (next) date. . . . Costa Blanca has packed one of the heaviest spot deals yet, with a 52-week across-board sked on both Du Mont stations, WABD and WTTG (Wash.). . . . Latest side wind on the Theater Guild has that superior NBC drama seg on film as a web show when it goes commercial. At least top advertisers have reached the penultimate stage in recent weeks, but cooled by the Guild at the last min.

PAUL ALLEY, one of the top video men in the biz, moves over to Jerry Fairbanks (N. Y.) this week to handle all NBC's news-chore. Web unloaded newsreel as part of its recent pact with Fairbanks. . . . Atlantic Refining and Philco will bankroll both Philly baseball clubs on WPTZ next summer. Deal marks extension of record sponsorship in tele for Atlantic, which is completing its eighth consecutive year in the medium. (Can you top this?). . . . Steve Mirvin, formerly CBS tele staffer and recently producer at WWJ-TV, exited the Detroit station last week. And Bobbie Henne, ex-ABC dis-staffer, is now at WMAR (Baltimore). . . . NBC's Frank Mullen predicts a total of 18 million voters will have in the Presidential candidates on tele by time election day rolls around.

TELEVISION - Is - Here - Note: Everybody's doin' a spread on tele—and making money at it. N. Y. Sun will come out with special section on video March 9, probably 10 pages. Ditto the Chi. Tribune on April same day WGN-TV makes its official v. Which is something the tabloids never do for radio. . . . Jose di Donato, Ed Petry tele topper, back in town after a nationwide trip scanning stations currently in operation.

Slightly Bullish

St. Louis—Tele is the "gold rush of this century," Noran E. Kersta, NBC's director of television, said in an interview at KSD-TV here Friday. "As the gold rush of 1849 was the big, robust thing that happened to this country in the last 100 years, television will be the big, robust thing that happens to it in the next 100," Kersta predicted. As a warning to the hesitant, he added: "As was said once before,—in 48 you are not too late but in 49 you're a bit behind."

WCAU-TV Takes The Air

Philadelphia—WCAU-TV, owned by the Philadelphia Bulletin and a CBS affiliate, goes on the air with test patterns today, with a schedule running from 9 a.m. to 9 p.m. Station, operating on channel 10, will air patterns around the clock to aid dealers and repairmen to check reception and make necessary adjustments, etc. While the next 30-day period will be devoted to testing, WCAU-TV will take shows of the CBS web from New York, and regular local programming will begin about April 1. Station's tower is highest point in town, stretching 737 feet from ground level atop the Philadelphia Savings Fund Society Building.

May 10 Set By FCC For Para.'s TV Hearing

Washington Bureau, RADIO DAILY
Washington—The FCC announced Friday that the hearings on TV multiple-ownership regulations, as applying to Paramount Pictures, will be held here May 10. Hearings, originally slated to get under way today, will be preceded by field hearings in Detroit March 15-17, Cleveland March 18-24, San Francisco April 5-9, Dallas April 13-16, and in Boston April 26-May 7.

Application-Hearings Set

Commission also set down a number of recent applications for video channels for consolidated hearings—including those of WFPG, WMID, Atlantic City World and Atlantic City Television Broadcasting Co.; KMBC, WHB, KCKN, KCMO and New England Television Company for Kansas City; those of Texas Television Company, KPRC, KATL, KTRH, KXYZ and Shamrock Broadcasting Company for Houston, Texas; KLIK, KSDJ, KFSD, KUSN, Video Broadcasting Co., and Television Broadcasting Company for San Diego; WSBA and the Phila-

'Frisco Chronicle Sta. To Be NBC TV Affiliate

San Francisco—Tele station to be built by the San Francisco Chronicle, construction on which will begin shortly, will be the NBC affiliate here, it was announced Friday by Frank E. Mullen, executive vice-president of the network. Station already has a CP and it's expected to be in operation by the end of next year under the call letters KCPR. Mullen predicted that viewers in this area can be assured of network video service by that time. The NBC official, who disclosed the network's plans at a luncheon meeting of the Downtown Club here, pointed out that coaxial cables are now being set up along the West Coast by AT&T and will eventually connect with the East-West cable at Los Angeles.

delphia Inquirer for York, Pa.; Twentieth-Fox, Boston; WEW, KWK, KXOX, the Globe Democrat and New England Television Company for St. Louis; and WGST, WBGE WGOV, Valdosta, Ga., all for Atlanta.

Key Station Execs. To Meet In N. Y. On Mar. 31

Plans for a nation-wide television clinic for its affiliated stations were announced Friday by Frank Stanton, president of CBS, as a significant phase of the network's long-range plans in the medium.

An intensive one-day session devoted to problems to be faced by potential tele broadcasters, clinic will be held at CBS headquarters on March 31. Invitations went out over the week-end to 165 key management execs of the network.

"This clinic is being held at the request of our stations as voiced by the Columbia affiliates advisory board," Stanton said. "Both the general and trade press have done an outstanding job in covering the many facets and constantly shifting patterns of television's growth. Yet, broadcasters far removed from present key television centers have trouble piecing together all the scattered segments of television information to make a comprehensible whole. Many of them find it difficult to get the feel of the new medium."

In view of this CBS will outline its knowledge and experience in the medium before its affiliates in an effort to assist them in shaping their own plans, Stanton added. In addition to the clinic itself, web toppers will hold additional days open for further discussion of the medium.

Lawrence Lowman, vice-president of television, will preside at the clinic, while Stanton will make the opening address. Herbert V. Akerberg, vice proxy of station relations, will join in arrangements for the clinic.

Pollak, RKO, Joins WPIX

James S. Pollak, former Hollywood film executive, has joined WPIX, The News station, to assist Harvey Marlowe, program director, in establishing the feature film department.

The Week in Television

AT&T Plans East-Midwest Tele Link

AT&T set on plans for additional inter-city tele facilities, including link between the East and Midwest by next December. Project also calls for 2,000-mile Mid-west network, extending from Cleveland to St. Louis. . . . FCC temporarily assigned three high-frequency bands for tele, designed for studio-transmitter links and inter-city video. Commission also turned down request for experimental theater tele bands. . . . CBS reported in negotiation with Paramount Pictures to buy latter's interest in DuMont. Para. meanwhile, expected to get postponement on its hearing before Commission with regard to its DuMont stock interest.

RMA members hit new TV production high in January, with total of 30,000 reaching the market during the period. . . . NBC's exec veepee Frank Mullen told a H'wood press confab theater audiences would double with advent of television. . . . Trade heard Paramount was ready to demonstrate its "intermediate" large-screen video system in key cities. . . . Sonora Radio & Tele Corp. set heavy TV set production, plans to make 1,000 per month. . . . Ziv Television Programs, subsid of the ET firm, acquired tele rights to 76 full-length movie features. . . . Commission had flood of new applications, with 12 filing in week.

Tele Converter

Indianapolis—Special converters, which it is said will make it possible for millions of persons in direct current metropolitan areas to have television receivers in their homes or offices, were shown here last week by Electronic Laboratories, Inc.

The converters are for table model television receivers, selling for \$80, and at \$120, for console models. They have been tested for the past two weeks in 100 retail outlets in the New York area.

House Committee Cuts USIS Radio Budget

(Continued from Page 1)
tee said, to carry out the will of Congress as expressed in the Mundt Bill that the program be made, through more effective utilization of private facilities, a program of the American people rather than of the American government.

Lemmon Gives Views

The committee heard a lengthy plea from Walter Lemmon of the World-Wide Radio Foundation, Boston, that his foundation be included among those originating programs for the Voice of America on contract. Lemmon offered a tentative plan for 12 hours of daily operations calling for a budget of \$465,000 per year. Of this sum, the Foundation receives about \$150,000 he said, from private subscriptions. He asked that the State Department be directed to contract with him for the rest.

He protested bitterly that the only program contracts the department has retained from the OWI days are those with NBC and CBS, and that the foundation has not even been offered a chance to compete for this work.

Lemmon pointed out that the Mundt Bill provides for the fullest possible use of private agencies, and put into the record statements made by Senator H. Alexander Smith of New Jersey, Senate manager for the bill, and Representative Karl Mundt, author of the bill.

USIS Spokesman Heard

Howland Sargeant, deputy head of USIS, told the committee during the hearings, however, that although he has discussed the matter with Lemmon half a dozen times he has not seen from Lemmon "a formal estimate either of plans or of costs for his operation. I have personally invited Mr. Lemmon to submit such proposals to us, and as I said in my opening statement, we are prepared to consider the proposal for programming of any reputable broadcaster in the United States."

But he added that for the present he would prefer to continue working only with CBS and NBC because of the "substantial amount of time and work" required to reach "what we consider to be an effective working relationship."

Sargeant had earlier pointed out that in the overall USIS budget estimate about 11 of the 34 million dollars sought had been for contract work by private agencies. Then he added:

Likes Present Arrangement

"Our conclusion is that for the present, and during the fiscal year which we are discussing here, we should continue the present arrangement, by which the Department of State undertakes the programming to the most critical areas, and that we limit the programming participation by private companies to the two with whom we have had experience, and with whom we have achieved these good operating relationships."

"I make that recommendation only pending a review of long-term plans for international broadcasting by the

COAST-TO-COAST

To Increase Broadcast Time

Danbury, Conn.—WLAD will increase its broadcast day starting March 1st. In compliance with FCC regulations, the station will be on the air from 6:30 a.m.—6:30 p.m., weekdays and on Sundays, from 8:00 a.m., to 6:00 p.m.

Doctor's Degree For Ziebarth

Minneapolis, Minn. — E. W. Ziebarth, director of education for WCCO and the CBS Central Division, will receive a Doctor of Philosophy degree from the University of Minnesota March 18. Ziebarth has done distinguished work at several major universities, including Cornell, Minnesota and Wisconsin, from which he was graduated with highest honors. He is also co-author of "Six Classic Plays For Radio and How to Produce Them" and is contributing editor for the Journal of the Association for Education by Radio.

WGBA, WGBA-FM Newcomer

Columbus, Georgia—Judy Bell, recently with the Ledger-Enquirer newspapers has joined the promotion staff of WGBA and WGBA-FM, where she will serve as assistant to John Johnson, talent and promotion director.

AWB Meeting Held Here

Kansas City, Mo.—The regular dinner-meeting of the members of the Tenth District, AWB, was recently held at the Hotel President in this city. The dinner was also a going-away party for KMBC's June Martin, otherwise known as Kay Newman, who is leaving Kansas City. Others attending the meeting were Anne Hayes, KCMO; Margaret Smith, Caroline Ellis and Lucille Newling, KMBC; Dorothy Crewe and Martha Spaulding, WDAF; Ann Sinc, KCKN; Gloria Stuts, KIMO; Elizabeth Whitehead, KFBS; Sandra Lea and Gennil Willock, WHB.

Soil Conservation Contests

Denver, Colo.—Recently inaugurated and sponsored jointly by KLZ and the Denver Post is a series of annual Soil Conservation Recognition Contests for the State of Colorado. Five prizes of \$500.00 each will be awarded to the top soil conservation districts in the state doing the best job on a state-wide judging basis. Plans for the program will be carried out by the Post and KLZ Farm Reporter, Lowell Watts.

Congress, and say further, the department will be prepared to examine any requests from other broadcasters for participating in this programming."

Rep. Karl Mundt, whose bill legalized the "Voice of America," told RADIO DAILY Friday he was pleased by the committee's recommendation that \$28,000,000 be provided for the USIS, but said he thinks more might be voted. He thinks it likely that the Senate will okay a larger figure.

Devotional Services On WAVU

Albertsville, Ala.—The Sand Mountain Broadcasting Service is giving a quarter-hour daily over WAVU to ministers of Marshall County for devotional services. This public service is being made available to pastors on a "turn about" plan.

CFRB Gets Emergency System

Toronto, Canada—Due to the recent curtailment of the use of hydro-electric power in this city, CFRB engineer Bill Baker, has installed an emergency system whereby the station can maintain its regular broadcasting schedule without interruption. The power generated from this system is sufficient to keep CFRB on the air regularly.

Word Show Bows On WTBO

Cumberland, Md.—"You Don't Say," a new program built around words, their origin, pronunciation, annotation, connotation, etc., has been added to the WTBO program schedule as a regular Sunday afternoon feature. Show, which is non-commercial, carries two regular word experts, two guests and a moderator. Questions are supplied by listeners and researched by the station's staff and the staff of the Public Library. No awards are offered on the program, chief aim of which is to be informative and educational.

"Good Neighbor" Feature

Worcester, Mass.—New feature of WTAG's "Julie 'n' Johnny" series is the "Good Neighbor Policy." Two kind neighbors are chosen each week from nominations by listeners and are awarded a bouquet of flowers by program's hostess, Julie Chase. The winning letter is read over the air at the time of the florist's delivery.

Congressman In WGVF Series

Evansville, Ind.—Edward A. Mitchell, Congressman from the Eighth Congressional District, is being featured in a new series of programs on WGBF each Saturday. Program consists of speeches by Mitchell on important bills up for Congressional action and other legislative matters of vital concern to all citizens.

Gets Public Service Awards

Detroit, Mich.—WJR has received two public service awards in one week from the Veterans of Foreign Wars. The first was a distinguished service plaque from the Michigan department of the VFW for the station's promotion of patriotism and national defense and its willing co-operation on all worthy vet projects. The second was a distinguished service certificate from the VFW national headquarters for the outstanding contribution to Americanism by the station, one example being WJR's donation of time for the "Speak Up For Democracy" series produced by the VFW.

Okla. Meet Talks TV, 'Code,' Programming

(Continued from Page 1)
lieves television is within two three years in the future for the station. However, this summer KO personnel will probably begin special television training. KOIL is featuring more music than in previous years, and disc jockey shows are increasingly popular. WHO, Des Moines has no immediate television plans but has been on the air with FM for three months on a six-hour daily basis. Since the new Petrillo ruling WHO-FM has duplicated NBC programs.

Frank O. Myers of KCMC, Te. arkana, believes the most successful use of FM will be in sports and special events broadcasting. He has planned a summer series of FM broadcasts of major sporting events.

FM Outlook Surveyed

A similar plan has been completed by Matthew Bonebrake of KOC Oklahoma City, whose super power FM station will be on the air broadcasting from its 930-foot tower within the near future. Bonebrake believes that sporting events will stimulate the sale of FM sets since there will be no necessity for time clearance or delay. Bonebrake has made tentative plans for relay broadcasts of such events to both AM and FM stations within the fringe of KOC coverage area.

Art Holbrook, WIBW, Topeka, Kan reported great success in relay broadcasts between WIBW and KOB, Kansas City. Collegiate basketball games have been broadcast without use of lines by these stations throughout the season.

At a late session Thursday night of FM broadcasters, Commissioner George Sterling of the FCC was asked to give an opinion of relay ruling. He told FM broadcasters that broadcasts from station to station were entirely up to the stations concerned and that broadcasters might continue such service to one another even after public carrier facilities were available.

Little Change Seen

Other than the effects of FM on present broadcasting, conference attendees felt that there had been little perceptible change in programming. However, many believe that program quality has improved from the musical standpoint in recent months, and that the public is demanding more music daily.

Competition and increased number of stations has forced improvement in local programming in many, many areas. Better showmanship in special events, and better planning of local public service programs are musts in a competitive field, in the opinion of several leading broadcasters. That far that improvement has not been apparent in most sectors.

Jennifer Jones On ABC

Screen actress Jennifer Jones will make an appeal for the Red Cross fund-raising campaign tonight when she guests on "On Stage America" over ABC, 9-9:30 p. m., EST.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 42, No. 41

NEW YORK, TUESDAY, MARCH 2, 1948

TEN CENTS

SEEK RADIO'S RIGHT TO 'EDITORIALIZE'

Protestant Groups To Form Commission

Protestant Radio Commission, a group designed to aid and coordinate radio activities of all Protestant denominations, will be formally organized in New York March 17, according to Dr. Roy G. Ross, general secretary of the International Council of Religious Education.

A primary function of the new organization will be to represent church groups before the FCC. Also planned is production of "The Protestant Hour" as a network program comprising all denominations.

One of the Commission's first projects...

(Continued on Page 5)

Cincinnati Radio Listeners Rate High In Sets-In-Use

Five-city listening survey of The Radio Club, Inc., reveals radio usage in Cincinnati considerably higher than in any of the other cities, New York, Chicago, Philadelphia and Boston. According to the January-February report, Cincinnati average quarter hour sets-in-use figure is 30.7. Second highest, New York, is listed for New York. Listening...

(Continued on Page 6)

NAB Earmarks \$15,000 For 'International Activity'

Washington Bureau, RADIO DAILY—Washington—A fund of \$15,000 for "international activity" was okayed by the NAB board at its Hot Springs, Pa., meeting last week, along with additional money for the music committee, it has been revealed here.

The board also admitted 69 new members.

The fund for international activity...

(Continued on Page 4)

Seeking Aid?

Television broadcasters, according to reports, are asking the aid of the Democratic and Republican National committees in getting A. T. & T. to forego setting up commercial coaxial cable rates until after the June and July national conventions in Philadelphia. It is pointed out that if the commercial rates go into effect May 1 convention tele cover will be limited.

Growth of Radio

Supporting his assertion that the number of radio stations authorized in this country exceeds by more than two to one the number of English language daily newspapers, Frank Stanton, president of CBS, produced a chart at the FCC Mayflower hearing yesterday. The chart revealed that as of Jan. 1 there were 1962 authorized AM stations and 1005 authorized FM stations. Applications pending were 604 AM and 119 FM. There are 1792 daily newspapers in the U. S. and its possessions.

ABC Co-op Renewals; Other Biz Reported

Two 52-week renewals for daily quarter-hour segments were announced yesterday by ABC along with several new contracts signed for programs on WJZ, key web outlet in New York.

Wesson Oil & Snowdrift Sales Co. has renewed the 4:15-4:30 p. m., EST.,...

(Continued on Page 6)

American Tobacco Co. Has Record Year In 1947

The American Tobacco Company, heavy users of radio and television time, attained a sales volume of \$819,631,122 last year establishing a new high record both in dollars and units. Vincent Riggio, president, reported in the annual statement to stockholders the past weekend. Net income for 1947 was \$33,845,021, compared with \$29,886,557 during 1946.

Pickups From Prague End; Censorship Hits Networks

Czechoslovakia as a point of origin for news broadcasts is a "dead duck" and "exactly in the same category as Russia," in the opinion of network news execs following the ban on overseas broadcasts by the Communist-controlled government.

Last broadcast from Prague before the news blackout was aired over ABC by stringer Palmer Hoyt Jr. on Friday at 5 p. m. The web was notified of the ban the following morning.

CBS's European news chief, Howard K. Smith got through from the Czech capital for the last time at 8 a. m. Friday. Unable to air further programs, he left for London that day and did his Sunday afternoon spot from there.

On vacation somewhere in central...

(Continued on Page 3)

Network Spokesmen Urge Revocation Of Mayflower Decision At FCC Hearing In Washington

Okla. Conference In Closing Session

Norman, Okla.—The annual radio conference at the University of Oklahoma at Norman was concluded at breakfast Sunday morning with more than forty clinics on virtually every phase of radio on the three-day agenda under the direction of Dr. Sherman P. Lawton, OU coordinator of radio.

Broadcast executives, network...

(Continued on Page 6)

House Passes Measure To Raise Copyright Fees

Washington Bureau, RADIO DAILY—Washington—The House yesterday passed and sent to the Senate a bill raising copyright registration fees from two to three dollars. This bill, supported by radio and film interests, is designed to aid the copyright office keep abreast of the huge volume of work facing it.

Radio Stations Tax Case Studied In Massachusetts

Springfield, Mass.—In what may turn out to be a test case of importance to every radio station in Massachusetts, WSPR has appealed from...

(Continued on Page 8)

Washington Bureau, RADIO DAILY—Washington—The indicated excitement of the opening of the FCC's hearings on the "Mayflower" decision failed to materialize yesterday, as the heads of ABC, NBC and CBS all concluded their testimony and answered all questions put to them in less than a single day. Even more surprising to...

(Continued on Page 3)

Radio Set Exports Reported Shrinking

Because of sharp quota decreases imposed by foreign nations, Radio Manufacturers Association spokesmen predicted yesterday that there will be a 25 to 50 per cent decrease in last year's record production of radio receivers.

James E. Burke, chairman of the export committee of RMA, estimates that current volume of receiver exports...

(Continued on Page 8)

Broadcasters Get Credit For Freedom Train Assists

Washington Bureau, RADIO DAILY—Washington—Broadcasts on behalf of the nationwide tour of the Freedom Train have been hailed by FCC Chairman Wayne Coy as playing a "major role" in the success of the...

(Continued on Page 2)

Gratitude

Capt. Robert Cranston, chief of the Blue Danube Network serving U. S. Forces in Austria, has written letters of thanks to American stars of radio, stage and screen who have appeared on the web's transcribed programs the past year. The member stations of the Blue Danube Network are WOFA, Vienna; WZCA, Salzburg, and KOFA, Linz.



Vol. 42, No. 41 Tues., Mar. 2, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Grant 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

COMING AND GOING

MILES TRAMMELL, president of NBC; CHARLES R. DENNY, vice-president and general counsel; DAVID C. ADAMS, assistant general counsel, and TOM KNODE, director of press, have returned from Washington, where they attended the meetings on the "Mayflower" decision at the FCC.

EUGENE THOMAS, sales manager of WOR, today goes to Trenton, N. J., where he will address the Advertising Club of that city on the subject, "Getting Set for Television, the Miracle Window in the Modern Home."

BILL HENRY, Washington correspondent of CBS, is back in the Nation's Capital following a trip to Los Angeles.

GARO W. RAY, consulting radio engineer and president of WWON, Woonsocket, R. I., is in New York on business relating principally to television.

SYD EIGES, vice-president of NBC in charge of press, will return today from Philadelphia, where yesterday he addressed the members of the 50 Club.

HUGH A. L. HALFF, president of WOAI, San Antonio affiliate of NBC, is in Gotham on station and network business.

"SYMPHONY SID" TORIN, the WHOM all-iter, has left with MRS. TORIN for two weeks in Miami, a breather before launching his new midnight broadcast from the Onyx Club starting March 11.

FRANK STANTON, president of the Columbia network; JOSEPH H. REAM, executive vice-president; WILLIAM C. ACKERMAN, director of research, and MICHAEL J. FOSTER, manager of the web's trade and feature division, are back in town after having attended the FCC hearing on editorializing.

GERTRUDE TIPPER, secretary to Charles C. Barry, ABC's vice-president in charge of programs and television, sailed Friday for a vacation in Mexico.

WILLIAM F. BROOKS, vice-president of NBC in charge of news and international relations, has returned from a trip of three weeks to the West Coast. He conferred with network affiliates in Los Angeles, Denver and San Francisco.

ROBERT HUDSON, director of education at CBS, is visiting in Los Angeles.

BUDDY BASCH, publicist, leaves today for Hartford, Conn., where he will spend three days setting the stage for Johnny Long's engagement at the State Street Theater, which starts Nov. 12.

TOM PAGE, farm director of WNBC, is in Boston for Harvard University's conference on agricultural marketing.

DORIS CORWITH, manager of talks for NBC, is back from Massachusetts, where she delivered an address at a dinner of the Springfield Business and Professional Women's Club.



Take it off, we know you!

A mask is a safety factor in electric welding. Safety engineers swear by it. And whenever welding is done, you'll see signs around for the unwary, reading "Don't Look At The Flash!" A mask is fine on a welding job, but there's no need for one in radio time buying. All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous... and sometimes it's most enlightening. Take radio in Baltimore. If you stare right straight at the naked facts, you'll discover that it's the independent station that's the buy in this big 5-station town. It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this 6th largest city. The smart-time buyers don't use blinders... they know what goes on in Baltimore. That's why W-I-T-H heads so many lists!

FINANCIAL

(March 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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)

Following entrance of AFL into network radio, CIO completed plans to follow suit, probably will purchase time on yearly basis... Professor Quiz celebrated first anniversary under Nash-Kelvinator. Only change in year was replacement of Arthur Godfrey by Bob Troul... Two new outlets, KOMA, Oklahoma City, and WTOL, Toledo, held formal dedication ceremonies... Abbott and Costello, week-to-weekers on the Ted Collins show drawing listeners raves... "Goodnight, Sweet Dreams, Goodnight" (Shapiro Bernstein, Inc.) was high on the list of top web tunes.

Birmingham Web Outlets Explain Marshall's Plan

Birmingham, Ala.—Affiliates of all four networks in this "Pittsburgh of the South" joined last week in a co-operative effort to present basic facts about the proposed European Recovery Plan to the widest possible audience in four Southern states.

During a 24-hour period, WAPI (CBS), WBRC (NBC), WSGN (ABC) and WTNB (MBS), presented four separately-spaced broadcasts of an address on the Marshall Plan by William L. Batt, president of SKF Industries, Inc., of Philadelphia. He spoke as a representative of the National Committee for the Marshall Plan of which former Secretary of War Henry L. Stimson is chairman.

The program, recorded in advance by one of the stations, was scheduled separately by the four outlets to coincide with the listening hours of a majority of the residents of this heavy industrial community and of sections of Florida, Georgia and Mississippi. Participating in the arrangements were James A. Head, president of the Birmingham Rotary Club; Lionel Baxter, vice-president of WAPI; Donald Campbell, vice-president of WBRC; Henry Johnston, vice-president of WSGN, and Mrs. Evelyn Hicks, vice-president of WTNB. The four-way broadcast was prefaced by a special message to the city of Birmingham from former Secretary of War Robert P. Patterson congratulating the four stations for "doing their country a service and carrying on the southern tradition of leadership and patriotism."

Renew Parker Program

Chicago — The transcribed Frank Parker show, Monday, Wednesday and Friday on WMAQ, has been renewed for 52 weeks by the Schoenhofen-Edelweiss Co. (beer).

Broadcasters Get Credit For Freedom Train Assists

(Continued from Page 1)

American Heritage Foundation project.

In a letter to NAB prexy Justin Miller, Coy said, in part:

"American broadcasters may well be proud of the major role they have played in welcoming the Freedom Train and assuring that the arrival of this Nation's most treasured documents would be known to all their listeners. I know that these broadcasters will continue to give every support to all future efforts to bring to the people a keener sense of their obligation to protect and foster the principles which flamed high in the hearts of the patriots whose vision and courage gave us this heritage."

WEVD advertisement: 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. 46 St. HENRY GREENFIELD, Mgr. Director N.Y. 19

W-I-T-H advertisement: AM and FM Baltimore 3, Maryland TOM TINSLEY, President Represented Nationally By Headley-Reed

Mayflower' Hearing Before FCC Draws Testimony By Web Heads

Prague Pickups End; Censorship Hits Webs

(Continued from Page 1)

(Continued from Page 1)
servers here was the fact that only or two minor questions put to network chiefs came from sources other than the Commission or the Commission's general counsel.

A total of 60 witnesses are to be heard, but already yesterday WCFL, Chicago, decided to file its statement rather than present it verbally—and the reason was to believe other participants might elect to do likewise. On the agenda for today are the Kee Network; WMCA, New York; WIS, Clinton, Iowa; WMRN, Madison, O., and the Communication Workers of America.

heard yesterday in addition to ABC President Mark Woods, CBS President Frank Stanton and NBC President Niles Trammell was Charles E. Hare, counsel to the Joint Religious Radio Committee. He opposed relaxation of the Mayflower ruling.

Want No Congressional Action
In questioning, the network heads made it plain that they would oppose any movement in Congress to sanctify the law the Commission's regulation against editorializing by licensees—in though they indicated they had no present intention of editorializing would the ban suddenly be lifted. Chairman Wayne Coy asked Trammell if he thought the Commission should consider adversely testimony of an applicant for a license that he would operate his station in a one-sided manner so far as controversial matters are concerned.

Trammell said he does not think the Commission would have the right to deny a license on the basis of such testimony—that the "public interest, convenience and necessity" clause applies only in the more technical sense. Public acceptance or rejection, he said, will serve to force broadcasters to be fair and to program in the public interest.

Coy said he found it hard to understand how the network chieftains would continue to insist that the Commission had no right to go beyond technical considerations in the light of the history of judicial decisions upholding the agency in matters involving "the composition of the traffic." Both Trammell and Woods said the

important thing to establish is the licensee's "right to do it," even if he never does editorialize. Woods said there is great public confidence in broadcasters because of years of fairness in presenting all sides of controversial questions—and in reply to a question from FCC general counsel Benedict Cotrone he said it may be that broadcasters are "a better type" than publishers.

ABC, Woods assured the Commission, has no intention of presenting "a daily expression of my opinions, or Mr. Kintner's opinions, or of Mr. Noble's opinions."

Trammell Charges Censorship

Niles Trammell of NBC charged the FCC with direct censorship in denying broadcasters the right to editorialize. He said, "It seems to me to be perfectly clear that ruling of the Commission prohibiting licensees from editorializing is censorship. A ban on editorializing is certainly an interference with the right of free speech." Trammell said there is nothing inconsistent between operation in the public interest and the expression by a broadcaster of editorial views on controversial issues.

Although NBC's president asked for a reverse ruling on the Mayflower Case, he added that "NBC has no present plans for editorializing, regardless of the results of this proceeding. However," he added, "we want to be free to revise this policy in the future, if in our opinion circumstances warrant."

Makes Comparison With Press

In his testimony, Trammell developed the argument that if freedom of expression is valid for the press it is equally valid for radio. He stated that radio stations today are much more numerous and diverse than newspapers and that in the near future there will be more than twice as many stations as newspapers. With the development of television and facsimile, broadcasting comprehends the written as well as the spoken word, Trammell continued. He said, "The line between the printed newspaper and the radio newspaper is breaking down, and there is no reason to impose restrictions on public expression by radio which are not imposed on our free press."

Says Radio Is Set Apart

The NBC official viewed the Mayflower ruling as setting broadcasters apart from all others engaged in mass communications, silencing them on the theory that they are incapable of good judgment in presenting a position on public issues to the radio audience. Furthermore, he added, the ruling also brands the listening audience as being incapable of acting as a judge of the fairness and honesty of a station in the views it might present. Trammell said the people who listen to the radio are the same who read newspapers.

Finally, Trammell told how NBC would accept its responsibility if it had FCC permission to editorialize.

He stated that the network would label its opinions as such, just as newspapers separate editorials from news columns and advertising. Advance notice would be sent to all affiliates, Trammell reported, so they could decide whether or not they wanted to carry that particular type of editorial. It was also disclosed that NBC might carry a "Letters to the Editor" column so that listeners could comment or criticize a network editorial position.

Stanton Speaks For CBS

Stressing the need of a truly free radio in America, Frank Stanton, president of Columbia Broadcasting System, declared that the radio broadcaster's right to editorialize on the air has been strengthened by facsimile and television links with press and films.

As a result of this close kinship Stanton said, "The time is running out for those who would keep radio in a special compartment of artificial restraint."

Cites Flood of Stations

Declaring that the number of radio stations authorized and applied for exceed by more than two to one the number of English language newspapers in the United States, Stanton

(Continued on Page 5)

Europe at the time of the Communist coup, Merrill Mueller, of NBC, took off for Czechoslovakia as soon as possible, but arrived on Friday after the ban had been invoked.

In a broadcast from London on Sunday he said that he was "the first radio correspondent to be refused broadcast facilities on the excuse of 'technical difficulties.'" Mueller continued, "The technical difficulty is simple. The transmitters that foreign correspondents once used are now being devoted to Communist propaganda."

Mutual's correspondent, Frank Viner, was on leave in the U. S. at the time of the news break.

Also affected by the blackout was a hookup between Prague and Denver scheduled for 4:30 p. m. Saturday by KFEL. Station had planned to air a two-way conversation between Hoyt and several Denver newsmen. Hoyt is son of the publisher of the Denver Post.

CKWX Man Joins All-Canada

Toronto—Don McKim, formerly promotion manager of CKWX, Vancouver, B. C., on March 1 will join the Toronto office of All-Canada Radio Facilities, Ltd., in charge of promotion, publicity and advertising.

Fund Raising at night

'Round the Holidays, KDKA took part in a drive to raise money for a local children's hospital. On six Saturday nights, beginning at 11:15, the station broadcast special programs making appeals for contributions . . . asking listeners to phone their pledges to volunteer workers at the station. Results: nocturnal telephone calls from more than 7,000 persons in hundreds of communities; over \$24,000 cash for the hospital treasury. Messages on KDKA get attention . . . and action.

KDKA

PITTSBURGH

50,000 watts



WESTINGHOUSE RADIO STATIONS Inc
KEX • WBZ • WBZA • WOWO • KYW • KDKA

National Representatives, NBC Spot Sales—except for KEX • For KEX, Free & Peters

There's NO QUESTION
...about SELLING KANSAS when you hire:
Ben Ludy, GEN'L. MGR.
WIBW
The Voice of Kansas TOPEKA

SOUTHWEST

THE oldest radio-theater kiddy club in Texas, and perhaps in the nation is being heard each Saturday morning over WRR, Dallas, sponsored currently by the Morton Co., a food processing house. Broadcasts originate from the stage of the Palace Theater with Roy Newman of WRR acting as master of ceremonies. Program was conceived 23 years ago, by John Thorwald, then manager of WRR and James O. Cherry, now city manager for the Interstate Theaters in Dallas. Child performers from about 5 to 15 put on song and dance routines for cash and merchandise prizes.

Oran K. Tally, engineer for KYFM, San Antonio, was married on Feb. 26 in Corpus Christi, to Miss S. Jane Applewhite. Eddie Hyman, staff announcer for KYFM, will also middle aisle it on March 6. Miss Marion Miller will become Mrs. Eddie Hyman.

Local 218, Warehousemen and Distribution Workers Union, ILWU-CIO, will sponsor a series of eight broadcasts each Saturday. The transcribed airings are titled "It's Up To You" and will present the labor viewpoint on current issues. The first will be heard on WFAA, Dallas, and the remainder will be aired over KLIF, Dallas.

Lee Roy Handley, former owner and operator of the Alamo Art Co., has joined the sales staff of KTSA, San Antonio. Handley was also formerly with the staff of Interstate Theaters.

Howard W. Davis, owner and general manager of KMAC and KISS (FM), San Antonio, has been appointed to the Military Affairs Committee and the National Affairs and Legislative Committee of the San Antonio Chamber of Commerce for the current year.

WOAI, San Antonio, is in receipt of a letter from Wells River, Vt., from a listener who saluted WOAI's "Hi, Neighbor" program. The letter stated that "we thought you might be interested to know we found you on our radio and the reception is good at night. Since our radio is a small table model, we were very much surprised when we learned we could travel so far from home."

NAB Earmarks \$15,000 For 'International Activity'

(Continued from Page 1)

followed a report by Campbell Arnoux, WTAR, Norfolk, Va.

Named to represent broadcasters at the Buenos Aires Congress of the Inter-American Association of Broadcasters was Paul W. Morency, WTIC, Hartford. G. Richard Shafto, WIS, Columbia, S. C., will represent NAB at the Canadian Association of Broadcasters convention at Chateau Frontenac, Quebec, this month.

Resolutions on engineering matters and the forthcoming NARBA conference were adopted, calling for full NAB participation in international radio matters.



Mainly About Manhattan. . . !

● ● ● Henny Youngman may wind up doing the "Going Nowhere" Mutual aircer after all since Jim Backus' film commitments will be calling him back to the Coast before long. . . Deal on tap for WHN to air an amateur hour program from the stage of Loew's State. . . Benton & Bowles looking for a good soaper with which they hope to lure away an important account. . . Ford Theater renewed on NBC, same time same station, despite reports to the contrary. . . Pres. Truman's sunburn, sez Herb Sheldon, should answer some of those political critics who claim he's not such a hot candidate. . . Allen Funt, producer of Candid Mike, has signed with Columbia Pic for a series of movie shorts based on the series. . . Nets angling for Bob Sylvester, of the News, and his wife, Buntly, for a Mr. & Mrs. series. . . Eyeing the biz at Toots these days, Pete Donald cracks: There's no biz like Shor biz. . . The Ade Kahns, he's the ace press agent, will welcome another tot in July. . . Peace It's Wonderful: On ABC's "This is Adventure," ex-Major Harry Saller taking orders from ex-corporal, Sylvan Taplinger. . . Jerry Devine's "This Is Your FBI" (up to an all-time high of 17.1 on the Hooper list) renewed for 52 weeks by Equitable. . . Ted Steele licked the virus pneumonia. (Starting March 27th, he'll be on the air more than 20 hours a week.)



● ● ● So many people have written this desk and other papers complaining about the lack of good music late at nite that we're amazed that some station doesn't take advantage of such a ready-made audience. There's no denying that the Jack Eigens and the Jack Lescoulies have about most of the stay-up-laters rounded up—but there must still remain a considerable percentage of can't-sleepers whose tastes run along more delicate lines, shall we say. A program consisting of semi-classical and really fine music plus some literate chatter. We've had this thought for some time now, but it crystalized during a chat we had with Bernie Sobel, famous press agent of the lush Ziegfeld days, who confided that he had just such an idea in mind. It's our hunch that such a show with Bernie at the helm wouldn't set the town on fire—but it would provide a lot of us squares (who can't take jazz in heavy doses) with some worthwhile listening.



● ● ● AROUND TOWN: Sid Paul, the little fella with the big voice, knocking them dead along Film Row where he's been doing the narration for Fashion Council Films, Paramount News, Bransby Films, Inc. Plus, of course, his narration and acting on "Voice of the Army." (Sid recently nixed an offer to become an NBC staff announcer as he didn't want to give up his first love—free-lance acting). . . Les Tremayne has joined the cast of "2nd Mrs. Burton." (Series, incidentally, has gone up 1.7 since Priscilla Kent took over the writing chores). . . Dwight Weist waxing spots for Bromo Seltzer. . . Carol Moody, originator of the syndicated quizzer, "Quizdown," readying a video version of the pkg. . . The Lester Lewis' off to Havana, with brother, Mort, back to the Coast. . . Maggi McNellis refers to the current dining-room doldrums as "All Quiet on the Restaurant Front." . . Elaine Williams has a sponsor angling for her own 15-minute interview show which she waxed the other day for WINS. (Has a cute new twist, too). . . Asld to Jack Rubin: Art Henley lectures Thursday nite at Hunter College on "Mathematics of Humor." Why don't you go there and learn something?



● ● ● STREET SEEN-ery: Joseph Cotten being mobbed by autographers on B'way. King Cotten? . . Milton Berle, leading man in the fast chatter dept, roaring at the antics of Mary McCarty, Spivy's singing comedienne. . . Pres. Eisenhower (of Columbia University, that is) strolling down Madison Ave. with text books under his wing. Homework, no doubt.

PROMOTION

Audience Promotion Series

A new audience promotion series built around transcribed 15-second plugs by top NBC stars their own and other NBC programs was inaugurated yesterday when teen-inch discs were shipped to NBC stations, it was announced. James N. Nelson, director of advertising and promotion.

Early each month for the next twelve, there will follow new recordings cut by other NBC stars v up-to-the-minute audience built material. Stations will receive promotion, which is titled "Cues," time to plan its use well in advance. Each record will cover a whole month of on-the-air announcements. According to Jacob A. Evans, NBC audience promotion manager, the transcript promotion will be timed to follow NBC advertising and promotion department's block-promotion kits order that stations may tie in on-the-air and visual promotion.

"New Look" Sewing Circle

WMPS, Memphis, Tenn., and Black and White department store of mid-south, threaded together "sewing circle" of their own spark by a mammoth dressmaking contest. An impressive prize list is topped five days and six nights in Have via Chicago and Southern Airlin with all expenses paid. Hundreds of entries are coming into the offices: the 14 Black and White Department stores in the first annual dressmaking contest being jointly sponsored the chain stores and WMPS, local ABC affiliate. The ladies are being asked to submit the dress of the taste and patterned along the 1954 style! Dresses entered in this gigan contest may range from a child's size to women sizes, the contest direct pointed out. Fifty-five additional prizes are being offered by the station and the department stores.

Educational Bulletin

For the third consecutive year WCAE, Pittsburgh, has issued semi-annual bulletin summarizing educational programs to be aired throughout the coming school season. A complete schedule is listed with description of the various subjects that will be presented and the dates they are to be heard. The bulletin prepared in co-operation with Pittsburgh Public Schools, the Carnegie Library of Pittsburgh and Western Pennsylvania Safety Council. It distributed to all the Carnegie libraries in the district, the various elementary schools and other institutions that are interested in promoting educational programs for children.

THERE'S ONLY ONE

Lord Tarleton

MIAMI BEACH

OCEAN FRONT • 40th to 41st Sts.

Reservations Invited • Walter Jacobs

'Mayflower' Hearing Draws Web Heads

(Continued from Page 3)

charged discrimination against the broadcasters.

2,000 Stations Affected

"Station owners and managers—2,000 and more of them—are barred by the Commission's decision from a privilege which is not denied to any other class of our citizens—except convicts confined in prisons," Stanton declared. "Today broadcasters regularly invite the farmer, the businessman, the labor leader, the politician, the housewife, the child in the school and the man on the street to come before the microphone to tell what he thinks about prices, taxes, the European Recovery program and the length of women's dresses. Only the broadcaster himself must remain silent under the threat of the Mayflower decision."

Characterizes Mayflower Decision

The Mayflower decision, Stanton said, comes down to "a distrust of the owners and managers of American radio stations, and indirectly a distrust of the American people themselves. . . . This, I believe, reflects a fundamental misconception of the working of our democracy, a fundamental lack of confidence in the intelligence and good-will of the American people. I, for one, have more confidence in Americans and in the corrective power of our democracy." Declaring that the editorial broadcasts can be made "to encourage the competition, exchange, and diversification of ideas so vital to the democratic process, Stanton concluded his testimony with the following comment:

"These new radio voices, hundreds of them entering the market place of ideas, can help to invigorate democracy. Radio editorials will, we believe, very much encourage public discussion and argument. It is inevitable that many listeners will disagree with the editorial views of a broadcaster on any particular issue. But this, in our view, is a further reason for radio stations to editorialize. Democracy cannot flourish by hiding or avoiding disagreement. On the contrary, it subsists upon the free expression of all kinds of opinion."

Woods of ABC Heard

Mark Woods, president of the American Broadcasting Company, testifying yesterday, declared that "operation in the public interest places a positive duty upon the broadcasters to editorialize vigorously whenever they believe it is in the public interest to do so."

"Under the common interpretation of the Mayflower decision we have been enjoined from openly expressing our opinions on controversial issues," Woods continued, "so it would not be surprising if we came before this Commission a little rusty in that particular pursuit. Some broadcasters may be experiencing the same sense of anxiety which is rather common to people who are for the first time afforded the privilege of openly expressing their opinions without fear of official retaliation."

Speaks For All Broadcasters

"That any such anxiety should have seized men's minds in our country is

Protestant Groups Plan To Form Commission

(Continued from Page 1)

ects, Dr. Ross said, will be a major research study of religious radio that will enable PRC to "redefine its viewpoints, appraise the needs of the churches and radio industry, and shape Protestant policies and programs with clarity and effectiveness. . . ."

membership in the new group will consist of denominations and inter-denominational agencies including international Council of Religious Education, Federal Council of Churches, Foreign Missions Conference of North America, Home Missions Council of North America, United Council of Church Women, Missionary Education Movement, Church World Service and American Bible Society.

'Snooks' Replacement Planned

General Foods plans a new replacement for "Baby Snooks," which it sponsors over CBS Friday at 8 p.m., EST, after the broadcast of May 20. General Foods has sponsored the series for 11 years. Time slot will be retained by GE but the replacement has not been selected. Young & Rubicam handles the account.

the first justification I would advance for the modification of the Mayflower injunction."

speaking in behalf of fellow broadcasters, Woods continued: "it would seem to be that the broadcaster, in his effort to serve the public interest, should have the right to state his opinion, to express his viewpoint, and to urge his audience to understand the significance of his editorial. This in no sense implies that an iron curtain is thus being lowered before the public. A radio station is only one of many effective means in any community for the expression of ideas. Newspapers may disagree; public speakers may disagree; direct mail campaigns may disagree; teachers utilizing their freedom to teach (and they are licensed, too) may disagree. These are some of the safeguards against any blackout of ideas."

Coming Up

- A BED OF ROSES (Johnstone)
- A FEW MORE KISSES (Patmar)
- I'M LOOKING FOR A SWEETHEART (Jay-Dee)
- I LOVE YOU, YES I DO (Lois)
- IT'S EASY WHEN YOU KNOW HOW (Pemora)
- I WANT TO CRY (Excelsior)
- JUNGLE RHUMBA (Duchess)
- LOVE IS FUN (Encore)
- MY PROMISE TO YOU (BMI)
- RHUMBA JUBILEE (Amigo)
- ROSALINDA (Cherie)
- SO SOMEONE CARES (Campbell-Pergle)
- SWING LOW SWEET CLARINET (Stuart)
- THERE I GO (BMI)
- TROUBLE IS A MAN (Regent)
- WHO'S GOT ALL THE DOUGH (Alvin)

BMI Pick-up Sheet

Hit Tunes for March (On Transcriptions)

ALL DRESSED UP WITH A BROKEN HEART (Marks)

NBC-THESAURUS—Novatime Trio WORLD—Russ Morgan
STANDARD—Lawrence Welk LANG-WORTH—Johnny Thompson

DREAM PEDDLER, THE (Peer)

Frankie Carle—Col. 38036 Hal Derwin—Cap. 481
Sammy Kaye—Vic. 20-2652

FOOL THAT I AM (Hill & Range-Mutual)

NBC-THESAURUS—Novatime Trio LANG-WORTH—Airlane Trio
STANDARD—Rudy Sooter

I WOULDN'T BE SURPRISED (Republic)

NBC THESAURUS—Sammy Kaye

LET'S BE SWEETHEARTS AGAIN (Campbell-Pergle)

LANG-WORTH—Airlane Trio NBC-THESAURUS—Novatime Trio
LANG-WORTH—Lenny Herman WORLD—Eddy Howard
LANG-WORTH—Shep Fields ASSOCIATED—Mindy Carson

LOVE IS SO TERRIFIC (Mellin)

NBC-THESAURUS—Jumpin' Jacks World—Les Brown

PASSING FANCY (BMI)

ASSOCIATED—George Towne WORLD—Les Brown
LANG-WORTH—Larry Clinton

TERESA (Duchess)

NBC-THESAURUS—Music of Manhattan STANDARD—Curt Massey
WORLD—Nat Brandwynne STANDARD—Les Paul Trio
LANG-WORTH—Lenny Herman

WHO PUT THAT DREAM IN YOUR EYES (Stuart)

CAPITOL—Buddy Cole LANG-WORTH—Chuck Foster
STANDARD—Dick Jurgens

WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)

LANG-WORTH—Four Knights WORLD—Nat Brandwynne
NBC-THESAURUS—Sweetwood Sorenaders STANDARD—Freddy Martin

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)

WORLD—Charlie Spivak NBC-THESAURUS—Slim Bryant

YOU'VE CHANGED (Melody Lane)

STANDARD—David Le Winter

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

Okl. Conference In Closing Session

(Continued from Page 1)

agency and station representatives, educators, radio staff members and student guests took part in the sessions.

Certificates of merit for exceptional excellence in continuity were awarded Jean Taylor of KCRC, Enid, and Peggy Williamson of KGNC, Amarillo, Texas.

With the theme of the conference labeled "The New Look in Radio," Roy Harlow, BMI station relations representative, New York, said that the new look is merely the very old look in music. He recommended teamwork in a station for better programming. The better program your station can build the greater will be your share of the audience and the more people you may attract back to radio who now seemingly have lost the listeners habit.

Analyzes Audience Reactions
Eddie L. Dunham, NBC production executive, said that a radio fan can hear too many of the same type programs and go stale. Listening to the same type music can keep a person from his radio. When he gets sick of radio he blames it on the programs. The listener uses his radio less and less. This should alarm all agency men and clients, Dunham said, but unfortunately it doesn't.

Dunham charged that many programs are ruined because there is too much dissension between one vice-president and another, the account representative and the head of the radio department, the conductor and the soloist.

Would Survey Sets Not in Use
P. A. Sugg, WKY manager, Oklahoma City, told RADIO DAILY's correspondent that he considered a research that would reveal why radio sets are not tuned in as the most valuable research the radio industry can formulate. He advocated an early study of sets not in use.

New uses and outlets for radio were suggested in two portions of the conference. At the FM sessions it was announced that in at least one large city there soon might be a connection between the street railway company and an FM radio station whereby broadcasts would be made over speaker systems in the street cars. Thus thousands of persons would hear special programs planned for the peak traffic hours as they went to and from work. Dr. Henry Clay Smith, Hamilton College psychologist of Clinton, New York, announced the results of an industrial study in music uses recently completed. Music increased plant production in various departments from four to 25 per cent and as much as four hours of music was acceptable for night shift workers, while approximately only one hour was needed on the day shift to achieve the maximum result. Doctor Smith debunked the idea that music reduced accidents.

Representatives from all portions of the Oklahoma, Kan., AWB twelfth district were in attendance during its two-day meeting.

NETWORK SONG FAVORITES

The top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of February 20-26, 1948.

TITLE	PUBLISHER
A Fellow Needs A Girl.....	Williamson
An Old Sombrero.....	Shapiro-Bernstein
Ballarina.....	Jefferson
Bog Your Pardon.....	Robbins
Best Things In Life Are Free.....	Crawford
Big Brass Band From Brazil.....	E. H. Morris
But Beautiful.....	Burke & Van Housen
Golden Earrings.....	Paramount
How Lucky You Are.....	Peter Maurice
How Soon.....	Supreme
I Never Loved Anyone.....	Dreyer
I'll Dance At Your Wedding.....	George Simon
I'm Looking Over A Four Leaf Clover.....	Remick
In A Little Book Shop.....	Triangle
Little Old Mill.....	Mood Music
Lone Star Moon.....	Advanced
Love Is So Terrific.....	Mellin
Manana.....	Barbour-Lee
Now Is The Hour.....	Leeds
Papa Won't You Dance With Me.....	E. H. Morris
Passing Fancy.....	Broadcast Music
Pianissimo.....	Santly-Joy
Saturday Date.....	Southern
Saturday Night In Central Park.....	T. B. Harms
Serenade Of The Bells.....	Melrose
Teresa.....	Duchess
Treasure of Sierra Madre.....	Remick
What'll I Do.....	Berlin
With A Hey And A Hi And A Ho Ho Ho.....	Bourne
You Don't Have To Know The Language.....	Burke & Van Housen
You Were Meant For Me.....	Miller

Second Group

TITLE	PUBLISHER
A-N-G-E-L Spells Mary.....	United
At The Candlelight Cafe.....	Witmark
Dickey-Bird Song.....	Robbins
Gentleman Is A Dope.....	Williamson
I Still Get Jealous.....	E. H. Morris
I'll Make Up For Everything.....	Leeds
It's Easy When You Know How.....	Pemora
I've Got A Feeling I'm Falling.....	Santly-Joy
Let's Be Sweethearts Again.....	Campbell-Porgie
Ooh Look-a There Ain't She Pretty.....	Leeds
So Far.....	Williamson
Stars Will Remember.....	Harms
Tell Me A Story.....	Laurel
Thoughtless.....	Feist
Too Fat Polka.....	Shapiro-Bernstein
Two Things To Worry About.....	Martin Block
When You're Smiling.....	Mills
You Turned The Tables On Me.....	Sam Fox
Your Red Wagon.....	Leeds

Copyright, 1948, Office of Research, Inc.

ABC Co-op Renewals; Other Biz Reported

(Continued from Page 1)

portion of Paul Whiteman's record show, aired Monday through Friday. Renewal is effective March 29 and was signed through Kenyon & Eckhardt.

Toni Inc. has renewed the 3:15-3:30 p. m., EST., segment of "Ladies Be Seated" through the Chicago office of Foote, Cone & Belding. Renewal is effective March 29.

New accounts at WJZ include the nightly "Whiz Quiz" sponsored by Beich Candy Co. from 6:30-6:45 p. m. Allen Prescott emcees the man-in-the-street type of program which is recorded. Contract was placed through Olian Advertising Co. Starting March 8 Consolidated Laundries Corp. will sponsor Nancy Craig's co-op show over WJZ from 1:15-1:30 p. m. on Monday, Wednesday and Friday.

Italian Swiss Colony Wines starts sponsorship today of the Don Gardner newscast over WJZ from 7-7:10 a. m. on Tuesday, Thursday and Saturday. Agency is Platt-Forbes.

Cincy Radio Listeners Rate High In Sets-In-Use

(Continued from Page 1)

in all areas except Philly increased from the previous report.

On the Pulse list of top ten evening shows, Walter Winchell and Amos 'n' Andy appear for the first time, replacing Mr. District Attorney and Red Skelton.

Among daytimers, strong differences in listening are shown in the five cities. In New York only four of the top ten are soap operas. In Philly and Chicago, seven are soaps and in Boston, eight. The Cincy list is made up entirely of serials, while Arthur Godfrey, leading day-timer in the five-city average, fails to make the top ten there.

Top ten evening shows in the five areas, in order, are: Jack Benny, Lux Theater, Edgar Bergen, Fred Allen, Bob Hope, Fitch Bandwagon, Fibber McGee & Molly, Truth or Consequences, Amos 'n' Andy and Walter Winchell.

NAB Plans To Take Part In FCC Facsimile Hearing

Washington Bureau, RADIO DAILY

Washington—The NAB has notified the FCC that it will appear March 15 to participate in the oral argument on the question of setting engineering standards for facsimile.

WMID Scores A "First"

Atlantic City, N. J.—The first official address of General Omar N. Bradley, as the Chief of Staff of the U. S. Army, before a convention of the American Association of School Administrators, was exclusively carried over WMID. The speech, which lasted 23 minutes, was recorded by WMID in its entirety and aired from 11:00-11:30 p. m. that night.

TELEVISION DAILY

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

TBA ASKS HEARING TO OPPOSE LEMKE BILL

TELE TOPICS

By JIM OWENS
Associate Editor

MAJOR beer firm, heavy spender in radio sports in New York for several years, will plunk all its dough in TV starting next fall. They feel the bar TV audience has not yet reached its peak,—and where can they sell more suds? . . . And one of the reasons why Old Gold is splitting sponsorship of the Dodgers on WHN with General Foods is because it wanted to use the extra coin for tele. . . . Final session of the Yankee Network's tele clinic at the Somerset Hotel (Boston) tomorrow night will include a pick-up of a show from Gotham. Clinic has had much success, and Hub ad execs are said to be really hot on the medium as a result.

KTLA is prepping a tour of the Mount Wilson video setup for execs at the NAB convention when it opens in Los Angeles next May. . . . Columbia Univ. students will present a special show on WABD tomorrow to raise funds for the rebuilding of Royan, French village leveled during the war. Under-grad John Diegnan, who made headlines with his plan recently (he flew a B-24 in one of the raids) will be featured on the show. . . . Russ Hodges, who with Mel Allen will do the Yankees for Ballantine next season, will also do a nightly quarter-hour sports seg on TV starting next month. . . . Mary Alice Moore, a regular on several NBC drama shows the past year, has been screen-tested by two major movie outfits as a result of her video work.

A N. Y. concert group is ready to roll with television adaptations of top operas, both live and film, once the music ban is lifted. Excerpts of operatic scenes will be used, particularly those requiring minimum amount of space. . . . Jerry Fairbanks has bought Robert S. Brode's "The Surprised Corpse," an original video chiller. It'll be the first of Fairbanks' second series of "Public Prosecutor" video films. . . . WNBW (Wash.) has a new target for the bobby-sox brigade in Johnny Bradford, RCA-Victor find. Bradford tees off tonite as "singing editor" of "NBC Television Magazine"—with a coke-and-cookie (!) press confab for teen-agers afterward.

New RCA Console

Camden—Lowest-priced console tele receiver to be introduced by RCA Victor was announced yesterday by the company's home instrument department here. Set, offering a 10-inch direct view tube (picture approximately 6 by 8 inches) will list at \$369.50, plus tax and installation. New model brings the RCA console TV line to six, plus two table models.

Tele Tour of the Milky Way

Washington—Television audience in the Capital will get its first close-up of the firmament on Thursday, March 18th via a special hour-long program (8 p.m.) set up by WMAL-TV and the United States Naval Observatory. Station's TV camera will be fastened to face-plate of the Observatory's 40-inch reflector, which will track the moon, stars, etc. Initial tests, conducted last week, proved feasibility of the undertaking, moved Capt. Guy W. Clark, superintendent of the Observatory to comment: ". . . the television audience will be able to see celestial bodies exactly as they appear in the sky—almost as if they were looking over the shoulder of our astronomer."

Third Tele "Institute" Set For N. Y. Apr. 19-21

Third "Television Institute," comprising a three-day meeting and industry trade show, will be held at the Hotel New Yorker, April 19 through 21, it was announced yesterday.

Approximately 1,000 industry execs from all phases of the medium are expected to attend the meet, which will have 12 individual panel discussion sessions. Entire mezzanine floor of the hotel will be used to display tele sets of all manufacturers, it was said, and approximately 70 display units have been reserved to handle industrial and trade showings. Prominent tele execs, as yet undesignated, will address the various sessions and a luncheon session set for the opening day, Monday, April 19, in the grand ballroom.

Philco Exhibit at Phila.

Philadelphia—New developments in television receiver production, broadcasting and inter-city relaying of television programs will be shown pictorially in an exhibit during March at the Franklin Institute here. Views

WFIL-TV Series Plugs Tele As Educ. Force

Philadelphia—Educational value of tele will be emphasized by WFIL-TV via a continuing series which premiered here last night in co-operation with the Philadelphia Board of Education. Series, which will eventually expand to a quarter-hour five-nights-a-week sked, will attempt to demonstrate what the Board is doing and how instruction is carried on in schools. "With extension of television facilities within the public and parochial school systems, the format of the programs will be altered somewhat and the series made available for in-school classroom use . . ." station says.

Radio Long In Use

Philly schools for several years have made use of radio designed for in-school listening. Series debuted last night was on music, and next week (March 9) WFIL-TV will start another on science.

of tele research and engineering will trace the history of the industry's technical developments during the past 20 years.

Lively Tele Clinic Marks Close Of Okla. U. Meeting

By Staff Correspondent,
TELEVISION DAILY

Norman, Okla.—Television has already become a competitive advertising medium to AM and is destined to become "the successor to AM broadcasting as it is known today," industry execs were told here last weekend as the video clinic of the Annual Radio Conference of the University of Oklahoma came to a close. Statement, made by Adrian Rodner, of Television Advertising Productions, Chicago firm, brought lively cross-questioning from AM broadcasters in attendance, and emphasized the success of the TV session. Rodner as-

serted that surveys revealed tele was "greatly preferred" to audio in homes having both radio and video. Further emphasizing the growth of the medium, Rodner said that "at least two stations without AM affiliations were already in the black" and that there were 200 video advertisers on the air compared to 30 last year.

Later in the session, James Lawrence, manager of KSD-TV, reported his station was "in the black last month." He added, however, that top execs of the outlet were still paid out of station's AM funds, but that KSD-TV "is doing even better than we expected."

Urges Argument Re TV Channel 1 For FM

TBA yesterday made formal request to the House Interstate and Foreign Commerce Committee for an "immediate" hearing on the Lemke Bill, (HR. 78), which, if adopted, would assign the 44-50 mc. band-video Channel 1—to FM. Petition was filed by TBA's Washington attorney, Thad H. Brown, with Rep. Charles A. Wolverton (R., N. J.), chairman of the House Committee.

Bill, which was originally introduced by Lemke in January of '47, would cut available TV channels from 13 to 12, whereas broadcasters have emphasized the need for more channels in view of rapid expansion of the medium. Assignment of Channel 1 to FM would further limit the medium, it's felt, since the FCC is expected to assign another TV channel to mobile services.

In the petition Brown pointed out that Wolverton's Committee conducted a hearing on the Lemke Bill last Feb. 3 and 4, at which time only proponents of the bill were permitted to appear. "It had been anticipated that the opponents of the bill would be permitted to appear on dates immediately successive to those upon which the proponents testified," the petition states. "When developments proved otherwise, it was anticipated that an early and reasonable time for presentation would be designated by the committee."

Petition further points out that broadcasters are "vitaly concerned in the development of a complete record in this matter" and adds that TBA is prepared to "present factual information and opinion on all phases of television and of the allocation problems relating thereto."

Kid Stuff

"The Local Crowd," a teen-age program which has been a regular WNBW Washington feature for the past two months, will be seen as a Saturday afternoon program series over NBC's New York outlet WNBC, starting Saturday, March 6 (4:00 p.m., EST).

Bill Herson, NBC Washington commentator, is master of ceremonies on "The Local Crowd" which features amateur talent recruited from this city's high schools. Before a juke box and a coke bar, the students go through their various singing, dancing, comedy and other paces. At intermission time, the youngsters dance to records.

AGENCIES

ALBERT TILT, JR., has been named vice-president and account supervisor of Young & Rubicam, Inc. He has been with the agency since 1927. During the war he served in the Navy with the rank of commander.

JOHN G. SCHNEIDER, who during the past year had been copy supervisor at Keyon & Eckhardt, Inc., has left that agency to rejoin Lennen & Mitchell, Inc., as vice-president and copy director.

PATRICIA K. GRAFF has joined the traffic department of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency.

THE SWEET COMPANY of California, manufacturers of Cake Box bakery goods, has appointed John Freiburg & Company, Los Angeles advertising agency, to handle their advertising. Newspaper, radio, and point-of-sale schedules are being planned for the Sweet Company's promotion.

Radio Set Exports Reported Shrinking

(Continued from Page 1)

ports is running at the rate of \$4,000,000 monthly. He added this figure will be cut by 50 per cent by the end of the year.

The shrinkage in export business forecast by Burke is the result of no relaxation by importing countries of limited import permits for radio receivers and the shrinking dollar resources in these countries.

During the year 1947, RMA reported that 1,520,826 units were shipped abroad with a value of \$53,537,043.

Stewart-Warner Dividend

Chicago—Stewart-Warner Corporation directors last week declared a cash dividend of 25c per share on the five dollar par value common stock payable April 10, 1948, to stock of record at the close of business March 11, 1948. A similar payment was made January 10, 1948.

Available Shortly
for Advertising Agency,
Television, or Radio
in New York only

ADVERTISING-PUBLICITY EXECUTIVE

with comprehensive back-
ground in radio, motion pic-
tures, and the theatre

Box 250 Radio Daily
1501 Broadway, N. Y. C.

COAST-TO-COAST

Daily Kiddy Strip On WHBC

Canton, Ohio—In contrast to the hair-raising adventures offered juvenile listeners in radio fare, WHBC is presenting a locally produced daily strip entitled, "The Kiddies' Korner." Series features original stories and songs as told and sung by Bob Smiley and Carol Adams of WHBC. Accompanied by Charles Pickens, the pair dramatize a complete story each day.

Becomes Faculty Member

Des Moines, Iowa—Bett Wells, women's director for KRNT, has been appointed a faculty member of the Des Moines Adult Education Program. She will conduct evening classes in radio technique.

Heads '48 Community Chest

Rock Island, Ill.—Ted Arnold, local sales manager for WHBP, has been elected president of the Rock Island Community Chest for 1948. Last year Arnold served as vice-president for the campaign.

Appointed Honorary Colonel

Oklahoma City, Okla.—Bruce Palmer, WKY news director, has been appointed an honorary colonel to the staff of James A. Nance, president pro tem of the Oklahoma State Senate. Palmer's appointment was made "in recognition of special, distinctive and meritorious service rendered the state on a state-wide basis in the new program of government: 'Growth and Development of Oklahoma.'"

Radio Stations Tax Case Studied in Massachusetts

(Continued from Page 1)

tax valuations established by the boards of assessors of Springfield and West Springfield, with the case being heard by Commissioner John L. Burns of the State Board of Tax Appeals.

The West Springfield assessors have assessed the transmitter tower and other equipment located in that town at \$1,342.86, whereas station officials contend this value should not exceed \$1,200. The extra money was assessed on the contention that the tower and transmitting equipment is defined as machinery, whereas the station contends it is not machinery, and therefore not subject to taxation.

The same situation exists at the broadcasting building here. Springfield assessors established a figure of \$5,000, while the station claims it should be only \$3,200, exempting speech equipment from the machinery classification.

The station claims that in a recent case, the telephone company's speech equipment was taken out of the machinery classification, and contends that the same should be true with broadcast equipment.

The case is important, since an adverse decision against the station would mean heavy taxes in the future on any expensive FM or television equipment which may be established by stations in the state.

Appointed WXXW Sales Mgr.

Albany, N. Y.—Gren Rand has been named sales manager of WXXW, new 10,000-watt station which will go on the air about March 1st as the city's most powerful outlet. The new sales manager was formerly associated with WOKO as that station's assistant manager.

Joins KAUS Engineering Staff

Austin, Minn.—New KAUS chief engineer is Glen Klein. Before joining the station, Klein was associated with the engineering staff of KMA, Shenandoah, Iowa.

Johnston Endows Scholarship

Birmingham, Ala.—Henry P. Johnston, general manager of WSGN and WSGN-FM has endowed a full-tuition scholarship in journalism at his alma mater, Washington and Lee College, as a memorial to his father.

On With The Busses

Phoenix, Ariz.—KTAR, in co-operation with the Phoenix transportation system, recently presented a broadcast on the retirement of the streetcar system and the inauguration of hydromatic bus service. Station program director, Howard Pyle, interviewed old-timers who rode on this city's first street cars. Broadcast was made through shortwave facilities.

NEW BUSINESS

WMAQ, Chicago: Outlet reports new orders and renewals for a total of 428 station breaks and 18 one-minute announcements during the past week. Largest renewal was that of Colgate-Palmolive-Peet Company (Vel), through William Esty Co., for a schedule of seven station breaks a week for 52 weeks, starting end of Feb. Other orders included Goldenrod Ice Cream Co., through Goodkind, Joice & Morgan, renewal of schedule for one station break weekly for 52 weeks starting March 28; Cleveland Cleaner & Paste Co., through Bayless-Kerr, a six-week schedule of two station breaks weekly, effective March 16; Klein's Sporting Goods Co., through Walter L. Rubens & Co., 12 one-minute announcements to be aired on the "Early Bird" program daily for two weeks, and Jumptown, Chicago restaurant, six one-minute announcements to be aired on the 11:00 Club program.

Hawaii Paper Has MBS Co-Op

Hilo Tribune-Herald, Hilo, Hawaii, is the 36th newspaper to sign for local sponsorship of "Meet the Press," MBS co-op broadcast Friday from 10-10:30 p.m., EST. Show is heard in Hilo over KIPA. "Meet the Press" has about 10 other co-op sponsors in addition to the 36 newspapers.

Radio Station

W O W

NEW YORK

Announces with pleasure
the appointment of the

BOLLING COMPANY INC.

as its National Representative

R. W. Bolling
General Manager

Effective March 8, 1948



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 42

NEW YORK, WEDNESDAY, MARCH 3, 1948

TEN CENTS

MAYFLOWER DECISION DEFENDED BY FLY

Showmanship Urged in Radio's Selling End

New Orleans—Admonishing broadcasters that the time has come "to go back to the old hand-shaking days and beating the bushes for new business," Gene Tibbett, WLOX, Biloxi, held a joint meeting of the Mississippi Broadcasters Association and the Louisiana Association of Broadcasters the past weekend to exert more showmanship.

"Radio was built for showmanship and good sponsor relations," Tibbett said. "Many potential advertisers have not yet been approached for contracts. Let's start selling our media on its merits."

Richard P. Doherty, of NAB, said

(Continued on Page 6)

Landry Gets New CBS Post On Web's Program Board

Robert J. Landry, for the past five years head of the CBS division of program writing and supervisor of "Studio One," has been named secretary of the network's program board, Frank Stanton, president of CBS, announced yesterday. In his new position Landry will have a part in the expansion of radio and television programming and will produce a series of educational films for CBS.

Toni Company Expanding Radio Net Commitments

Toni Company will make its bow on a nighttime radio April 1 when it picks up the Thursday, 9:30-10 p. m., EST, period on CBS. Current show in that period, "Crime Photographer," will be dropped by Anchor Hocking Glass Corp. after the March 25th broadcast. Toni will either continue "Crime Photographer," normally with

(Continued on Page 2)

U. S. Delegate

William C. Benton, former Assistant Secretary of State, has been chosen to head the U. S. delegation to the UN Freedom of Information Conference set for Geneva beginning March 23, it was learned yesterday. Confab will take up problems of international transmission and reception of information, and will discuss a possible charter of "rights of media of information."

More To Come

Washington — Broadcasters are faced with two more Congressional studies during the next few weeks. Proponents of the so-called high-band FM will testify before the House Interstate Commerce Committee probably during the week of March 22, and committee will notify broadcasters later this week of hearings to begin April 5 on the bill introduced last week to limit broadcast power to 50 kilowatts for AM stations, and to break up clear channels.

Zenith Won't Sponsor MBS 'Radio Newsreel'

Chicago—Sponsorship of Mutual's "Radio Newsreel" by Zenith Radio Corp., which was scheduled to start March 1, is definitely off and varying reasons are given for failure to carry through the deal. Furthermore, a spokesman for MBS said the network, which had received commitments for the show from MacFarland, Aveyard & Co., Zenith's agency, considered the issue a closed matter. Mutual, however, has notified those stations which were committed for the commercial

(Continued on Page 6)

Cross Going To Geneva For UNESCO Conference

Christopher Cross, for the past two years U. S. radio liaison officer of United Nations, leaves on the S. S. America today as U. N. radio representative to the Freedom of Information conference of UNESCO which

(Continued on Page 2)

Heavy Spot Campaign Set By Cigaret Manufacturer

American Tobacco Co., through M. H. Hackett Co., will inaugurate an intensive spot campaign on behalf of Herbert Tareyton cigarettes on March 15, it was learned yesterday. Contracts have been signed with at least six New York indies for a total of 419 spots weekly. It is believed the campaign will be carried to about 20 key market areas throughout the

Former FCC Head, Counsel For ACLU, Declares Broadcasters Now Have Complete Freedom Of Speech

Dewey Clubs Buying Time In Two States

What is believed to be the first use of commercial radio aimed at nominating a 1948 presidential candidate has occurred in New Hampshire and Wisconsin in behalf of Gov. Thomas E. Dewey. Sponsors of the campaign are local "Dewey for President" Clubs who have bought air time to promote their candidate.

Programs are built around recorded excerpts from past speeches made by Dewey and attempt to show the stand

(Continued on Page 4)

World's Fair Of Music To Include Radio Talent

Promoters of the World's Fair of Music, scheduled for New York's Grand Central Palace next July 19-24, are planning to line up several network programs to originate at the public exhibition of musical pano-

(Continued on Page 2)

Cuba's New Radio City Will Be Dedicated Mar. 13

Havana, Cuba — Circuito CMQ, Cuba's only network, will officially dedicate its new three million dollar Radio City, the island's largest building, with a weekend of festivities

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — Former FCC chairman, James Lawrence Fly, appearing yesterday on behalf of the American Civil Liberties Union, defended the "Mayflower" decision—promulgation of which occurred while he was head of the Commission. Fly added that "one may safely conjecture that the eminent vice-

(Continued on Page 5)

WJR Will Originate CBS Teen-Ager Show

"Accent on Youth," teen-ager musical and variety program, originating with WJR, Detroit, will be heard on the full CBS network as a sustaining feature starting Saturday, from 4:00 to 4:30 p. m.

The program will originate in the Detroit Music Hall with nearly every high school in the area furnishing talent for the show. Included in the talent are a 70-piece 'teen-age chorus

(Continued on Page 4)

New York FM Outlet Announces New Sponsors

A third six-hour evening package has been wrapped up by WABF and sold jointly to Admiral Radio and Sachs Quality Stores. For 52 weeks beginning tonight, sponsors will pick

(Continued on Page 4)

Pan-American Week

Radio stations of the Greater New York area will be invited to participate in the observance of "Pan-American Week" which will be observed from April 12 to 17. The event, sponsored by the Good Neighbors Center of New York, will include a "Good Neighbors" parade on April 17 with cadets from various Latin-American countries coming to New York to participate.



★ COMING AND GOING ★

Vol. 42, No. 42 Wed., Mar. 3, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wink, Manager
6425 Hollywood Blvd. Phone: Granite 6807
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 2932

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

FINANCIAL

(March 2)

NEW YORK STOCK EXCHANGE

Table with columns: 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 various commodities like DuMont Lab., Stromberg-Carlson, U. S. Television, etc.

Cliff Edwards Sets Series On Disney Film Character

Cliff Edwards, veteran radio and movie comic, has set up a package producing firm in partnership with Art Lane and Ernest Sax, and will get into immediate production with a half-hour series titled "By Jiminy Cricket," based on the Disney cartoon character which he portrays in the movies.

The series is a historical fantasy in which lives of prominent Americans will be dramatized, with their consciences occupying a live role in the person of Edwards as Jiminy Cricket. Screen star Robert Young will play the lead-off role of Patrick Henry, with a 35-piece orchestra and the Lyn Murray Choir.

The show is a \$15,000 package.

HOWARD K. SMITH, chief of the Columbia network's European news staff, is back in his London headquarters after spending five days in Prague trying to give a factual report on the seizure of the Czechoslovakian government by the Communists.

ROY HARLOW, director of station relations for BMI, has returned from Norman, Okla., where he attended the radio conference at Oklahoma University.

CHRISTOPHER CROSS, United States radio liaison officer for the United Nations, sails today aboard the Americo for the Geneva conference of UNESCO.

FRED WAGENVoord, manager of KBZ, American network affiliate in Muskegon, Mich., is in New York for conferences with officials of the web.

WILLIAM von ZEHLE, president of the advertising agency bearing his name, left yesterday by plane for Cleveland for client conferences with the Brotherhood of Railroad Trainmen.

BEN BAYLOR, sales manager of WMAL, Washington, D. C., a visitor yesterday at the offices of the American network, with which the station is affiliated.

M. E. TOMPKINS, president of Associated Music Publishers, sails today for Europe, where he'll spend two months visiting musical centers in England and on the Continent.

MARK WOODS, president of the American network, and ROBERT E. KINTNER, executive vice-president of the web, have returned from Washington, where they attended the FCC hearings on the "Mayflower" decision.

PETER DONALD has returned from Buffalo, where he was honored by the Men's Club of the upstate city.

RALPH DENNIS, national spot sales manager for ABC, left last night on a business trip to Boston. He'll be back in New York next Monday.

DAVISON TAYLOR, Columbia network vice-president and director of public affairs, leaves today for Washington, D. C.

CLYDE W. REMBERT, managing director of KRLD, Columbia network affiliate in Dallas, Tex., has joined the executive contingent currently in New York.

CARROLL BAGLEY, account executive at WNEW, returned yesterday from a vacation spent at Hobe Sound, Fla.

JOHN NEAL, WINS program director, returns to New York today after a trip to Cincinnati where he discussed program policies with Crosley executives.

FRANK SAMUELS, sales manager of ABC's Western division, is in Gotham to confer with network officials.

Cuba's New Radio City Will Be Dedicated Mar. 13

(Continued from Page 1)

starting March 13. CMQ, operating 18 hours daily, is a seven-station hook-up with its programming dominated heavily by soap operas, most of them live. One hour of recorded music is broadcast daily.

Cuba's Radio City contains a movie theater leased to Warner Brothers, 22 studios, two restaurants, 14 retail stores, a bank, an auto showroom, a penthouse night club and seven floors of office space. Broadcasting facilities comprise the largest RCA installation ever made outside the U. S.

Goar Mestre, a Yale graduate, is president of CMQ. He also heads a Havana advertising agency, Publicidad Mestre, and is veepee of the Inter-American Association of Broadcasters.

Plans call for radio and agency execs from North and South American countries to be guests of CMQ for the weekend ceremonies. Invitation list includes Niles Trammell of NBC and Frank Stanton of CBS.

Cross Going To Geneva For UNESCO Conference

(Continued from Page 1)

opens in Geneva on March 23. Cross, widely known in radio as writer, producer and public relations executive, will present the analysis of domestic radio to the UNESCO conference and may accept a permanent post in their organization.

Subscribers To NRI

Don Lee Broadcasting System and CBS have subscribed to the forthcoming Pacific networks' reports of the Nielsen Radio Index Service, it was announced yesterday. NRI will begin servicing the stations with West Coast data in April.

World's Fair Of Music To Include Radio Talent

(Continued from Page 1)

rama. The week-long show will feature some 150 exhibits by radio manufacturers, recording companies and music publishers plus two stage shows daily. Stage appearances will be made by musical and recording artists. Robert Merrill was the first artist to sign for an appearance.

Show is being staged by the World Wide Music Exposition, Inc., headed by George Wiener, music publisher. Wiener is chief of two publishing firms—Grand Music Corp., and Wemar Music Corp.

Electronics division of General Electric is among the first radio manufacturers to be allocated space for the exhibit. Included in the exhibits will be displays and demonstrations of radio, television and musical instruments. Admission charge for the show will be \$1.20 with students admitted for half price. Part of the proceeds will go to the Hospitalized Veterans Association and the American Heart Association.

Toni Company Expanding Radio Net Commitments

(Continued from Page 1)

a Hooperating around 15, or put in another similar type package show. Agency for Toni is the Chicago office of Foote, Cone & Belding. New series will mark the fifth network show for the sponsor which this year set a radio budget of five million dollars.

Meantime, Anchor Hocking Glass Corp. is dropping radio only temporarily. William H. Weintraub agency reports that radio has done a successful job for the advertiser and that the sponsor will resume radio commitments at some later date. Anchor Hocking Glass Corp. has been a CBS advertiser for about five years.



Washed up

The press release called this a picture of "raging flood waters which swept Northern Pennsylvania and Western New York, that stalled traffic on route #5 near Pittsfield, Pennsylvania, April 5th, 1947."

Washed up! That's what that car is. That's what the road is. And that's what the business that can't see the floodwaters of competition is going to be... Washed up.

We don't know how you're going to operate in other markets... but down here in Baltimore, in radio, the smart money uses W-I-T-H. That's the successful independent. W-I-T-H delivers more listeners - per - dollar - spent than any other station in town. W-I-T-H belongs on any selective test. Is it on yours?



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Rood

“It’s About Time One of the Networks Got Around to a Show Like This” (Variety, Feb. 11, 1948)

Only 4 weeks old and already . . .

“MUTUAL NEWSREEL”

*has been acclaimed the most graphic, dramatic
and exciting news program on the air today*

Because for the first time, a program makes use of the full possibilities of radio in reporting the news.

Because it’s a program of the news as it happens, when it happens and presenting the personalities the world over, who make the news. Not narration, not analysis, this program gives the full, dramatic impact of events breaking.

Because in four short weeks, “Mutual Newsreel” has presented such national and international personalities as:

Mohandas K. Gandhi	Herbert Hoover
Harry Lauder	Secretary Marshall
Leslie Groves	Robert A. Taft
Clement Atlee	John L. Lewis
Henry Ford, II	Bob Hope
Pope Pius XII	Att. Gen. Clark
Emily Post	Henry Wallace
Rep. Leo Isacson	Dwight Eisenhower
Jan Masaryk	Gene Autry

Because it’s put together not by one or even a half a dozen men, but by thousands.

(a) The nearly 500 affiliates of Mutual put behind it their full news facilities . . . on-the-scene reporters with mobile units, wire and tape recording equipment . . . and with special short-wave and line feeds into our New York news room.

(b) Mutual’s corps of 22 experienced, foreign correspondents trained in “Newsreel’s” special techniques, short-wave their features from the world’s news centers.

(c) “Newsreel” draws on the full facilities of many other international news and short-wave services.

Because the industry’s most critical reviewers have given it full-column raves, studded with such phrases as:

“Overall effect is punchy, dramatic and authentic, a series of real-life vignettes conveying the color and mood of each occasion.

(Variety, 2-11-48)

“The listener feels that he was there when the news broke.” (Chicago Tribune, 2-18-48)

“This show is top-flight radio news coverage.” (Billboard, 2-28-48)

(We don’t think any show is as good as Variety and Billboard say this is—but we know it’s a great show and we will aim to make it as good—or better.)

Because it’s broadcast at 9:15-9:30 p.m., EST, Monday through Friday, “Newsreel” gathers and edits the big news of the day and puts it on at a time when everybody can hear it. Remember that 60,000,000 Americans are at work in the day and cannot listen to the news.

For All These Reasons, “Mutual Newsreel” is undoubtedly the biggest news program on the air today and already it’s building a tremendous following.

For All These Reasons, “Newsreel” should make an unusually effective and powerful program for some advertiser—in fact we say without hesitation, that “Mutual Newsreel” is the program buy of the year.

Write, wire or phone for the full story—
and the remarkably low prices.

MBS --- The No. 1 Network for NEWS

WJR Will Originate CBS Teen-Ager Show

(Continued from Page 1)

under the direction of Don Large, all types of musical groups including duets, trios, quartets, octets, as well as outstanding soloists.

Lending professional support to the talented 'teen-agers will be the 24-piece WJR orchestra conducted by Paul Lavoie. 'Teen-age emcees and comedians as well as vocal groups will be showcased to the nation in the sparkling program which has been acclaimed by local critics as the nation's best 'teen-age show.

Originated Year Ago

"Accent On Youth" is a WJR-originated and produced program with Eric Howlett producing and Jane Morris writing the script. Program was originated a year ago by Program Director Worth Kramer and Educational Director Mark Haas as an entertaining public service with the objective of helping fight juvenile delinquency.

Don Lee Dedication Set For Week Of May 22

Los Angeles—Formal dedication of Don Lee's new Vine street building has been set for 6 p. m. May 22, according to an announcement by Lewis Allen Weiss, vice-president and general manager of the network and board chairman of Mutual. Entire week will be devoted to special events commemorating occupancy.

The initial board meeting of Mutual directors ever held on the Coast is slated for May 19 and 20. Building will be thrown open for public inspection after the dedicatory ceremonies.

Renew 'Dr. I. Q.' On NBC, Also 'News Of The World'

"Dr. I. Q." has been renewed on NBC by Mars, Inc., through Grant Advertising. Show is broadcast Monday at 9:30 p. m., EST., over 128 stations.

Miles Laboratories has also renewed "News of the World" over NBC, heard five nights a week at 7:15 p. m., EST. Wade Advertising Agency handles the account. Both renewals were handled for NBC by Jack Galbraith of the central division.

MR. SPONSOR

Young man with more than 18 years' combined Network-Agency experience in radio publicity and public relations now eager to join large corporation or firm with radio properties where experience can be employed to mutual advantage. Presently with top agency, but ready to move. Write

Box No. 118, RADIO DAILY

1501 Broadway New York 18, N. Y.



Mainly About Manhattan...!

● ● ● Wildest rumor of the week has Robert R. Young, the railroad biggie, angling to buy out Wm. Paley's stock in CBS. . . . White House insiders claim that Pres. Truman feels that radio and television will play a much more decisive role in the coming elections than newspapers. . . . More government agencies will sponsor radio shows starting next fall due to the success of the current Army series. . . . In an effort to stimulate greater sales (and stealing a leaf out of radio's giveaway shows) Pittsburgh newspapers are offering dogs, ponies, etc., to the persons bringing in the most new subscribers. . . . (As Allice Frost, of Mr. & Mrs. North, sez: The average quiz show contestant seems to feel that the world owes him a giving). . . . Looks like musical programs will be favored over drama as summer replacements. . . . Who do you think is the most popular mugg along Miami Beach these days and nites? They tell me it's none other than S. Leo Barkas—"Sonny," to youse guys and gals. . . . Pled Pipers set to replace the Modornaires on the Club 15 airer. . . . Crosta Blanca Wine taking to video via telo-spots, (60-second animated films). . . . Fred (Hucksters & Saxon Charm) Wakoman has punched out another 'annully.' This tomo's tabbed "The Wastrel." . . . Henry Morgan current events that in Washington, to err is human but to keep it quiet is superhuman.

☆☆☆

● ● ● Kay Roberts handling Mark Goodson's new pkg. "Times A-Wastin'," a quizzer starring Morey Amsterdam. . . . John Loveton's "Mr. and Mrs. North" whodunit series renewed through June. . . . As if he weren't busy enuf with 18 radio shots a week, Peter Donald guests on Chesterfield Supper Club Friday. . . . Larry Douglas in line for his own summer air show. . . . Since Vic Damone narrowly escaped injury when tossed from his horse recently, his sponsor has inserted a "no horseback riding" clause in his contract. . . . Nellie Lutcher's Capitol disc, "Fine, Brown, Frame," banned by the nets. Suggestive lyrics, it sez here. . . . Bret Morrison, who narrates "Light of the World," will do the role of the apostle Paul on CBS' Easter Sunday airing of "Son of Man." . . . Aside to Gene Hamilton: Glad to hear that Geo. Maynard will produce the "Music Lovers, Inc." pkg. . . . Blanche Gaines has signed Madeline Capp (sister of Al Capp, who draws "Li'l Abner) under exclusive management and is promoting a new air idea of hers. . . . Maggi McNellis reminds us that a lotta girls would be better off if they worried more about a New Outlook than they do about the New Look.

☆☆☆

● ● ● West Coast boys tell me that Maxie Rosenbloom is heading for a summer replacement spot with a modern version of "The Leather Pushers." Jack Carter, comedy click of "Call Me Mister" and selected by editors of Collogo Jester as "Mr. Comedy of 1948," makes his 2nd appearance on the Fred Allen stanza Sunday. . . . Video package agencies looking for original half-hour scripts. . . . Radio Mirror running a bio and story on "Cinderella Week-end"—Mort Nusbbaum's daily quizzer on WHAM. (Incidentally, a lot of Mort's old pals here catch him on his nitely disc jockey show from there). . . . Items of No Interest Whatsoever Dep't: Lone Ranger program has worn out over 600 records of its theme, Wm. Tell Overture. . . . The Robert Merrill Opera Writing Contest, originally skedded to close Feb. 29th, has been extended to Sept. 30th due to the many letters complaining that composing an opera is not a task which takes a mere two or three months. . . . Alan Courtney, whose new daily variety stanza is a solid click on WNEW, hears that Winthrop Rockefeller may be dropped from the social register—but it doesn't matter so long as he stays in the cash register. . . . Dick Hyman's new tome, "Don't Snore In Bed," tabbed for Aug. release by Duell, Sloan & Pearce. . . . Judy Canova off for London this summer. . . . Tim Marks reminds us that on March 15th, the income tax people will put on a share the wealth program. Tim, the old cynic, adds that some radio programs are the din you love to shush.

Dewey Clubs Buying Time In Two State

(Continued from Page 1)

he has taken on various domestic and international issues. Excerpts run from five to eight minutes and are designed to fill part of a quarter-hour show, remainder of the time being filled with discussions by local Dewey committeemen.

So far the series has been sponsored on 10 stations in New Hampshire and about 15 in Wisconsin. It is expected that the same technique will be used by more local committeemen in states which have "Dewey for President" Clubs.

New York FM Outlet Announces New Sponsor

(Continued from Page 1)

up the tab for the FM indie's Wednesday 6 p. m.-to-midnight sked of classical music.

Two other nights have been sold as a package to a single sponsor. Local Philco distributor sponsors the station's Monday evening program and Gross Distributors, local Stromberg-Carlson outlet, signed up Friday night ten days ago.

Contract was negotiated by Ira S. Hirschmann, president of WABF, and Robert Glauber, vice-president of Admiral.

Two CBS Affiliates Given Power Increase

Two CBS affiliates have announced power increases. WDNC, Durham, N. C., now operates with 5,000 watts in the day and 1,000 at night. Station formerly broadcasting with 250 watts also shifted frequency from 1490 to 620 kilocycles. Station manager is J. Frank Jarman.

WMAZ, Macon, Ga., has upped its power from 5,000 to 10,000 watts. Wilton E. Cobb is station manager.

Atlantic City Bound

The personnel of "The Pause That Refreshes" and "Spike Jones Show," both sponsored by Coca-Cola Co. of CBS, will head for Atlantic City, N. J. on March 10 to present replicas of their air shows before the Convention of Coca-Cola Bottlers of the United States. Stars include Morton Downey, Jane Froman, Percy Faith, Spike Jones, Roger Pryor, Dorothy Shay.

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

Fly, Defending Mayflower Decision, Sees Speech-Freedom Unimpaired

(Continued from Page 1)

resident and general counsel of NBC as not so far forgotten his bringing up or abandoned his public record professions as to advise the NBC that the Commission, the Congress guardian of the public interest in broadcasting, has no right to review program content."

His reference was to Charles Denny, former FCC chairman who was in the hearing room Monday with the NBC president, Niles Trammell.

"To permit a broadcaster to hang out the public—and exclude opposing points of view—would strike at the very roots of the First Amendment," Fly said, insisting that no broadcaster can properly serve the public interest "by subverting the transmitter to his own private views."

That the FCC is no more than "an electrical traffic cop" is a discredited idea, but nonetheless "a score of times in every sun-spot cycle it is dusted off and launched on a trial pin through the ether," Fly said. Congress set up a Commission, "not just a chief engineer," he added.

Radios present pre-eminent position in the news field—far stronger than that of the press—will recede "when radio starts grinding its own axe," Fly said. He also spoke of the value of a good radio voice, describing it as a compelling mechanism, frequently far beyond the logic of the position taken. "Radio is splendid; radio is powerful. In terms of public opinion radio is not merely dynamite—it is atomic."

"Silly Talk"

He termed complaints that broadcasters do not have complete freedom of speech under the Mayflower decision "silly talk — broadcasters wield a tremendous control over the nation's free speech mechanism. They select and define subjects, they choose speakers, they fix times, and individual employes give the news and present opinions." He mentioned Quincy Howe and H. V. Kaltenborn.

John Dwight Sullivan, counsel for the Advertising Federation of America, told the Commission his membership feels that all sides of controversial questions should be broadcast, but that "it is our belief and conviction that the licensee himself may be heard in support of his beliefs, whether or not it be deemed editorialization, and that without such rights of expression there will be an end to a truly free radio."

Prof. Giraud Chester of Cornell University, appearing as an individual, took issue with Professor Cushman, who appeared earlier in

the day for the University station, WHCU, Ithaca. He said the Mayflower decision serves to increase the likelihood of balance on the air.

He said that if, for example "all four national networks cast their editorial lot openly with the present Administration in the forthcoming elections, a mild form of consternation would break out in certain Congressional quarters . . . and those Congressmen would have real reason for their consternation, for while we know that Congressional opinion reflects public opinion by virtue of regular elections, we do not have the same assurance for the opinions of broadcast licensees. We don't even know the present political leanings of licensees. The Commission doesn't have this information in its files."

"Having carefully avoided inquiry into such matters, to assume that the Commission has somehow, by chance, selected several thousand licensees who, in their editorial makeup, will reflect the major strains of public opinion, seems to me a naive and highly questionable assumption."

Criticizes Miller

Chester also struck at the NAB president, Justin Miller, quoting from a speech by Miller in which the NAB leader suggested two reasons why broadcasters should be concerned with freedom of speech—first "a plain matter of dollars and cents" and, second, "that a country cannot continue to be free unless its people are free to express themselves—to exchange ideas—without abridgement or censorship by government."

Stanley Faulkner, for the Voice of Freedom Committee, presented the Commission with 10,000 signatures to a petition urging that impartiality in broadcasting be maintained, that trade unions be given time to match "industrial sponsors," and that "many liberal commentators dropped from the air in the past year be brought back."

Nathan Straus Gives Views

Nathan Straus, president of WMCA, New York, testifying as an independent broadcaster, expressed the view that radio station management should have the right to express an opinion but placed a limit on the amount of time that might be devoted to editorializing. He summarized his views as follows:

"1) The FCC bases its policies upon a distinction between the rights and privileges of newspapers and the rights and privileges of radio stations. I believe the distinction is a valid one based on a real difference.

"2) It is my belief that the Mayflower decision is not the right way to deal with this difference.

"3) I believe that the effect of the prohibition against editorializing on the air is to encourage evasion by stations in order that they may express opinion and, in fact, become 'advocates.'

"4) I believe that the effect of the

Mayflower decision is to grant to radio advertisers a right which is denied to radio licensees.

"5) I believe that the Mayflower decision limits access to varying shades of opinion in many communities at a moment in the world's history, when an informed public opinion is a vital necessity if our country is to survive.

"May I, in closing this statement, offer specific suggestions for reconciling the essential right of freedom of opinion with the sound philosophy of the right of government to supervise the use of the air waves. The policy that I advocate takes a middle ground. It avoids both extremes. I do not believe that radio should have the same right as newspapers to editorialize. I do not believe in the denial to radio of all right to editorialize. Neither extreme serves the public interest best."

Offers Recommendations

Continuing Mr. Straus made definite recommendations to the commission on the subject of editorial opinion. These recommendations were:

"1) Expression of editorial opinion should be permitted to the extent of 15 minutes a day. For a station which is on the air 18 hours, this would amount to 1.4 per cent of the broadcast day. For a daytime station which is on the air only 12 hours, it would amount to 2 per cent of the broadcast day.

"2) Expression of editorial opinion should be clearly labeled and announced as such, both at the beginning and at the close of the editorial.

"3) Stations should be required to allocate time, following each editorial period, for letters from the public. This would give listeners who disagree with the editorial viewpoint an opportunity of rebuttal. It would correspond roughly with the 'Letters to the Editor,' which is a regular feature of the editorial pages of most newspapers.

"4) The privilege of editorializing on the air should be confined strictly to stations owned by an individual or a group, all of whom reside in the primary coverage area of the station.

"The cure for the evils of democracy is more democracy," Straus continued. "Be it soapbox, pulpit, press, or radio, more discussion is the only sure road to more enlightenment. The dissemination of views as well as news, opinion as well as information, will help people to understand issues of the day. I would rather run the risk of permitting propaganda than the risk of muzzling free speech."

Hearing to Continue Today

Scheduled to be heard today are Saul Carson of the New Republic, Attorney Theodore Pierson for a number of client stations, Milton Stewart for the American Jewish Congress and Charles Siepmann, author of "Radio's Second Chance" and compiler of much of the material of the FCC controversial Blue Book.

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA.
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRWA
READING, PA.
ESTABLISHED 1922

Represented by
ROBERT MEEKER ASSOCIATES

NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS

**SMALL AGENCY:
NEED A RADIO-TELEVISION
DIRECTOR?**

Who can create new ideas, write, edit, produce, deal with clients? Write
Box No 119, RADIO DAILY
1501 Broadway New York 18, N. Y.

Zenith Won't Sponsor MBS 'Radio Newsreel'

(Continued from Page 1)

series that they will be granted payments for the period March 1-28.

Story of Zenith's plans to sponsor a network radio newsreel first came out of Chicago last December but no network was mentioned in the original announcement. Later the deal was set for Mutual, and Zenith took an option on the show, reportedly to give it time to line up distributors for a co-operative job. By Feb. 12 a total of 76 MBS affiliates were committed to carry the series commercially starting March 1.

The deal suddenly blew up when the agency notified Mutual that Zenith's sponsorship would not go through, but the network was not given specific reasons as to why the order was cancelled. Yesterday, Mutual offices in Chicago told RADIO DAILY's local correspondent it was understood that Zenith had trouble getting distributors to sign for the deal. The agency, when called, declined to comment on the matter and suggested that information should come from Zenith. Ted Leitzell, Zenith promotion manager, said that while his company had an option on the program no contract had been signed and the option was not picked up because the firm "didn't think it was a good deal."

Meantime, Mutual, whose experiments in building its newsreel dates back at least a year, has gone to many thousands of dollars of expense in putting the series on the air. A. A. Schechter, veepee in charge of news and special events, just returned from a trip to the West Coast in connection with lining up affiliates to feed news items for the newsreel to Mutual's New York office. Mutual is pitching the show to other sponsors but it won't remain on the air indefinitely, because of heavy expense, without an advertiser.

Joining Staff Of KIRO

Baden Powell has resigned his position in the MBS audience promotion department to become program director of KIRO, Sioux Falls, South Dakota, a Mutual affiliate. He'll be replaced at MBS by Tom Wilmot, radio writer and producer.

John Cecil Holm WCBS Guest

John Cecil Holm, author of "Three Men On a Horse," stage and film success of a few years back, will be heard on WCBS tomorrow when he guests on the Margaret Arlen program, 8:30-9 a.m. Holm, an exhibitor at the Fourth Annual Antique Show, will discuss "Making Antique Collecting a Profitable Hobby."

Geer On 'American Family'

Legit star Will Geer will play the lead on WOV's "American Family" stanza tonight, 9-9:30 p. m. Written, produced and directed by Virginia Momand, program is titled "Brotherhood: As We Sow, So Shall We Reap."

Urges More Showmanship In Selling End Of Radio

(Continued from Page 1)

that labor relations is the knottiest problem now confronting station managers. He said higher labor costs have resulted from the competition for good talent. The organization of thousands of new radio stations, both FM and AM has made the problem of survival an immediate thing to station managers.

Doherty said station is called upon to increase its salesmanship, increase the pull of its "live" programs and to perfect its labor relations as well as its relationships with program sponsors. Now as always, Doherty said, the stock in trade of any station is its programming. Programs must be unique and highly talented to hold the listener today and sponsors buy listeners, not merely time on the air.

Fred Weber of WDSU, New Orleans, secretary-treasurer of the LAB, introduced Ralph Wentworth, of BMI. Wentworth reviewed the position of BMI in relation to radio stations and touched briefly on the history of the organization. He said one of the prime aims of the group is to encourage new writers and to protect radio from arbitrary demands made on it by ASCAP.

Discusses Television

Philip Merryman, New Orleans consulting engineer and former television planner for a major network, reported that television will lengthen its forward stride during the next two years. Production of \$100 television sets will place television in the reach of everyone. However, Merryman added a note of warning to the optimistic view of television. He says it will be unable to grow without active support of advertisers and he said television offers little competition to radio, newspapers or motion pictures. "Television is a different medium of expression in entertainment and advertising," Merryman

was introduced by Harold Wheelahan of WSMB.

Stanley Ray, pioneer FM broadcaster in New Orleans, discussed FM and stated it had been unprofitable because of the scarcity of receiving sets. This picture is rapidly changing, however, and advertisers are aware of it because they are buying more and more FM programs.

Hugh Feltis, of BMB, told broadcasters his bureau would soon undertake a survey of average daily audiences of each member station. I. T. Cohen, ASCAP southern regional director of Atlanta, Ga., spoke on the aims and purposes of ASCAP. He also discussed the copyright law and introduced the local representative of ASCAP.

MBA Elects Officers

The groups held separate meetings and the MBA elected new officers. Hugh Smith, WLAU, Laurel, Miss., was elected president. Other new officers are Bob Wright, WTOK, Meridian, Miss., vice-president; Bob Evans, WELO, Tupelo, secretary-treasurer. The new board of directors includes Wiley Harris, WJBX, Jackson; C. J. Wright, WFOR, Hattiesburg, and Emmett McMurray, of WJPR, Greenville, Miss. The LAB group retained their present officers because the organization has been active less than a year. All delegates were guests at a cocktail party and lunches at the International House. They were entertained at a dinner at the famous New Orleans Arnaud's Restaurant, and they were guests on Saturday afternoon at the New Orleans Fairgrounds race track—where a race in their honor—The Misslou was run. The Louisiana group will hold a meeting in August at Baton Rouge, La., and will be guests of radio station WJBO, Roy Debadie, LAB vice-president, and radio stations WLCS, Earl Smith, and WLSU, Ralph Steele.

Urges Inclusion Of Radio In N. Y. News-Reporter Bill

In an attempt to get the same rights for radio as those granted to the press, Dave Driscoll, WOR news director, yesterday wired New York State Senator Thomas C. Desmond asking him to amend his bill granting information immunity to newspaper and press association reporters to include also persons engaged in gathering news for radio.

Introduced Monday

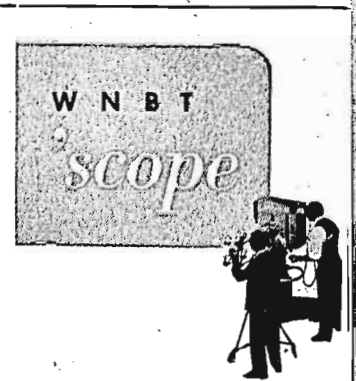
Driscoll's wire said, "Many radio stations gather substantial amounts of news without assistance from newspapers or press associations and it therefore seems proper to urge you to consider our problems at the same time you consider those of newspaper men." Sen. Desmond's bill was introduced in the New York State Assembly Monday after two Newburgh, N. Y., newsmen were sentenced to jail last week for refusing to reveal information sources on policy numbers

Three Rutgers Debates Scheduled Over WHN

Series of three inter-collegiate debates with Rutgers University as "home team" have been set by WHN, Sundays, 2:30-3 p. m., starting Mar. 7. George Hamilton Combs will act as moderator. Schools to oppose Rutgers on successive weeks are NYU, Hunter and Columbia. Programs will originate at the indie's studios.

tickets which were reproduced in their newspaper.

Sen. Desmond wired WOR late yesterday that he thought it best to try to pass the bill in its present form, however, and then later consider an amendment. Driscoll then telephoned Gov. Dewey's office in Albany and a spokesman there informed him that the bill was not likely to pass in its present form but would very likely be amended to include radio. Bill is expected to be changed to include radio next week when leaders in both houses hold a meeting.



ON THE AIR AT CHANNEL 4 . . .

WEDNESDAY, MARCH 3

- 5:00 Puppet Playhouse
- 7:50 Newsreel Theater (Camels)
- 8:00 Americana
- 8:30 In the Kelvinator Kitchen—Alma Kitchell (Kelvinator)
- 8:45 Interview—Richard Harkness—From Washington
- 9:00 Television Theater—"Attorney at Law" (Kraft Foods Company)

THURSDAY, MARCH 4

- 5:00 Puppet Playhouse
- 7:50 Newsreel Theater (Camels)
- 8:00 Television Screen Magazine—Variety
- 9:00 You Are an Artist—Jon Gnagy (Gulf)
- 9:15 Eye Witness—From Washington
- 9:45 Nature of Things—Dr. Roy K. Marshall—From Philadelphia

PACIFIC VIEW . . .

San Franciscans have reason to be pleased with the news that the *Chronicle* television station there will be an NBC affiliate when it goes on the air this year. Another link in NBC's plans for national web television.

COMPETITIVE SCANNING . . .

In the 1926 advertisement formally initiating NBC and network radio there were these words: "If any others will engage in this business the National Broadcasting Company will welcome their action, whether it be cooperative or competitive." To others who have recently thought of long-range television plans: It still goes.



A Service of Radio Corporation of America

TELEVISION DAILY

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

WPIX PREPARES HEAVY SKED FOR TELE DEBUT

TELE TOPICS

By JIM OWENS
Associate Editor

NBC and ABC are bidding for the first web commercial to be tied in with the daily conventions. Drew Pearson will do his shows before and during the confabs for the hats, and latter is already making film commercials thru Springer Pictures. Actual booking depends on which net can deliver most stations, etc. . . . "Swift Home Service" will become "The Swift Show" when it switches time on NBC April 1. And it'll be in the 8:30-9 p.m. slot Thursdays, not Fridays as we itemed. Sponsor is also preparing two 30-min. versions of the seg on film to see if it won't be cheaper than live. . . . "Mary Kay and Johnny" (WABD) lost its sponsor Jay Jay Dress Co.—as of last week, but will remain as a sustainer. Case is another in which a small biz firm exits the medium with advent of higher rates.

PROFS—at Yale, Syracuse and other halls of learning are huddling with the TBA use of tele in the classroom. . . . INS bagged itself a tele-scoop last nite with sneak showing of newsreels of the Red grab of Czechoslovakia. Films hit the N. Y. audience two full days before the movie reels who'll have it Thursday the earliest. . . . Video Associates has sold the first of a series of 1-min. film spots to a major ET outfit. . . . Associated Merchandising Corp., a department store buying chain, is said to be prepping a video tour of the recent Allied Stores Caravan. . . . Wallpaper in an Farnsworth's office (he's eastern sales mgr. for WABD) is a silhouette of the Emery State and Chrysler bldgs.—which are merely the transmitter sites of the outlet's impetish.

WGN-TV, Chicago, will debut on April 4 amid a huge promotion drive via tie-up with The Tribune and major dealers and manufacturers. Campaign will get under way Mar. 15 with a confab of 500 top executives at station's studio, ending with a "Television Open House Rally" in the Sheraton Hotel during the opening week. . . . Westinghouse has hit the Baltimore market with its TV console, listed at \$485, and RCA will add another table model to its line before spring.

Scans School Forum

Entire proceedings of the N. Y. Herald-Tribune Forum for high schools at the Waldorf-Astoria next Saturday will be televised on a three-city web. WCBS-TV, CBS' N. Y. outlet, will scan the day-long confab and feed it to WMAR-TV, Baltimore, and WMAL-TV, Washington.

Boston Exhibit To Air Web Shows

Boston—Hub City's first large-scale showing of tele sets, scheduled for the First Annual Electric Show at the Mechanics Building here April 3-10, will also include pickup of NBC web shows by WBZ-TV via the A.T.&T. microwave relay system. Public attending the show will see the network programs on a battery of sets rigged up by local dealers in displays throughout the exhibit. Westinghouse outlet will also air pickups of the audience via special camera chain set up on the stage of exhibit hall.

White Owls May Nix Dual AM-TV Plan Report RCA Sets Demo Of Thea. Tele System

Plans for simultaneous video-radio broadcasts of N. Y. Yankees' home baseball schedule by Mel Allen and Russ Hodges over WABD and WINS next summer for Ballantine and White Owl Cigars may be discarded before the season starts, primarily because of latter sponsor's objection to the setup.

Cigar firm, which will bankroll the Yanks on alternate days with Ballantine on WINS, is reportedly against the plan since it would split the play-by-play duo—one for each medium each day—whereas it contracted for Allen and Hodges as a team. Further to confuse the situation is Allen's alleged attitude toward tele, which while enthusiastic, is said to be such that he won't use a video monitor or alter his "style" to suit tele specifically to the subjection of radio.

Thomas Talks To Ad Men

Trenton—Tele is the "magic window" which is now being installed in modern homes at the rate of 2,000 every working day, Eugene S. Thomas, prexy of the N. Y. Advertising Club and sales manager of the Bamberger Broadcasting System told ad executives here yesterday. Because of its great potential as an ad and sales medium—he predicted 50 stations would be in operation by end of '48.

Long-range agreement between Warner Bros., 20th-Century Fox Film Corp. and RCA on the development of equipment for theater television will produce first tangible results within the next 30 days in the form of actual demonstrations, it was learned yesterday. Deal, signed during latter part of last year, is said to be primarily concerned with large-screen theater tele in black-and-white, with RCA and the film companies contributing engineering know-how and equipment.

Equipment is said to have been designed which will provide projected images measuring 18 by 24 feet with brightness "not less than the minimum requirements contained in the Society of Motion Picture Engineers specifications." Delivery on such equipment is expected to be made to both film firms within the next six months.

Apex Buys WABD Spots

Apex Electrical Manufacturing Co., has signed for a series of 13 spot announcements on television station WABD to advertise the Fold-a-matic ironer. Announcements will be aired Mondays and Thursdays, starting March 11 and continuing through April 22. Agency is Meldrum & Fawcett, Cleveland, Ohio.

Press-Time Paragraphs

FCC Gets Three New TV Applications

Washington—FCC yesterday announced receipt of three new applications for video stations. Petitioners include: Advertisers Press, Inc., Flint, Mich., channel 11; May Broadcasting Co., Omaha, Nebraska, channel 13; and Pittsburgh Radio Supply House, Inc., channel 10 in Pittsburgh, Pa.

ABC Speeds Coast Plans

San Francisco—Plans for construction of a tele transmitter on the Suro Twin Peaks estate by ABC's outlet, KGO-TV, were pushed yesterday following approval of the project by the City Planning Commission. Action of the Commission in re-zoning a portion of the six-acre Adolph Suro estate will become final in 30 days.

News' Station Sets 7-Day Fare; 4-Hr. Day

WPIX, N. Y. News' outlet, will make its debut as Manhattan's fourth video station with an operation geared to be the "competitive equivalent" of the other three local outlets from the opening gun on June 15, scheduled starting date. Such are the plans of Robert Coe, WPIX chief, who's aware of the fact the News outlet will be scanned by the New York audience with the same critical eye as its rivals, and that program fare will necessarily be compared. Coe feels WPIX's debut presents problems vastly different from that of a station opening in a city without previous tele service, and that there'll be little time for experimentation, etc., as such WPIX expects to have a staff numbering 100 by opening day, which is more than double the current 40 or so.

"Hollywood-Type" Opening

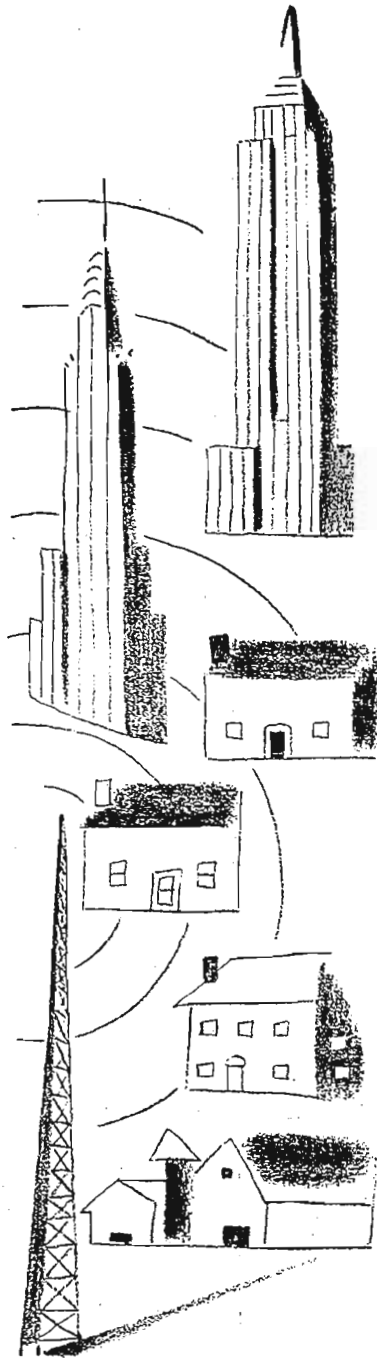
Opening show, according to Harvey Marlowe, station's program director, will be a gala "Hollywood-type" premiere, with top dignitaries and show-folk before the ikes. Debut will be a night-time affair, Marlowe says, but plans are current to run the thing into a solid week, idea being to "get the audience accustomed to the station."

Station will operate, during first few months, on 7-day week four-hours-per-day basis, Coe says. He feels the 7-day idea is important and stresses the need of regular daytime programming. News and remotes will be strong factors in the WPIX operation, with the former occupying about 12 per cent of the schedule. Station plans to focus heavily on remote pickups,—30 per cent of the schedule—with one such program aired per day, on the average. WPIX will also stress news programs, and plans to treat the latter with "immediacy, or in the same manner as sound radio."

Inside Stuff

Philadelphia—John Ballantyne, president, and William Balderston, exec veepee of the Philco Corporation, appeared as guests on a program aired over WPTZ, their own TV outlet here last night. Show "Leaders of Industry," sponsored by Reynolds & Company, stock brokerage house, dealt with growth of Philco as a major U. S. business organization, and its future in the field of television.

WJZ



offers you a variety of great opportunities to tell your sales story to a ready-made audience on New York's *first* station

CO-OP PROGRAMS

You get the benefits of a big-time, coast-to-coast network show, yet you pay only the WJZ share of the total cost! The varied appeals of these shows give you almost pin-point audience selectivity.

1. **Baukhage Talking** . . . 1:00 pm Monday-Friday. News and analysis direct from the nation's capital, by one of radio's most distinguished commentators. Successfully sponsored by more than 100 leading local concerns!
2. **Gangbusters** . . . 9:00 pm Saturday. A fast, action-packed half-hour of thrills — one of the top-rating adventure shows in all radio. Smack in the middle of WJZ's great Saturday-night line-up! What a sensational buy!
3. **Boston Symphony** . . . 9:30 pm Tuesday. A full hour of great music, played by the renowned Boston Symphony Orchestra, under the baton of Dr. Serge Koussevitzky. A wonderful prestige program, it follows Town Meeting on WJZ's impressive new Tuesday-night line-up.
4. **Mr. President** . . . 2:30 pm Sunday. From Hollywood . . . thrilling, authentic, behind-the-scenes dramas in the White House! Starring M-G-M's Edward Arnold, one of Hollywood's top movie actors. Patriotism, suspense, action!

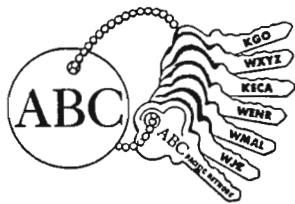
PARTICIPATING PROGRAMS

Specially designed for a varied appeal: the businessman . . . the housewife . . . the family. These WJZ programs produce results!

1. **Kiernan's Korner** . . . Walter Kiernan. 6:30-7:00 am, 7:15-7:55 am Monday-Friday. Recorded music, Kiernan's delightfully humorous comments on the passing parade. Refreshing early morning fare.
2. **Nancy Craig** . . . 12:35-1:00 pm Monday-Friday. Homemaking hints, guest interviews. What a following! For the past ten years, Nancy Craig has consistently been the biggest mail-puller on WJZ! Housewives act on her suggestions.
3. **McNellis & Sheldon** . . . 2:00-2:30 pm Monday-Friday. Audience participation from the famous Latin Quarter. The SRO sign is hung out daily! Guest stars, games, gimmicks, lots of prizes.
4. **New York Tonight** . . . with Allen Prescott. 6:30-7:00 pm Monday-Friday. Recorded dinner music; tips on new shows, movies, restaurants, etc. . . . Delightful, lively listening that the whole family enjoys. Great for selling entertainment.

ABC 770 KC—50,000 WATTS **WJZ**
American Broadcasting Company.

Call the ABC spot sales office nearest you for information about any or all of these stations!



WENR — Chicago	50,000 watts	890 kc	WMAL — Washington	5,000 watts	630 kc
KECA — Los Angeles	5,000 watts	790 kc	WXYZ — Detroit	5,000 watts	1270 kc
KGO — San Francisco	50,000 watts	810 kc	ABC — PACIFIC NETWORK		



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 43

NEW YORK, THURSDAY, MARCH 4, 1948

TEN CENTS

'SECURITY CENSORSHIP' URGED BY GOV'T

Baseball Teams Plan Commercial FM Outlets

Baseball owned and operated FM stations in several of the major league cities are being considered by both American and National league club officials, RADIO DAILY learned yesterday. The teams plan to pattern their stations after the FM outlet sought by the Brooklyn Dodgers for commercial operation.

Among the cities where baseball stations are in prospect are Chicago, Detroit, St. Louis, Pittsburgh, Boston and Philadelphia. In Chicago, according to reports, Phil Wrigley owner of the Cubs has been surveying the ra-

(Continued on Page 8)

Debate Starts On Budget For "Voice Of America"

Washington Bureau, RADIO DAILY
Washington—The "Voice of America" is still the voice of the State Department rather than the voice of the American people, Chairman Karl Stefan of the State Department subcommittee of the House Appropriations Committee told the House yesterday. Stefan spoke as debate opened upon the proposed \$28,000,000 budget for the USIS.

Stefan said he was "not happy about the present and immediately fore-

(Continued on Page 2)

Lux Radio Theater Leads Hooper's First Fifteen

Lux Radio Theater has set a new Hoopering high for the season, 30.5, in maintaining its position as top-rated evening show, according to the Hooper report for Feb. 15-21, released yesterday. Runners-up were Fibber

(Continued on Page 2)

Tribute To Skater

Montreal—When Canada's skating sweetheart Barbara Ann Scott is presented with the Lou Marsh memorial trophy on Saturday, March 13, her fans from coast to coast will have a chance to listen in. CBC has arranged to broadcast 30 minutes of the proceedings, to take place at a banquet in Barbara Ann's honor at the Royal York Hotel, Toronto.

Telephone Lines Solve NAB Talker's Problem

Washington—Some kind of record for a long-distance luncheon speech was set here yesterday (Wednesday) by Kenneth Baker, research director of NAB, thanks to Maurice Mitchell, manager of WTOP, local CBS-owned station, and Merle Jones, manager of WCCO, CBS outlet in Minneapolis.

Baker was supposed to fly out Tuesday to Minneapolis to address the Advertising Club there. But Tuesday night the airlines were shutdown by the snowstorm. It looked like Baker wasn't going to make his talk.

Then Merle Jones got to work. He had lines set up between WTOP and WCCO, told Mitchell what the Ad Club luncheon was going to be, and yesterday Baker sat down to exactly the same luncheon he would have eaten in Minneapolis, chatted over the two-way lines with the Ad Club men in the mid-Western city, and then got up and gave his speech. He heard the applause in Minneapolis clearly when he finished.

Switch Westinghouse Spot Business Account

Westinghouse Radio Stations, Inc., represented since 1940 by NBC Spot Sales, is switching to Free & Peters, effective next Jan. 1, it was officially revealed yesterday by J. B. Conley, general manager of the six Westinghouse stations. National spot business

(Continued on Page 3)

Voluntary Action By All Info Media Requested By Army, Navy Heads; Miller On "Committee Of 8"

Washington Bureau, RADIO DAILY

Washington — A call for a "voluntary security" censorship was officially voiced here yesterday as a sub-committee of eight was named to study "recent violations of security" and report within a month to a larger group of 30 representatives of news media, including radio, press, newsreels, etc. The sub-

(Continued on Page 3)

Thomas Tells Ad Men '48 Will Be Best Year

Radio can enjoy the best year in its history in 1948 if it does a thorough job of selling and educating advertisers, according to Eugene S. Thomas, sales manager of WOR, and president of the Advertising Club of New York.

Increased revenue, he said, should be forthcoming from new industries, products and services, and also be-

(Continued on Page 6)

Mutual Attorneys Mull 'Newsreel' Cancellation

Refusal of Zenith Radio Corp. to go through with an order placed with MBS by MacFarland, Aveyard agency for the web's nightly newsreel is a matter which has been placed in the hands of Mutual attorneys, according to Robert D. Swezey, MBS veepee

(Continued on Page 3)

Disc Jockeys Appeal For Red Cross Support

An appeal for "loot" and "moola" and "green linen" for the current Red Cross fund drive is being sent to band leaders and disc jockeys by jivester Fred Robbins, WOV platter-spinner

(Continued on Page 8)

Cut Broadcasting Time To Save Power Of CBC

Montreal—In order to help conserve electric power, the broadcasting time of radio stations CBL and CJBC, Toronto, has been voluntarily reduced by three hours daily. The reduction took effect soon after hydro cut-offs began in the Toronto area. Power of the two stations is now being maintained as low as possible

(Continued on Page 8)

Charlie McCarthy Featured On Herald-Tribune's Forum

Edgar Bergen and Charlie McCarthy will participate in the New York Herald Tribune Forum for High Schools Saturday via an NBC broadcast from the confab which will be held at the Waldorf-Astoria. They

(Continued on Page 2)

Additional Witnesses Testify At 'Editorializing' Hearing

Washington — The FCC yesterday heard a continuing parade of witnesses urge that broadcasters not be given free rein to editorialize on the air. Strongest opponent of the no-editorial policy was Radio Attorney W. Theodore Pierson, who insisted that a broadcaster "fulfills his duty if full and equal opportunity is afforded" to all substantial sides of broadcast issues.

Pierson was on hand to represent KOB, Albuquerque; WGPA, Bethlehem, Pa.; WWDC, Washington; WKBV, Richmond, Ind.; WHIR, Danville, Ky.; WKWK, Wheeling, W. Va.; WENY, Elmira, N. Y.; WLOL, Minneapolis; WIND, Chicago; KLLZ, Denver; WTAD, Quincy, Ill.; KUTA, Salt Lake City; KGLO, Mason City, Iowa; KVOR, Colorado Springs; WJLS, Beckley, and WKNA, Charleston,

(Continued on Page 5)

Testimonial

Hollywood — With Bob Hope, Jack Benny and George Jessel serving as emcees, a portion of the testimonial dinner to be tendered Louella Parsons by the Los Angeles Examiner on the occasion of her 27th year as a Hollywood film columnist will be aired over ABC and its affiliated stations tonight, at 11:35 p.m., EST. Dinner will be held in the Hotel Ambassador.



★ COMING AND GOING ★

Vol. 42, No. 43 Thurs., Mar. 4, 1948 Price 10 Cts. JOHN W. ALICOATE : : : Publisher FRANK BURKE : : : : : Editor MARVIN KIRSCH : : : : : Business Manager

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

WEST COAST OFFICES Ralph Wiik, Manager 6425 Hollywood Blvd., Phone: Granite 6607 WASHINGTON BUREAU Andrew H. Older, Chief 6417 Dahlmann 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 (March 3)

Table with columns: NEW YORK CURB EXCHANGE, OVER THE COUNTER, Bid, Asked. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

McManus Leaving PM John T. McManus, radio editor of PM, has taken an indefinite leave of absence to go to Washington as secretary to newly-elected Congressman Leo Isacson. The column has been taken over by Seymour Peck, whose first stint appears today.

10 YEARS AGO TODAY

(From the files of Radio Daily) CBS reported opening door to new talent to fill "need of fresh personalities." Selected newcomers will be offered build-up on sustaining time. . . . Lever Bros. (Rinso-Lifebuoy) renewed the Al Jolson show on CBS for 52 weeks, through Ruhrhauff & Ryan. . . . Verbal agreement calling for 20 concerts a year for three years was reached by NBC and Arturo Toscanini. . . . CBS slack Hal Davis, former page boy, placed in charge of night operations.

LEE B. WAILES, vice-president of the Fort Industry Co., is back in Detroit following two weeks of conferences with officials of WAGA, Atlanta, and WGBS, Miami.

DON McNEILL, he of the ABC-Chicago "Breakfast Club," arrives today in San Francisco, where he'll remain until Saturday. He is accompanied by MRS. McNEILL.

ROBERT Q. LEWIS, humorist, is in Waterbury, Conn., to attend the dinner of that city's Medical Society. His program today will emanate from WBRY, CBS outlet.

S. BERNARD BERK, president of WAKR, American network affiliate in Akron, Ohio, a visitor yesterday at the Radio City headquarters of the web.

WINSTON BURDETT, Washington correspondent for CBS, leaves the Nation's Capital today for Minneapolis. He'll be accompanied by MRS. BURDETT.

DORIS McWHIRT, radio actress currently heard on "True Detective Mysteries," and in her more quiet moments a landscape artist of no mean ability, has returned from Vermont, where she put the finishing touches on her latest canvas.

RICHARD W. HUBBELL, consultant, is back in town following a seven-day trip to California, Arizona and Texas.

BOB HENRY, television comedian and program supervisor of WABF(FM), will make a guest appearance tonight before the Parent-Teacher Assn. of Baldwin, L. I.

CHARLES C. BARRY, vice-president of the American network in charge of programs and television, leaves today on a two-week business trip to the West Coast.

BEN GRAUER is in Washington, D. C., to act as emcee on tonight's television program, "Eye Witness," over WNBW. He'll interview Commissioner Paul A. Walker, of the FCC, and Rep. Sol Bloom of New York.

ROBERT HUDSON, director of education and opinion broadcasts at CBS, who now is in the West Coast, is expected to arrive today in San Francisco.

LEW DANIS, producer for Radio Difussion Francaise, has left New York for Baltimore, where he'll line up some interviews for short-wave broadcasts.

HORACE S. FITZPATRICK, assistant manager of WSLI, Roanoke, Va., is in Gotham on station business.

JANE FROMAN, of Columbia's "Pause that Refreshes," has arrived in Miami.

DENNIS JAMES, announcer and emcee; MORTON GOULD and his orchestra, MIAMI BENZELL and WILBUR EVANS to Montclair, N. J., where they'll do a benefit for the Children's Heart Service Clinic.

NORRIS GOFF, the Abner of Columbia's "Lum 'n' Abner," has left the hospital at Lexington, Ky., where he underwent a major operation, and now is en route back to Hollywood. He'll resume his program Mar. 15.

Lux Radio Theater Leads Hooper's First Fifteen

(Continued from Page 1) McGee & Molly, with 29.3, and Bob Hope, 26.5. Evening listening showed a slight decrease from the previous Hooper report, but remained greater than last year's figure. Average sets-in-use reported was 33.7, compared with 35.0 last report and 32.8 last year. Average evening rating was 11.1, down 0.2 from last report and up 0.3 from a year ago.

Current total sponsored hour index is the same as the last report, 67.5, as compared with 73, which was the figure a year ago. Remainder of the first fifteen evening list follows: Jack Benny, 25.6; Truth or Consequences, 25.2; Fred Allen, 24.4; Amos 'n' Andy, 23.2; Charlie McCarthy, 22.4; Fitch Bandwagon, 22.0; My Friend Irma, 21.1; Walter Winchell, 21.1; Kraft Music Hall, 20.5; Duffy's Tavern, 20.0; Godfrey's Talent Scouts, 18.9, and Hit Parade, 18.6.

Charlie McCarthy Featured On Herald-Tribune's Forum

(Continued from Page 1) will be cut-in from Hollywood at 12:15 p. m., EST., for a 15-minute stint, and will be followed on the web by a panel discussion by students of seven foreign countries. Two speeches of the morning session will be carried by ABC, 10:45-11. Entire proceedings will be aired locally by municipal outlet WNYC, and WMCA will pick up at 3-4 p.m.

Magnavox Dividend

Fort Wayne, Ind.—Directors of The Magnavox Company Monday declared a quarterly dividend of 25 cents a share on 600,000 shares of capitol stock.

Debate Starts On Budget For "Voice Of America"

(Continued from Page 1) seeable administration of this program." Rep. J. Vaughan Gary, Virginia Democrat, spoke in defense of the present "Voice of America" staff, reporting that it needs more funds to keep up with the double-barreled Russian propaganda campaign. Gary protested the committee's cut in the USIS budget—from \$34,378,000 to \$28,000,000. "This is not the time to haggle over the department's request," he said. Debate on the budget will be resumed tomorrow.



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!

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 WENBY GREENFIELD, Mgr Director

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

Government Requests 'Security Censorship'

(Continued from Page 1)

group was named during a day-long meeting yesterday with Secretary of Defense Forrestal and other high military and naval officers. The group met in the Pentagon at Forrestal's invitation. He presented a brief statement of the security problem in the handling of news, particularly concerning technical developments, and passed on to the group suggestions which had been made informally to him about possible procedure for ensuring the voluntary support of news media to check security violations.

Admiral Denfield Comments

Admiral Louis E. Denfeld, Chief of Naval Operations, pointed out that foreign agents working in the United States could get 80 per cent of the information needed by their intelligence services concerning American developments simply by reading magazines, newspapers, and official publications, leaving only 20 per cent or which intelligence agents had to exert themselves. He added that the help of news media was needed to make it more difficult for foreign agents to obtain that 20 per cent.

At the afternoon session, accepting Forrestal's statement that no plan was offered by the military establishment but that he sought the advice of the conference on treatment of the security problem, the conference con-

Renew N'Orleans Ratings After Co-incidental Calls

Reconsidering the decision to drop the reporting of New Orleans local ratings because of a program on WNOE which causes "artificial inflation," C. E. Hooper announced Friday that a "City Hooperatings Report" would be published, carrying the ratings of stations other than WNOE. In the rating report there will appear a line reading: "WNOE ratings withheld due to presence on WNOE of telephone promotional campaign which artificially inflates the rating."

Attorneys for WNOE are reported studying the effect of the Hooper rating decision on the prestige of the station as well as it relates to the station's clients.

The Hooper decision to drop New Orleans ratings came after a telephone survey revealed that the city's radio listeners in unusual numbers said they were listening to WNOE.

stituted itself an autonomous body, and designated Editor McKelway, of the Evening Star, Washington, D. C., and representative of the American Society of Newspaper Editors, as chairman.

When the committee of eight was appointed, McKelway was named ex-officio chairman of the committee also. In addition to McKelway it includes Lyle C. Wilson of United Press; Relman Morin of AP; Justin Miller, president of the NAB; Perry G. Ithens, editor of Popular Science Monthly and representative of scientific and

Mutual Attorneys Mull 'Newsreel' Cancellation

(Continued from Page 1)

and general manager. Swezey said yesterday that since the agency had given a definite order to the network for Zenith sponsorship to start March 1 on a specified number of stations, the network was compelled by principle to investigate all legal aspects of the issue. Web has already notified its affiliates, who had received commitments for the series, that they will be paid for the period of March 1 to March 28 as specified in original orders which were sent to them by the network.

"Yank" Reporter On WCBS Fri.

Ralph Martin, formerly a star reporter on "Yank," and author of "The Best Are None Too Good," will be heard tomorrow on WCBS on Bill Leonard's program. "This Is New York," 9:15-10 a. m.

technical magazines; William Chenery, publisher of Collier's and chairman of the editorial committee of the National Association of Magazine Publishers; Walton C. Ament, vice-president and general manager, Warner Pathe News, representing all newsreels, and Gene Dawson, Indianapolis, president of the Aviation Writers Association.

Radio men on hand included Miller, Kenneth Berkeley, ABC; William F. Brooks, NBC; A. A. Schechter, MBS; Louis B. Caldwell, for Clear-Channel Broadcasters, and J. R. Poppele, TBA.

Switch Westinghouse Spot Business Account

(Continued from Page 1)

for the six outlets is understood to hit between \$2,500,000 and \$3,000,000 a year.

Free & Peters has represented one of the Westinghouse stations, KEX, Portland, Ore., since Jan. 1, 1947. Others to be added to the list are WBZ, Boston; WBZA, Springfield, Mass.; KYW, Philadelphia; KDKA, Pittsburgh, and WOWO, Fort Wayne.

Westinghouse did not announce the reason for the change. The corporation, however, had recently been considering setting up its own office but later dropped the idea and decided to place the account with a station representative. Westinghouse reportedly decided against opening its own office because of economic reasons and additional expense.

With the pulling out of Westinghouse, NBC Spot Sales is left with two General Electric stations—radio and television—in Schenectady and three outlets in the Philippines, in addition to its owned and operated stations.

New Texas Station OK'd

Washington—The FCC has authorized a new daytime local AM station for the Hays County Broadcasting Co., San Marcos, Texas, to operate on the 1470 band.



It's a big news year. And when news pops, the nation shops for the product advertised on a news broadcast! The center of news is Washington. And in the center of Washington, are two of the ablest, most fearless newsmen in America. Both are available for sponsorship over WOR. Both are "buys" in any year; and *tremendous* buys in an election year!

A "BUY"

FULTON LEWIS, Jr.

7:00 to 7:15 PM, Mon. thru Fri.

One of the best-known news analysts in the business. A showman, fact-finder, award-winner, red-tape-eraser.

A "BUY"

ROBERT S. ALLEN

2:45 PM, Sundays

Brings public figures and the public-at-large rushing to their radios. Fearless, colorful, swift-paced.

WOR

heard by the most people where the most people are --

LOS ANGELES

By RALPH WILK

APPPOINTMENT of Irvin Atkins as television director on the West Coast for Admiral Radio Corp. was announced last week. Atkins assumes this position as a further part of his activities with John Guedel Radio Productions. According to Atkins, Admiral plans to be sponsoring television broadcasts within the next four months and at present several programs are receiving consideration.

Seymour Nebenzal is negotiating with Groucho Marx to star in the filmization of Josef Marais' novel, "Koos, the Hottentot." Marx, m.c. of his own airshow, will do a similar chore as commentator in the film which will deal with folklore of the African veldt.

"Rip Lawson, Adventurer," an action crammed serial beamed to the juvenile and packed with appeal for the entire family, is heard on KFVB Mondays thru Fridays. A unique phase of this serial is that every week a new and thrilling adventure is completed.

Ed East and his Creative Recorded Spots company must have hit the jackpot with those new syndicated Laundry Jingles, reporting recent sales to WILS, KOSC, WROM, KFIO, KSAL, WIS, WHKK, WHOP, WNEX, WKYB and WGAC.

Jimmy Wakely is originating his early morning show, "Jimmy Wakely's Western Music Shop," from a studio he built on his North Boulevard Ranch. Program is via KNX Monday through Friday. In addition to his studio, Wakely has also constructed an office building on the ranch.

Hollywood Star Records has signed a one-year deal with International Recording Studios to transcribe star interviews for sale to fans throughout the country. Company already has recorded nearly 50 interviews.

The Bing Crosby - Johnny Mercer transcriptions produced by Jeanette Fields and Eleanor Skegg, of the Pettibone-Wachsmann office, for the National Safety Council, have been placed in the annual radio exhibit conducted by the Institute for Education by Radio in Columbus, Ohio.

Larry Finley announced that L. K. Ward, Philco dealer, is now the sponsor of his "Circle C Ranch," variety show, starring Cottonseed Clark over Station KTLA every Monday from 7:30 to 8:00 p. m. Clinton Stanley produces for Larry Finley Enterprises.

Rescue Romance

Jane Froman, radio and stage star who was rescued by co-pilot John Curtis Burns in the crash of the Pan-American clipper in Lisbon harbor in February, 1943, will be married to Burns at Coral Gables, Fla., on March 12th.



Windy City Wordage. . . !

• • • Zenith's walkout on plans for co-op dealer sponsorship of Mutual's "Radio Newsreel" is the talk of radio row with the radio manufacturer's advertising agency taking the rap for the fouled up transaction. . .

Radio Newsreel produced by MBS a month ago has proven to be excellent programming and was to have been sponsored by Zenith starting March 1. . . The program is now being offered to other sponsors and may be grabbed up by an automobile manufacturer within the next week or two. . . Nathan Goldenberg, for two years account executive at Klein & Associates, joined Kuttner & Kuttner, Chicago ad agency, this week in the same capacity, and takes many of his accounts, primarily radio, with him to his new affiliation. . . Two NBC Chicagoans, Albert Lubins of the studio set-up staff and George Sattler of the guest relations staff, have taken over announcing posts on WDBC, Escanaba, Michigan. . . Jim Pease, formerly of the Herald-American advertising and promotion staff, has become account executive with the Salem N. Baskin ad agency and also will handle radio and public relations. . . In preparation for the expected spurt in television, Foote, Cone & Belding has started a television course slanted to its radio personnel. . . Mutual's farm quiz program "R. F. D. America" is pulling better than 5,000 letters a week, almost equally divided between the metropolitan and rural areas.

★ ★ ★

• • • Chuck Acree, emcee of "Hint Hunt," will conduct a special half-hour broadcast at 3 p.m., Friday to celebrate the show's first anniversary, and it will be followed by a studio party. Chuck, by the way, is a flying enthusiast and now has his own plane, in which he intends to transport the "Hint Hunt" cast on out of town appearances as soon as he has sufficient hours in the air.

★ ★ ★

• • • Ben Lockridge, Mutual account exec, has sold his house—and now he's looking for a place to park his family. . . Bob Atcher, WBEM troubadour, is back on "Country Hour" after three weeks in a hospital. . . Two more additions to the WGN-TV engineering staff have been announced—Robert Conn and Elmer Cawthorn, both previously with WBKB. . . Aaron Brody of the NBC mail and messenger staff has taken a job as script writer with WKJG, Fort Wayne, Indiana. . . Lou Perkins is writing the new Clark Dennis show on ABC, and Don Dowd is announcing. Clark's recent waxing of "Peg o' My Heart" for Capitol Records has passed the million mark in sales. . . The NBC press staff will begin second year of publication of "Chainbreak," employee magazine, with the March issue.

★ ★ ★

• • • Television Advertising Productions say they were in error in stating that the Kool ciggie commercials they filmed would be featured on Kool's New York tele show. Instead, the spots are being used exclusively in the Chicago area under direction of the Russell Seeds agency. The New York account is handled by BBD&O, and is under separate production.

★ ★ ★

• • • Special days and weeks have been greatly overdone, but if there is one that is worthy of notice it is National Teachers Day, March 5, inaugurated by Louis G. Cowan, originator of the "Quiz Kids" program. Teachers have not received the recognition and encouragement they deserve and if National Teachers Day can convince even a small section of the public that good teachers make good schools it will be well worth while. A number of network programs have co-operated with mentions of the day during the past week, and various stations have worked with school boards on local plans for observance of the day.

AGENCIES

EVELYN LEE JONES, for the past five years manager of the contract and traffic division of the Donahue and Coe radio department, has been named time buyer for the agency. This appointment is effective immediately.

SHERMAN & MARQUETTE, INC. Chicago advertising agency, announces the following additions to its executive personnel. Clifford F. Bolgard, director of media; Charles Wilcox, director of research; Chester Miller, copy and planning. Bolgard was formerly with Young & Rubicam in Chicago, Wilcox with Batten-Barton-Durstine & Osborn in Chicago, and Miller with Dancer-Fitzgerald Sample in Chicago.

JAMES J. TENNYSON has joined the copy staff of the Duane Jones Co. Inc. Tennyson was formerly a copy supervisor at the Biow Agency. Prior to that he was copy chief of Dancer-Fitzgerald-Sample, Chicago.

ASSOCIATION OF NATIONAL ADVERTISERS, INC., will hold its 1948 spring meeting April 12th through 14th at the Drake Hotel in Chicago. J. Ward Maurer, director of advertising and merchandising Wildroot Company, Inc., and a member of the A. N. A. board of directors is chairman of the program committee. The annual meeting of A. N. A. will be held on October 18th, 19th and 20th in Atlantic City.

FERNANDO G. ARANGO recently resigned as radio director for National Export Advertising Service, Inc., to become vice-president of the Meyne Company, U. S. affiliate of Meyne S. A. of Buenos Aires.

FRANKLIN M. WALKER, WWJ Detroit, has left that station to join William I. Denman, Inc., one of Detroit's youngest advertising agencies. Walker will assist in the handling of radio program development and will also serve as an account executive.

H. C. DAVIS, vice-president in charge of sales of The McBee Company, has announced the appointment of LaRoche & Ellis, Inc., as their advertising agency. This appointment is effective immediately.

ADAM J. YOUNG, JR., Inc., has taken over the representation of the CBS outlet in Manchester, New Hampshire—WFEA, 5,000 watts power.

P. A. Purling

Inaugural broadcast of "Bill Berns' Knitting Circle" over WOR Saturday, 10:30 a.m., was brought to the attention of radio editors by the station via a one-ounce ball of knitting wool, complete with two needles in a plastic yarn bag. Program is sponsored by the Yarn Center through Ellis agency.

PROMOTION

To "Get the Answers"

The answer has been found to calling the attention of shoppers to where they may obtain correct answers to questions asked on the "Telephone Quiz," daily cash award feature heard on WHBC, Canton, Ohio. It's a white cellophane tape, an inch and a half wide, which is affixed on bread racks at retail outlets served by Nickles Bakery, program sponsor. The tape, printed in red, reads: Get Your Answer Here for Nickles Telephone Quiz—WHBC 1:45-2:00 p.m.—1480 kc.

Vaughn Monroe Contest

An unusual "Sing a Song With Vaughn" contest offering exceptional promotion opportunities during a recent Vaughn Monroe engagement at the Click Restaurant, Philadelphia, attracted more than 1500 entries in its three-week duration. The contest was staged in co-operation with WPEN and RCA Victor. Listeners were invited to audition for an opportunity to duet with the maestro via spot announcements over the station.

For WCAU's "Canteen"

A new four page, picture folder, "The WCAU Junior Canteen," is being sent to all school principals in the Philadelphia listening area, in an effort to acquaint them fully with the station's Junior Canteen, starring diskockey, Hal Moore. Done in black and white, the piece features a letter to the principals from Robert N. Pryor, WCAU public relations director, a two page action shot spread of Junior Canteens from five local high schools, brief information on how the Junior Canteen works, and dates and attendance figures of previous canteens. The "WCAU Junior Canteen" visits various high schools every Friday evening throughout the scholastic year, staging dances and games for the students.

Ellery Queen Contest

Prizes totalling \$6,000 are being offered by Ellery Queen's Mystery magazine for the best detective and crime short stories submitted between now and October 20, Little Brown & Co. of Boston, announced last week. The first prize will be \$2,000; second prize, \$1,000, three prizes of \$500 each and four fourth prizes of \$250 each. The board of judges will make the awards by Christmas, 1948, and the prize-winning stories will be published during 1949.

Dept. Store Buys Time

Chicago—Marshall Field & Co. went on the air Monday with a new one-hour music and personality show over WCFL. Broadcast from 9 to 10 a. m., Monday through Friday, the show, "Great Day for Music," will have Franklyn MacCormack as host and Howard Roberts as announcer. Program will consist of popular music and news of special events throughout the store. Schwimmer & Scott is the agency, with Patricia Burns the agency's account executive.

Additional Witnesses Testify At 'Editorializing' Hearing

(Continued from Page 1)

W. Va.; WDEF, Chattanooga, and WKY, Oklahoma City.

He told the Commission his clients have reached the following conclusions:

1. That Congressional action in the field of radio transmissions cannot be constitutionally justified or authorized unless, (A) Government censorship is prohibited except for utterances illegal as a matter of general law; and, unless, (B) a public duty is imposed upon the licensee of a facility.
 2. The licensee as a matter of law cannot exclude substantial views of public issues that he decides to broadcast irrespective of whether such views are contrary to or in accord with his own.
 3. The licensee's duty not to exclude is neither made greater nor smaller by the presentation of the licensee's views.
 4. The licensee fulfills his public duty with respect to public issues that are broadcast if full and equal opportunity is afforded to all substantial sides.
 5. The full-and-equal opportunity principle should be a duty not to exclude substantial sides rather than the impracticable duty to include all substantial sides.
 6. The expression of editorial opinions of broadcast station licensees on matters of public interest and controversy is consistent with their public duty and a denial by the Commission of such a right is violative of Section 326 of the statute and the First Amendment of the Constitution.
 7. The Commission has the power upon reviewing the programs of the licensee to determine whether unlawful programs have been broadcast and to act in accordance with such finding.
 8. While the Commission has the power to employ program examination in a limited manner to judge an applicant's qualifications, it does not have the power under the statute or the Constitution to decide or declare whether any lawful program or lawful type of program is in the public interest.
- Lawyer Morris Ernst of New York told the Commission that the ban should stand except in those areas where there is true diversity of ownership among stations. He said he definitely "would not allow an absentee owner to editorialize."

Coy Suggests "More Vitality"

FCC Chairman Wayne Coy suggested that "more vitality" might result in towns with but one newspaper and one radio station, not jointly owned—if the broadcaster were permitted to editorialize in opposition to the newspaper. That, said Ernst, is anybody's guess. Commissioner Clifford J. Durr remarked that an enterprising broadcaster in such a situation can see to it that public issues are debated over his facilities.

Saul Carson, radio editor of the New Republic, told the FCC that "the very attack against the Mayflower decision is based upon one proposition—destruction of every regulatory power vested in the FCC. Wipe out the Mayflower decision and you perform an act harmful not only to the millions of owners of radio receiving sets but also to the thousands of owners of radio transmitters."

Milton Stewart, for the American Jewish Congress, called upon the FCC to "go further than the ban on editorializing... the Commission should rip wide open the whole question of equal time for both sides on controversial issues."

Rep. Emanuel Celler of New York told the Commission he was "one hundred per cent for the Mayflower decision," and Charles Siepmann,

one of the authors of the material which resulted in the FCC's blue book took a like position.

Pierson ran into lengthy questioning by the Commission—with Commissioner Webster especially upset when Pierson suggested the FCC reach decisions on the flip of a coin. The suggestion came in answer to a question by Commissioner Durr, who asked what the Commission should do, according to Pierson's views, if two applicants for a station seemed equal in their qualifications and one proposed a straight network program schedule and the other balanced schedule including local programming.

"That's not the Commission's business," Pierson said.

When Webster asked if "court would uphold a ruling made on the flip of a coin," Pierson said he would be "glad to supply the coin for future decisions. It might be a good way to clear off the docket."

He admitted in response to questioning by Commissioner Sterling, however, that the Commission was within its rights when it moved against lotteries on the air.

Scheduled to be heard today are the CIO, Morris Novik and Erik Barlow of the Radio Writers Guild.

The Mailbag

Public Service

ON three successive Sundays following the Big Snow of 1947 when the Long Island Railroad broke down, we presented 'Operation Sna-fu,' radio drama on The Long Island, based on fact.

"We hewed close to the line and based our material on research by Fortune, Time, Life, Nassau Daily Review - Star, Newsday (Hempstead daily) and the Brooklyn Eagle.

"We suggested in each broadcast that a Transit Authority be created to study the situation on Long Island. We just received word that tomorrow (Wednesday) such legislation will be introduced in the Legislature by Senator Bennett of Rockville Centre and Assemblyman Carlino of Long Beach.

"Sincerely,
"CLIFFORD EVANS,
"Vice-President, WHLI,
"Hempstead, L. I."

Margot Patterson To "Seventeen"

Triangle Publications has appointed Margot Patterson midwest editor of "Seventeen" with offices in Chicago. Miss Patterson was formerly assistant promotion director of WOR and worked as a feature writer for the Hearst newspapers in the Midwest and on the West Coast. She was most recently connected with the Fund Drive of the University of Chicago.

R.E.C.

A CHALLENGING LUNCHEON ADDRESS
"DEMOCRACY'S NEWEST WEAPON"

CHARLES MORTIMER, JR.
Chairman, The Advertising Council
Vice-President in Charge of Marketing
General Foods Corporation

Individual Tickets Are Available

RADIO EXECUTIVES CLUB

HOTEL ROOSEVELT

THURSDAY, MARCH 4 — 12:30

PLUG TUNES

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

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

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

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

The World Wants PEACE
You'll Want for your Programs

"PEACE OF MIND"

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

I'VE ONLY MYSELF
TO BLAME

JEFFERSON MUSIC CO., INC.
1619 Broadway New York 19, N. Y.

On RECORDS—TRANSCRIPTIONS

CONGRATULATIONS

MARCHANT MUSIC PUBLISHERS
1619 Broadway New York 19, N. Y.
Bob Lee, Gen. Prof. Manager

D.-J. RECORD RELEASED Mar. 1
"THE OLIVE SONG"

Pat Ballard Music Corporation
Room 419, 1619 B'way, New York

BUT BEAUTIFUL

By
JOHNNY BURKE
and
JIMMY VAN HEUSEN

From 20th Century-Fox's
"YOU WERE MEANT FOR ME"

YOU WERE
MEANT
FOR ME

MILLER MUSIC CORPORATION
1619 BROADWAY • NEW YORK 19

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—Yes there are millions of them. . . . we mean songwriters. . . . many of them CAN and DO write fine songs but for various reasons are unable to get those songs published. . . . we often receive letters from new writers asking our advice regarding ways and means of getting their songs published and in our replies we stressed a logical and perhaps the best procedure. . . . that is to take their songs to local singers, orchestra leaders or glee clubs. . . . we can cite several songs which were started in this manner including "It's A Sin To Tell A Lie," which was written and started in Baltimore, "I Wonder, I Wonder, I Wonder," started in Los Angeles, "There'll Never Be Another You," started in Gloversville, N. Y., "Near You," started in Nashville, "Thoughtless" started in Cleveland. . . . you'll soon be hearing a new ballad titled, "Heartbreaker," written by Morty Berk and Ray Freedman, two Philadelphians who printed their own copies, plugged it locally and just acquired by Leeds for a number one plug . . . so for the umpteenth time we tell new writers NOT TO FALL FOR THE PROMISES OF SONG SHARKS. . . . NEVER pay anyone to publish your song or answer advertisements offering to complete or revise your song. . . . true, not all of these firms are racketeers but play safe and, instead of giving money to strangers, print several hundred copies of your song and contact local radio artists. . . . If the song has what it takes you may be sure some legitimate music firm will make an offer.



● ● ● Lester Sachs has a commercial ballad in Ray Noble's latest, "But None Like You." . . . ● J. J. Robbins has rented the entire basement in the Strand Building for his stockrooms. . . . ● Broadway Music Corp., starting to push a new ditty, "Just About This Time Last Night," written by Louis Prima, Paul Cunningham and Sidney Miller. . . . ● Leo Pieper's Orchestra, which, booked for four weeks was held over for five months at Donahue's, returns there March 12. . . . band is a comer. . . . ● Cootie Williams and Gene Redd have placed "Smooth Sailing," with Margo Music. . . . ● A sneak preview of Henry Morgan's flicker "So This Is New York," garnered raves for Arnold Stang's fun-making. . . . ● Al (Red) Salomon has joined Lewis Music staff in Hollywood. . . . ● "Raisins and Almonds," which Disk Jockey Tedd Lawrence has been featuring on his WHN programs, is a lullaby that was written about 300 years ago. . . . it was recorded by ex-GI Hal Kipling on Scott Records. . . . ● Don Darcy, formerly with Boyd Raeburn and Johnny Bothwell Bands, will guestrill next week on Paul Whiteman's ABCoast-to-coaster. . . . lad's baritones fall easy on the ears. . . . ● Gil Kriegel, former writer-announcer-sportscaster on WNYC, now spinning platters at WITB and reports have it that he has plenty on the Bal-timore.



● ● ● ON AND OFF THE RECORD:—Capitol has come up with a great instrumental novelty featuring Les Paul's guitaristry. "Brazil" flipped with "Lover." . . . disk jockeys cannot afford to overlook this platter. . . . ● Musicraft seems to be first with the answer to "Pistol Packin' Mama," in Esmerely's recording of "Put Down Yore Shootin' Iron, Pappy," backed with "Clementine." . . . One of Sinatra's best. . . . his new Columbia pairing of "We Just Couldn't Say Goodbye," reversed by "But None Like You." Axel Stordahl's orchestra supporting. . . . ● New firm, Penguin Records, has a commercial hillbilly platter in "The West Is My Home Sweet Home," flipped with "Bugle Polka," sung by Eddie McMullen and the Rainbow Mt. Boys.



● ● ● SHARPS AND FLATS:—Disc-iple Johnny Olsen will travel to Baltimore March 12 to entertain the biggies at their annual Madhatter's Ball. . . . his ABCast of the "Rumpus Room" will originate at the WFBR studios that midnite. . . . ● Elmo Ellis, formerly with "We, The People," now director of scripts at WSB Atlanta. . . . Elmo writes that deejay Ernie Harwell's "Alarm Clock" program is the longest in radio. . . . three solid hours. . . . and he adds, "we do mean SOLID." . . . ● Dorian Music has a sweet number in "Gypsy Violin," penned by Sam Fiedel and Norman Summerfield.

Thomas Tells Ad Men
'48 Will Be Best Year

(Continued from Page 1)
cause of ever-increasing competition among business generally. He pointed out that total advertising expenditures—now just over two per cent. of the national income—are rising and may approach the three per cent. mark by the end of the year.

Citing the automotive field as an example, Thomas said increased production and competition, particularly with new models and makes, should bring about substantially higher radio expenditures. Also expected to lead a heavy radio spender this year, he said, is the food industry. This, based on the return to market shelves of old established brands curtailed or suspended during the war years as well as signs of consumer resistance.

In addition, he said, there are many virgin fields for radio—industries which heretofore had made little if any, use of the medium. "Radio can sell these products," he said, "but it must sell itself to the manufacturer first." In this category are sporting goods firms, pleasure craft builder, textile houses and manufacturers of hobby equipment.

Thomas said also that there may be a trend toward radio sponsorship on the part of smaller business. In this group, he said, are members of the greeting card industry. In the past, smaller card firms used radio only for holidays and other special occasions, but now are beginning to buy time on year-around basis.

Although the time when television revenue will equal and surpass radio is in the foreseeable future, Thomas said, video's take will not bite into radio's for at least two years. Despite tele's large audience-per-set and great ad impact, it will take that time for the medium's circulation to grow sufficiently to attract major ad contracts.

New Alabama AM

Dothan, Ala.—This town's first 1,000-watt station, WOOF, is on the air with a 5 a. m.-to-6 p. m. program schedule. It is owned and operated by the Dowland Broadcasting Co., with R. A. Dowling, Jr., and Owens Alexander as partners. The latter formerly was with WSPA, Montgomery. Installation of FM facilities is planned for this year.

TOP Record No. 1162
Tops with Disk Jockeys
BLUE SUNRISE
by Mae Mitchell, Dick Kuhn, Charles Shaw
DICK KUHN MUSIC CORP.
1674 Broadway New York, N. Y.

WATCH THIS "SLEEPER"
IF YOU CARE FOR ME
RAINBOW MUSIC CORP.
156 W. 44th ST., NEW YORK 18, N. Y.

TELEVISION DAILY

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

BOSTON RETAILER PLANS INTRA-STORE TELE

TELE TOPICS

By JIM OWENS
Associate Editor

ARAMOUNT and CBS definitely did huddle re the former's interest in DuMont, but never got beyond the "exploratory" stage, according to Paul Raibourn, ra veepee. The thing is stone cold dead w, however. . . . Schaefer Beer will budget one coin for tele next year than radio, it's bid, with sports the big item. . . . U. S. Rubber Co. will add 5-min. to its "U. S. Rival Sports Time" on WNBW tomorrow night to plug the "4-H Clubs." Latter is a national group of rural and farm youngsters devoted to plugging Americanism in youth endeavor. . . . EMA (Entertainment Managers Association) and AGVA have postponed their tele confab to next Tuesday at latter's headquarters. Meet was scheduled for tonite but key execs are out of town.

CONGRATS to Bob Emery whose "Small Fry Club" cuts its first birthday cake tonite (WABD). Show started as a once-a-week seg, now one of tele's better daily segs. Emery will award a \$5 bill to any mope who shows up with one of the "Clubs" or 10 membership cards on tonite's show. . . . Lou Sposa, whose "Television Primer" scanned with relish by trade hopefuls, talks turkey to the Television Workshop tomorrow. He'll discuss headaches of a station director, etc. . . . Charlie Stark Productions has two major men's product advertisers hot on a 15-min. "Sports Den" which features Dennis James.

CROSLLEY Corp. has optioned an 8-acre site just outside Columbus, Ohio, for WLWT to be built this year. Location must be approved by CAA before proposed 590 ft tower can be erected. . . . TBA's Will Altin will huddle next week with presops of all stations expected to participate in the Philly political confabs. They'll muldavy promotion campaigns designed to give TV a heavy sendoff when the conventions open in June. . . . Magnavox the next major manufacturer to come out with a video model. It'll be a console and "attractively" priced,—whatever that means. . . . Danton Walker will show the TV audience how a guy writes a column when guests on "Champagne and Orchids" tonight at 8.

Bigger & Better

Transvision, Inc., which manufactures and distributes television receiver "kits" which the average person is said to be capable of assembling, introduced a new version this week of the video magnifying lens. Latter is built into the tele cabinet itself, appears to be actual part of the receiver, but provides an enlarged video image. Set is listed retail at \$359.

FCC's Walker On TV Tonite

Washington—FCC Commissioner Paul Walker and Rep. Sol Bloom, (Dem., N. Y.), will be interviewed on tonight's "Eye Witness" program over the NBC television network at 9 p.m. Program, which will present a behind-the-scenes story of NBC's Washington video outlet, WNBW, will also feature top NBC Washington commentators. Ben Grauer will be master of ceremonies on the program. Rep. Bloom, who celebrates his 78th birthday today, will be presented with a cake during the telecast.

WBKB's Fight Sked Hikes Chi. Sport Gate

Chicago—On-the-spot audiences and video viewers express enthusiastic approval of WBKB's venture in promoting its own boxing bouts in partnership with W. C. (Tex) Nunnally and Marshall Kambs, at the Michigan City, Ind., Elston Auditorium. The second Tuesday session drew a healthy increase in attendance—a two-thirds house in the 3,400-seat auditorium. A sellout is expected on March 23 when Ray Sugar Robinson, world's welter champ, appears in an exhibition match.

WBKB set up the partnership with the Michigan City promoters when the station was unable to secure in Chicago a satisfactory contract to televise professional boxing.

WLWT To Air Cincy Reds With Beer Co. As Sponsor

Cincinnati—WLWT, Crosley outlet here, has been granted video rights to home games of the Cincinnati Reds and Burger Brewing Company will bankroll the 32-game schedule at Crosley Field, it was announced yesterday. Permission to air the games, granted by the Reds' prexy Warren Giles, is a follow-up to last year's telecasts when WLWT covered season-end games on an experimental basis.

"Amateur Hour" 46.8 Hooper Almost Equals AM's Top Rate

Kaiser-Frazer's "Original Amateur Hour" on WABD-DuMont (Sun. 7-8 p.m.) tops the first video program survey conducted by C. E. Hooper, Inc., with a "tolerating" of 46.8, it was announced yesterday. Study is the first Continuing Measurement of video in the New York City area and was made during the week of February 8-14.

Figure notched by the K-F show is unique in that it's the highest Hooper

FCC Gets 6 TV Apps; Tex. Pub. Seeks 3

Washington Bureau, RADIO DAILY

Washington—Applications for six commercial tele stations were filed with the FCC yesterday, including three from a single applicant.

C. C. Woodson, publisher of the Brownwood Bulletin, suburb of Austin, Texas, asked for licenses in that city, Amarillo and Lubbock. He'd applied earlier for a grant in Waco. Other petitioners include: WITH, Baltimore, Md.; Surety Broadcasting Company, Charlotte, N. C., and Greensboro News Co., Greensboro, N. C.

Shane Loses TV Case In Court Decision

Criminal action sought by Irwin Shane, trade mag publisher, against owner of his apartment building at 720 Fort Washington Ave., N. Y., was rejected in Special Sessions yesterday, following a three-month legal wrangle and an earlier victory in Bronx Magistrates Court. Shane charged that his landlord had removed his rooftop tele antenna after permission to erect it had been granted. Special Sessions found for defendant and declared no criminal liability was involved. Court held that a landlord can rescind approval although Shane pointed out it came about by refusal to accept a rent hike.

All-Film Fare For 8-Week Run On 12 RCA Sets

Plans for first use of intra-store television on an extended basis by major department stores are nearing the completion stage with the first such undertaking scheduled for the Jordan Marsh store in Boston next month. Plan calls for an eight-week run of all-film fare within the store on 12 RCA receivers with program and production operations arranged by Store Vision, recently formed independent organization. Latter is headed by Sam Cuff, who directed the Allied Stores-RCA Television Caravan which toured 22 cities last year with video demonstrations, and formerly manager of WABD, DuMont outlet in New York.

"Commercials" Likely

Store Vision project reportedly involves sale of short film commercials to national advertisers on a long-term basis to be telecast within the store on a regular basis each day. Operation will be economical one, it's said, since there is little need for studios or crew beyond an engineer and a camera projector. Program fare will be chiefly celluloid, with commercials spotted between public service films such as Red Cross, educational films, household hints, etc. Individual store will be offered time during each show to plug a certain department, item or sale.

RCA has agreed to provide necessary equipment for each store making use of the program, which involves approximately 12 tele sets plus a camera projector.

Switches To Tele

Bertha Kurtzman, formerly ABC studio assignment staffer, has moved over to the network's tele department as secretary-assistant to Dick Rawls, budget and planning exec.

Tele's Antiques

Horseless carriages of a bygone era will be viewed on television when WNBW covers the "Antique Auto Show" Monday, March 8 (8:00-8:30 p.m., EST). Show, which is being sponsored by the Veteran Motor Car Club of America, will be held at New York's 71st Regiment Armory at Park Avenue and 34th Street. More than 90 old autos will be on view, including electric and steam-driven vehicles. Attendants at the show will be garbed in dusters and goggles as were the drivers of the early 20th Century.

Baseball Teams Plan Commercial FM Outlets

(Continued from Page 1)
dio situation with an FM station planned for Wrigley Field.

The movement which may bring about wholesale entry of the big league baseball clubs into commercial FM radio had its inception at the winter meetings of both the American and National Leagues. At that time the commercial aspects of radio and television were given wide discussion and it was the consensus that a major league baseball club could operate its own FM station profitably.

Officials of most of the big league teams are withholding their FM applications until the FCC acts on the Brooklyn Dodgers bid for a commercial grant.

Disc Jockeys Appeal For Red Cross Support

(Continued from Page 1)
and chairman of the Popular Orchestras and Recording Artists division of the Red Cross Employee Groups Committee.

Robbins wrote of the campaign, "I'm going to wrap my live corpse around it body and soul." Referring to the New York quota of \$6,036,000, the platter spinner declared, "That's a lot of loot."

He continued: "But there's a lot of good comes from this moola. There's veterans' relief—helping 18,000,000 one-time GI's to get settled. You'd be surprised how many of them there still are who come to the Red Cross for help. Three million last year. That's not box tops. And there's disaster relief, and safety training and scads of things we never hear about.

"So you see, human needs have not shrunk, though the dollar has. That's why everyone should slip some green linen in an envelope and knock it to the Red Cross."

Gambling Anniversary

John Gambling, originator of WOR's "Musical Clock" stanza, 7:15-8 a. m., celebrates his 24th anniversary in radio on Monday.

COAST-TO-COAST

Four Net Co-op Broadcast

Birmingham, Ala.—This city's four nation-wide network affiliates: WAPI (CBS), WBRC (NBC), WSGN (ABC) and WTNB (MBS), recently joined in a co-operative effort to present separately-spaced broadcasts of an address on the Marshall Plan by William L. Batt, president of SKF Industries, Inc., of Philadelphia, to the widest possible audience in four Southern states. The four-way airing was prefaced by a special congratulatory message to Birmingham from former Secretary of War, Robert P. Patterson.

Mayoral Candidates On WTMJ

Milwaukee, Wis. — WTMJ and WTMJ-FM, in co-operation with the Milwaukee County League of Women Voters, are presenting, each Sunday through March 14th, 14 candidates for the mayor of this city who will speak on "Candidates Forum." Before each broadcast, candidates will draw for positions in which they will speak on topics selected by the League and will remain for a half-hour off-the-air question-and-answer period with the studio audience participating.

"War Between The States"

Hartweel, Ga.—Over 200 school children from South Carolina and Georgia recently gathered in the studios of WKLY to hear "Georgia Joe" Wilder sing "Carolina Bob" Mobrey's theme song as a penalty for losing the "War Between the States." Program, which ended March 1st, received over 45,000 cards and letters in four weeks.

WSTV Newcomer

Steubenville, Ohio—Mary Berger Worstall, for 12 years society and women's editor of the Steubenville Herald-Star, has become women's news editor of WSTV where she will also edit and present a late-morning show entitled, "The Women's Page."

WBT Aims 'Brotherhood' Show

Charlotte, N. C.—In celebration of National Brotherhood Week, WBT recently broadcast "The Coach Plays The Game," a 15-minute dramatic show released and distributed by the National Foundation of Christians and Jews. Assistant program director, Kenneth Tredwell and staff announcer, Kurt Webster, appeared in the show along with the Charlotte Little Theater Players.

Book Series On WIOD

Miami, Fla.—WIOD, in co-operation with the Junior League of Miami, is presenting the 14-week "Books Bring Adventure" series III, entitled, "New Worlds A-Growin'". The educational series is being broadcast in 5th, 6th, 7th and 8th grade classrooms with weekly prizes being awarded to students sending in the best letters or drawings covering each program. Grand prizes will be presented on the final show.

Basketball Tournament On KOAC

Corvallis, Ore.—KOAC, at the request of the Oregon State Broadcaster's Association, will handle the details of the Oregon State high school basketball tournament, which will be held from March 16-20 at McArthur Court, Eugene. Broadcasts of 26 games, to be carried by 30 Oregon stations, are involved in the planning, which was developed by the KOAC program manager, James Morris, in consultation with Tom Piggott, secretary-treasurer of the Oregon high school activities committee and the tournament committee controlling the OSBA.

Boston AFRA Ball

Boston, Mass.—In order to promote closer friendship between all New England members and provide a chance for performers to become acquainted with their fellow-workers from other stations and those prominent in the agency and management field, the Boston local of AFRA, last week, held its first annual Ball at the Hotel Kenmore. The Ball, which met with great success, also served as an opportunity for the local to officially welcome Vin Maloney of WNAC, its incoming president, and to extend its thanks to WEEI's Bill Mezger, its president in this city for the last four years. Both local and national talent were featured on the evening's program.

KMBC-KFRM Aid Symphony

Kansas City, Mo.—In order to give its listeners the benefits of the orchestra's fine music and to assist it in raising funds, KMBC and KFRM have started an eight-week series of programs by the Kansas City Philharmonic Symphony Orchestra under the direction of Efreim Kurtz. Programs are heard on both stations each Sunday from 3:30-4:15 p.m.

"Yale Sings" On WELI

New Haven, Conn.—"Yale Sings," a series of four programs featuring Yale University's better-known, informal singing groups, including the Orpheus and Bacchus Society, Spizzwinks, Elm Street Eight and Baker's Dozen, is now being heard over WELI. Original compositions are presented on the show which originates in the WELI studios and is presented in co-operation with the Yale campus station, WYBC.

"Who Is K?"

Louisville, Ky.—WHAS is offering \$10,000 in merchandising prizes to the person who can identify "K" in the "Who Is K?" contest on the station's "Head of the Family" program. Contest is part of a campaign to raise money for Kentucky Children, Inc. To compete for prizes entrants must complete the sentence: "Everyone should contribute to Kentucky Children, Inc., because . . ." in 25 words or less and send along a contribution. Three people will be called each week to identify "K," about whom clues will be given on the show.

Cut Broadcasting Time To Save Power Of CBC

(Continued from Page 1)

without interfering with normal coverage.

In announcing the move, Dr. Augustin Frigon, Canadian Broadcasting Corporation general manager, stated that the CBC was installing stand-motor-generator plants "to take care of its power load at studios on Jarvis street, Toronto, so that there will be no interruption in service over the Trans-Canada and Dominion networks whether the power supply cut off or not."

"These measures although not of great importance as compared to the total power of the Toronto area will nevertheless help in the right direction," Dr. Frigon said.

Broadcasting time of station CBBC's Trans-Canada network station in Toronto, has been cut by two hours daily. Broadcasting now begins at 7:00 a. m., one hour later than usual, and ends at 11 p. m., one hour earlier than usual. Station CJBC, the Dominion network outlet, now begins broadcasting at 7:00 a. m. as usual but signs off at 12 midnight instead of 1:00 p. m.

Dr. Frigon said the power of the two stations "will be maintained as low as possible," during broadcasting hours, "without interfering with the normal coverage now obtained."

Buys WNBC News Period

Eversharp-Schick, Inc., will sponsor WNBC's 8 a. m. news period with Clyde Kittell thrice weekly for weeks beginning March 30. Deal was handled through Biow agency by Robert Button, of NBC network Sales.

Wedding Bells

Engagement of Doris Paterson, WNBC, to Alexander William MacCallum, of ABC, was announced yesterday. Wedding is planned for the Fall, although no date for the ceremony has been set.

WTAQ-GREEN BAY CBS 5000 1360
WEED Keeps our score

WTAQ SHEET
PROMOTION-WISE!
WTAQ Basketball tournament draws Wisconsin's top-teams!

WIN WORCESTER WITH TAG



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 44

NEW YORK, FRIDAY, MARCH 5, 1948

TEN CENTS

AFM COLLECTIVE BARGAINING SOUGHT

AFM To Play Big Role In Presidential Drives

A new recording and feeding studio is nearly ready to go into operation at the offices of the Democratic National Committee in Washington, D. C. it was learned here yesterday, with both the Democrats and the GOP planning to continue stressing the use of transcriptions. GOP transcriptions are made by contract in the House radio room.

Two NBC alumni are now drawing (Continued on Page 8)

Views On Superpower Requested Of Stations

Washington Bureau, RADIO DAILY Washington—The Senate Interstate Commerce Committee is "disturbed" about the possible results of superpower, Acting Chairman Charles W. Tobey wrote in a letter the Committee will send all AM licensees tomorrow inviting them to appear in person or file statements on the subject early next month. Tobey said hearings will be held on or about April 5, but asked that broadcasters intending to appear personally notify the Com-

Rodgers To Use WMGM Pending Own FM Station

Pending the grant of the Brooklyn Rodgers FM station, Walter F. O'Malley, vice-president and secretary of the Brooklyn Baseball Club, has accepted the offer of the facilities of WHN's FM station, WMGM to produce a series of Youth Sports programs as a deterrent to delinquency among juveniles.

The plans were made known in a letter received yesterday by Herbert (Continued on Page 6)

Public Service

More than \$1,000,000 worth of space and radio time during the past few months has been donated to the "Better Schools" campaign. The Advertising Council announced yesterday. Through the Council's Radio Allocation plan nearly every national radio advertiser has carried messages and in many cases devoted whole programs to the improvement of the schools.

No OIC Fund Boost

Washington—The House yesterday refused flatly to increase the \$28,000,000 budget recommendation of its appropriations committee for the "Voice of America." Efforts to increase the sum to the original budget bureau recommendation of \$34,378,000 or to achieve an in-between compromise, were made by Rep. J. Vaughn Gary, Dem., Va., but were rejected by the House.

4 Witnesses Oppose Right To Editorialize

Washington Bureau, RADIO DAILY Washington—Four witnesses testifying at the Mayflower hearing before the FCC yesterday went on record for the decision and expressed opposition to editorializing in radio. The speakers were Morris Novik, of Unity Broadcasting Corp.; Angus MacDonald, representing the National Farmers Union; Erik Barnow, of the Radio Writers Guild, and Henry Flei-

(Continued on Page 3)

Directorate Of FMA Meets Today In Capital

The FMA board of directors goes into a two-day meeting in Washington today with a full agenda of FM problems. This will be the first full-dress session of the board since its election last September at the New York convention.

Whether FMA will take a position on the "Mayflower" decision will be (Continued on Page 2)

Public Service Is Theme Stressed In Mortimer Talk

A new and powerful weapon for the dissemination of vital facts and information has been made available to American democracy in the past five years—public service advertising—and its effectiveness has been vastly aided by radio and other major media, Charles G. Mortimer, Jr., vice-president of General Foods Corp. and chairman of The Advertising Council, told the Radio Executives Club yesterday at the Hotel Roosevelt. "It

West Coast Transcription Firm Seeks Confab with AFM Officials Under Taft-Hartley Law Terms

CBS Adopts DST Plan For Trans. Repeats

For the first time in the history of its daylight saving time programming, Columbia will set up clock broadcasting, via delayed transcribed repeats, so that affiliates who do not move ahead one hour during the summer can still air programs in the same year "round time slot. Acceptance of the plan by CBS, also adopted this year by MBS for its full operation, means that NBC is the only major (Continued on Page 8)

Civil Lawsuit Instigated Over Radio Artist's Name

Milwaukee—A lawsuit involving two Milwaukee radio stations and a performer may decide who owns the name of the performer.

Radio Station WTMJ, owned by the Milwaukee Journal, has filed a "\$10,000 and profits from a program" suit (Continued on Page 6)

Movie Co. To Construct FM Station On West Coast

West Coast Bureau, RADIO DAILY Los Angeles, Cal.—Metro-Goldwyn-Mayer will enter FM field in the West with a transmitter and studios in Cold Water Canyon, Beverly Hills. Herbert (Continued on Page 2)

Los Angeles—Formal request to the American Federation of Musicians to set a date for collective bargaining under the terms of the Taft-Hartley law has been made by Standard Radio Transcriptions, Inc., of Hollywood, in a letter to James C. Petrillo, president of the AFM.

The letter asks that Petrillo and the bargaining agent of Los Angeles local No. 47 fix a date within 15 days from February 27 for collective bargaining with the transcription com- (Continued on Page 6)

Mutual's Co-op Sales Increase 99% In Year

Mutual co-op sales have increased 99 per cent in the last year, according to Bert Hauser, network director of co-ops, with a total of 1700 local sponsors represented. Latest tabulation shows 1,291 current "program sales" of MBS co-ops by the web's affiliates compared with 649 a year ago, a volume increase of 99 per cent.

Mutual now has 19 co-op programs, four of them available on a co-op basis only in areas outside primary (Continued on Page 4)

Broadcasters Invited To Criticize FCC Forms

Broadcasters are invited to offer criticism of existing FCC application forms in a joint statement issued yesterday by Ben Strouse, manager of WWDC, Washington, chairman of the (Continued on Page 4)

Crosby on Contests

John Crosby, syndicated radio columnist of the New York Herald-Tribune, is publishing a series of four articles on the giveaway and contest trend in radio. Crosby views with some alarm the disappointment of children who fail to win bicycles and other premiums on the children's shows. He indicates too that agencies and sponsors may be setting a bad precedent.



Vol. 42, No. 44 Fri., Mar. 5, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 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

(March 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8	8	8	0
Am. Tel. & Tel.	150 1/4	150 3/8	150 1/4	+ 1/4
CBS A	24	24	24	+ 1/2
CBS B	21 3/8	24	24 3/8	+ 3/8
Farnsworth T. & R.	5 1/2	5 1/2	5 1/2	0
Gen. Electric	32 3/4	32 3/8	32 3/8	- 1/8
Philco	30 3/8	30	30	- 3/8
Philco pfd.	85	85	85	0
RCA Common	8 1/2	8 1/2	8 1/2	0
RCA First pfd.	65 1/2	65 1/2	65 1/2	- 1/4
Stewart-Warner	13 1/2	13 1/2	13 1/2	- 1/8
Westinghouse	26 3/4	26 3/8	26 1/2	- 1/8
Westinghouse pfd.	88	87 7/8	88	0
Zenith Radio	20 1/2	20 1/2	20 1/2	+ 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	14	14	14	0
Nat. Union Radio	2 1/4	2 1/4	2 1/4	- 1/8
OVER THE COUNTER				
DuMont Lab.	8 3/8	8 1/2	9 1/2	0
Stromberg-Carlson	10 1/2	10 1/2	11 3/4	0
U. S. Television	1 1/2	1 1/2	1 7/8	0
WCAO (Baltimore)	29	29	32	0
WJR (Detroit)	12	12 1/2	12 1/2	0

Movie Co. To Construct FM Station On West Coast

(Continued from Page 1)
L. Petzey, director of radio for Loew's, is supervising installation of equipment and other final arrangements for new station which will be known as KMGM. William F. MacCrystal has been appointed general manager and station is expected to be on air some time in May. Initial policy of KMGM calls for broadcasting music and news daily from mid-afternoon to late evening.

PRESTO MODEL L PLAYBACK AMPLIFIER FOR SALE.
PERFECT CONDITION.
PRICE 175.00
CALL MURRAY HILL 9-4076

★ COMING AND GOING ★

OTTO BRANDT, of the American network's station relations department, leaving for Quebec, where he will represent the web at the convention of the CBC, scheduled for March 8-11.

BERT PEARL, star of Mutual's new "Happy Gang" program, and **GARRY J. CARTER**, head of the company owning the American rights, arrive today for conferences at the network prior to the inaugural broadcast Monday, March 15.

MILES HEVERER, director of the New York State Radio Bureau, has returned to his Albany headquarters following a few days in Gotham.

TOMMY RIGGS, of "Tommy Riggs and Betty Lou" fame, is in town on program business.

NICK KENNY, who for the past month has been taking it easy in Florida, now is en route back to Manhattan.

BUDDY LESTER, comedian, following his Town Hall appearance tomorrow night, will leave by plane for Canada.

LARRY LESUEUR, Columbia network news analyst, United Nations correspondent and narrator on "The News Makers," is in Minneapolis to attend the dinner given by the University of Minnesota's School of Journalism as a feature of its Second Annual Radio News Short Course.

ARMANDA BEGLEY, former radio actress and wife of Ed Begley, radio and film player, off to Hollywood to join her husband.

DICK LINKROUM is here from WTOP, Columbia-owned station in Washington, D. C. He'll spend the latter part of this week in town conferring at the offices of the web.

BILL LEONARD, Dartmouth '37, today is in Bridgeport, Conn., to address the Alumni Association of his Alma Mater on the subject, "Post-war Entertainment — Radio, Television, Movies and Stage."

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, will return today from Washington, D. C.

NORMAN GITTLESON, sales manager of WTIP, Mutual outlet in Charleston, West Va., is spending a few days in New York.

ROBERT PRYOR, director of promotion and publicity for WCAU, Philadelphia, and **CHICK KELLY**, publicity manager of the station, are here for conferences at CBS, with which WCAU is affiliated.

W. C. BRIDGES, general manager of WJMC, Mutual network affiliate in Rice Lake, Wis., is in Gotham on a short business trip.

TED CHURCH, director of news at CBS, and **DOUGLAS EDWARDS**, news commentator, leave today for Washington, D. C., where tomorrow they'll attend the dinner given by the White House Correspondents.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, and **CLIFFORD HARRIS**, technical supervisor of the station, are in Washington, D. C.

J. KELLY SMITH, director of station relations at CBS, and **C. E. MIDGELY**, sales service manager, have left for Quebec.

PETER DONALD goes down to Washington tomorrow by plane. The same evening, he'll attend the White House Correspondents dinner given President Truman.

Views On Superpower Requested Of Stations

(Continued from Page 1)
mittee. Committee is disturbed, he said, by reports that if "superpower" (500,000 - 750,000 watts) should be granted clear-channel stations the overwhelming majority of 1-B regional and local stations in this country would suffer serious economic loss and that many, if not most, eventually would be forced out of business. This is based on the premise that a dozen clear-channel, superpowered stations, strategically located throughout the country, would blanket the entire United States with their signals. In view of the fact that a majority of clear-channel stations are the property of the major networks, it is possible that such networks no longer would be dependent upon their independently-owned affiliates.

Local stations reportedly could be affected adversely by competition from distantly located powerful clear-channel stations. In any event, they related that Senator Johnson of Colorado has introduced a bill which would prohibit power in excess of 50,000 watts and would permit duplication of present clear-channel frequencies. The latter action would, of course, help alleviate the present scarcity of AM frequencies.

The FCC has been asked to hold up its decision until the Committee can study the matter.

Directorate Of FMA Meets Today In Capital

(Continued from Page 1)
determined during the session, as well as questions concerning the association's attitude toward facsimile, the Lemke bill to reserve low bands for FM relay and the whole question of program duplication.

It is likely also that the board will discuss pending legislation on Capitol Hill to unify the nation's time during the summer months within the four zones. Hearings are due soon on bills which would banish daylight time entirely, in one case, or enforce daylight time through the entire country during the summer months.

It is known that industry lobbyists have already told members of Congress they want a quick decision, "so we'll know where we stand." The situation was even more complicated in Washington last year because it was well into April before daylight time was adopted in the Capital. This meant an expenditure of several thousand dollars for network stations there, the Congressmen have been told, and the networks are especially anxious that the same thing not be repeated.

CHIEF ENGINEER WANTED

for new educational FM station in Metropolitan area. Must have First Class License and be qualified to teach courses at college level. Reply Box 120, Radio Daily, 1501 Broadway, New York 18, N. Y.



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
AM and FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally By Headley-Rood

Radio's Right To Editorialize Opposed By Four Witnesses

(Continued from Page 1)

sher, representing the CIO and National Farmers Union.

The basic issue involved in the hearings, Novik said, is not whether or not a licensee has the right to editorialize on the air. "The only important thing," he said, "is that every side be heard when there is a substantial division of opinion on any issue. . . . As a practical matter, we should waste less time worrying and counseling on the question of whether the program constitutes an editorial or a one-side presentation of a controversial issue. Radio stations should present more and more of these programs."

The former director of New York's municipal station recommended also "that the Commission set forth in clear and unequivocal language the obligation of licensees to present well rounded discussions of all controversial issues, as part of the service to the community." He termed "a step in the right direction," the new license application form which asks specifically how much time the applicant plans to devote to discussions of public issues.

Points to Lack of Mikes

Taking broadcasters to task for not airing the current hearings, Novik said that "the wide variety of opinions expressed here and the free discussion of the problems illustrate the basic solutions of the issues raised by the Mayflower decision." He continued: "Contra-wise, I haven't heard of any one radio station or network which has placed its microphones before the witnesses and the Commission in this hearing room—as has been done at other non-radio Congressional hearings—in order to bring to its listeners the different points of view expressed here on these basic, vital and important issues."

Most of MacDonald's statement consisted of an attack on Fulton Lewis, Jr. MacDonald accused Lewis of stepping out of his role as reporter "to engage in lobbying." He related that a Lewis broadcast last week had called upon listeners to wire the House Ways and Means Committee

on a tax matter. A thousand wires were received in response to his broadcast—"many of them obviously for communications."

MacDonald was closely questioned by Louis Caldwell, attorney for WGN, who forced an admission from MacDonald that he could not say the extent to which the statement he had made represented the views of the National Farmers Union membership, since the matter had not been the subject of membership decision.

Barnow, for the Radio Writers Guild, said his organization is "astonished, in view of the democratic vitality and freedom of which radio has shown itself capable, when we find a broadcaster demanding that radio should be as free as newspapers."

Opposition to removal of the editorial ban came also from the CIO spokesman Henry Fleisher, saying he feared radio editorials would usually espouse the cause of large corporations, told the Commission that CIO has "watched with amazement and some concern" NAB efforts to break down the ban on editorializing because it seems "superficially at least to mark a break with the past. The history of labor's relations with radio broadcasters has been dotted with claims from the industry that certain subjects or types of programs—usually affecting labor's presentation of views—are too controversial."

Clergyman Heard

Rev. Carl McIntire, secretary of the American Council of Christian Churches, came out flatly for the lifting of the Mayflower ban. He called for "every possible freedom" for radio, and insisted that the bill of rights is not consistent with the Mayflower decision.

"The freedom guaranteed to the press under the Constitution should also be guaranteed to radio. The principles and issues are similar," he declared.

AGENCIES

HOMER GRIFFITH, West Coast station rep, and **J. P. McKinney & Son**, New York, have worked out an affiliation whereby Griffith represents the McKinney office on the West Coast and the New York and Chicago offices of Griffith are taken over by the McKinney organization. **RADIO DAILY** learned yesterday. Closing of the New York office of Griffith brought the resignation of **John Livingston**, widely known in the agency and station rep field.

A. EDWARD ROOD, for the past 5 years assistant secretary-treasurer of **Foote, Cone & Belding**, has been elected a vice-president of the firm. Rood entered the agency field in 1928 with **Lord & Thomas**, and served with that firm until 1942. He has been with **Foote, Cone & Belding** since the agency was founded, in the same year.

THE FRIEDENBERG AGENCY, Inc., national station representatives, announce that the telephone number of the New York office has been changed. It now is **PLaza 7-7655**.

DANIEL C. LOIZEAUX, formerly with **G. Lynn Sumner** and **Batten, Barton, Durstine & Osborn**, has joined **Birmingham, Castleman & Pierce, Inc.**, as art director.

JAMES BACHARACH and **Ruth McCarthy** have joined the copy staff of **Ruthrauff & Ryan, Inc.**

JOHN SCHNEIDER, has joined **Owen & Chappell Agency** as vice-president. He had been with **Kudner Agency** for 15 years.

ALFRED G. MOSS, formerly with **WQXR** and **Sterling Advertising Agency**, on March 15 will join **Tracy, Kent & Co., Inc.**, as radio program director.

WILLARD SCHROEDER, formerly station manager for **WINS**, New York, has joined a Pittsburgh agency as director of the radio and television department for **Ketchum, MacLeod and Grove, Inc.** The department was established as the first step in expansion of services to present clients and with a view to furnishing additional accounts with regional and national radio and television facilities.

Kearney At Fordham Today

Don L. Kearney, national sales manager of **Mutual co-op programs**, today will be guest lecturer at the **Fordham University Advertising Course**. His subject: "Effective Use of Radio as a Local Advertising Medium."

SMALL AGENCY: NEED A RADIO-TELEVISION DIRECTOR?

Who can create new ideas, write, edit, produce, deal with clients? Write
Box No. 119, **RADIO DAILY**
1501 Broadway New York 18, N. Y.

NEW STATIONS

Southern Outlet Adds FM

Columbia, S. C.—FM affiliate of **WIS**, local NBC outlet, has gone on the air duplicating most local and web AM shows. New outlet operates on 94.5 mc. with 1 kw. temporary power pending delivery of 10-kw. transmitter. Ultimate power authorized is 150,000 watts. Like parent station, **WIS-FM** is on the air from 6 a. m. to 12:05 weekdays and from 8 a. m. to 12:05 a. m. Sundays. **G. Richard Shafto** is general manager; **Herbert G. Eidson, Jr.**, chief engineer, and **Steve Libby**, promotion and publicity manager.

FM Indie Opens

Baltimore, Md.—Owned and operated by the **Belvedere Broadcasting Corp.**, this city's only FM indie, **WMCP-FM**, went on the air last week, with program sked divided equally between live and disc shows. Offices and studios are at 5718 Reisterstown Rd. A member of the **Continental Network**, station operates with 20 kw., with Westinghouse equipment. **Thomas F. McNulty** is president; **Arthur Beckwith**, commercial manager; **Stuart Gates**, program director; **Barry Cassell**, chief announcer; **Mike Porter**, publicity-promotion and news, and **Mike Belloise** and **Mel Grayson**, announcers.

Coast Daytimer Opens

Kirkland, Wash.—Seattle suburban outlet **KRKL** has gone on the air here at 1050 kc. with 250 watts daytime. Owned and operated by **East Side Broadcasting Co.**, station claims coverage of over 700,000 listeners in **Puget Sound** area. Official dedication last week featured luncheon for more than 200 businessmen, with talks by mayors of surrounding towns, state and school officials. Outlet, which began daily operations with 40 per cent of all time sold, uses **Cole** and **Capitol transcription services** and **AP news**. **F. L. Thornhill** is general manager.

Will Cover Baseball Camps

Joe Hasel's late evening sports show on **ABC**, 11:15 p. m., EST., has scheduled coverage of all 16 major league baseball training camps starting today. Recorded interviews conducted on the training camp sites will be aired every night, Monday through Friday, from March 5-25 and also April 5.

PAL Show To WNBC

WNBC gets its tenth children's show March 10 when it begins carrying "The **PAL Show**," 6:30-6:45 p. m. Produced in co-operation with the **Police Athletic League**, program will be heard every Wednesday. Program was formerly heard as a Saturday feature on **WOR**.

**CKLW can put
your brand OVER
in the Detroit Area!**

5,000
WATTS of
800 Kc.
MUTUAL

CKLW

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

LOS ANGELES

By RALPH WILK

LEW CROSBY has been chosen to replace Murry Wagner as announcer on CBS' "Double or Nothing," effective March 29th. Walter O'Keefe is mc of the show.

Clete Roberts' familiar "Reporting All the News in All the World" will now be heard from 6 p. m. to 6:15 p. m. Monday through Friday on KFWB's Melody Lane News. The veteran war correspondent will write all his own material.

Norris (Abner) Goff, of CBS' "Lum and Abner," returns to his home in Encino, Calif., within the next two days. At present he is en route west from Lexington, Ky., where he underwent major surgery.

Jack Benny was honored by his advertising agency, Foote, Cone & Belding, with the presentation of a set of gold recordings of his first program of this season at the agency's Hollywood office. Don Belding made the presentation to the comedian in honor of his 16th consecutive year on NBC. On hand to join in the congratulations were agency executives Bob Ballin, Burt Oliver and Hilliard Marks, producer of the Jack Benny program.

Broadcasters Invited To Criticize FCC Forms

(Continued from Page 1)

Advisory Council on Federal Reports, and Russell Schneider, executive secretary of the council.

Among the FCC forms which are listed as subject to criticism are Legal Qualifications of Broadcast Applicant, Financial Qualifications of Broadcast Applicant, Statement of Program Service of Broadcast Applicant, Standard, FM or Television Broadcast Engineering Data and Antenna and Site Information.

Investigated in 1947

These forms were made the subject of an extensive study by the Committee in 1947 and later extensive revisions were made by the FCC. Before printing a supply of these forms the FCC is inviting applicants to submit such comment it seems desirable to eliminate any ambiguities that might have been overlooked, or otherwise improve the Commission's forms.

Conductor Al Rickey's latest recording for MAYFAIR called "LITTLE WIL-LIE" The Leader of The Band will definitely be a musical treat for the kiddies. Story is narrated and sung by The Lady In Blue—June Winters. Written and produced by Hugh E. Perette. Not only is this record very entertaining to the youngsters, it also gives them a chance to decide which instrument they like the best.



Mainly About Manhattan . . . !

● ● ● Collier's will shortly publish a series of articles on M. H. Aylesworth, first prexy of NBC, as told to the dean of radio eds, Ben Gross, of the Daily News. From what we hear, they're a history-making history of radio and will appear in book form later on. . . . Upton Close backers tried to buy time on WINS, we understand. Station took a negative attitude toward the request but when it finally asked to hear an audition platter and the type of commercials to be used, the backers dropped the whole idea. . . . NBC reports that co-axial cables for eventual cross-country television will reach St. Louis by Dec., so Christmas will be televised to that city from here. . . . J. Fat Man Smart ordered by his medico to shelve 50 lbs. pronto. . . . Mike Todd's N. Y. office bustling with activity. Reports are that he's due to start film production here soon. . . . Now it's the Park Central Hotel which is talking about installing television sets in rooms. . . . Vital statistics on the recent cold wave include the fact that more people stayed at home listening to their radios than at any time since Pearl Harbor. . . . "Going Nowhere," retitled "Big Talent Hunt," preems on Mutual March 18th with Jim Backus in the saddle, as originally scheduled. Walt Framer will assist Herb Moss in the production. . . . Are there 27 more Henry Morgans in the country, or a reasonable facsimile? That's how many must be found to handle dialogue for overseas prints of his pic, "So This Is N. Y."

★ ★ ★

● ● ● OUR HATS DOFF DEP'T: Cass Franklin & Monica Moore's song styling at the Embassy. . . . Pete Donald's transcribed air series—Stanbackativity. . . . Joan Edwards' piano'ing and singing on the Jack Smith ailer yesterday. (Most of us forget that before she became a top-flight warbler, Joan used to be Paul Whiteman's pianist). . . . Billy (Club Ebony) Daniels' new version of "That Old Black Magic" via Apollo label. . . . King Cole Trio's slick Capitol waxing of "I've Only Myself To Blame."

★ ★ ★

● ● ● AROUND TOWN: Deal for Columbia Pictures to film Allen Fun's Candid Mike series of shorts set by Kermit Schafer. . . . Bert Parks emceeing "Stop the Music" which tees off on ABC March 21st. . . . Paul Denis, Earl Wilson and Maggi McNellis will judge "Models on Parade" on WINS Monday nite. . . . Grapevine buzz is that the Mutual Block Party is going on the auction block to be replaced by a series featuring a popular vocal group. . . . Talk that the Lambs Club will be prominent in television on a commercial basis, digging into more than 300 sketches which were done at various Gambols. . . . Phil Davis waxing an audition platter for Kaiser-Frazer. . . . Paul Lavalley has organized a brass band and is making an audition record which rumor sez has ear of Gen'l Electric. . . . Trend of times is the fact that many movie stars, who command fat fees for personal appearances, are knocking themselves out to do free guest shots on television just for the experience. . . . Tim Marks, the incurable cynic, points out that what most busy radio execs would like to have at their fingertips most of the time is a pretty manicurist.

★ ★ ★

● ● ● "Dear Sid," writes Jack Rubin. "For the past few weeks, I've been holding private lectures of my own with Art Henley as my prize pupil. Result: A new situation comedy half-hour show that already has some solid bids from agencies for a summer replacement. What started out as a gag in your col'm has created a new comedy writing team of Rubin and Henley."

★ ★ ★

● ● ● MAIN STREET SEEN-ery: Garbo buying H'wood papers at the Times Sq. out-of-town stand. Homesick, honey? . . . Maurice Evans and Boris Karloff in a heated discussion at the Park Ave. Rest., over the chances of Dem Bums this season. . . . Jessica Tandy strolling thru the Central Pk. Zoo with her 13-year-old heiress, Susann.

CHICAGO

By NAT GREEN

HOOPER WHITE, director of WBBM's "Listen to Cliff" program, has been assigned as director-producer of the station's "Party Time," half-hour audience show.

Schwimmer & Scott, Inc., has been appointed as the ad agency for Star-Rite Ginie Lou, Inc., of Shelbyville, Ill., and a spot announcement campaign will start shortly in Chicago, Los Angeles and New York. Roe Doolley is account executive.

Fred Joyce, advertising and publicity director of Hilton Hotels, Inc., has resigned and on March 1 opened an office at 134 N. LaSalle street as public relations counsel.

Today, March 5, cast of the WBBM-CBS "Hint Hunt" show will act as hosts to the 250 winners of the program's grand prizes awarded during the first year.

Schoenfeld, Huber & Green, Ltd., is handling a radio campaign for Fruit Industries, Ltd. A 13-week campaign is being released in Herrin and Mount Vernon, Ill., for F. I. wine, and a spot campaign in Oshkosh, Wis., for Dolly Madison wine.

James V. McConnell, NBC director of spot sales, conferred with local NBC execs and agency and advertiser representatives last week when he stopped over on his annual business tour of network sales offices here and in Los Angeles and San Francisco.

Mutual's Co-op Sales Increase 99% In Year

(Continued from Page 1)

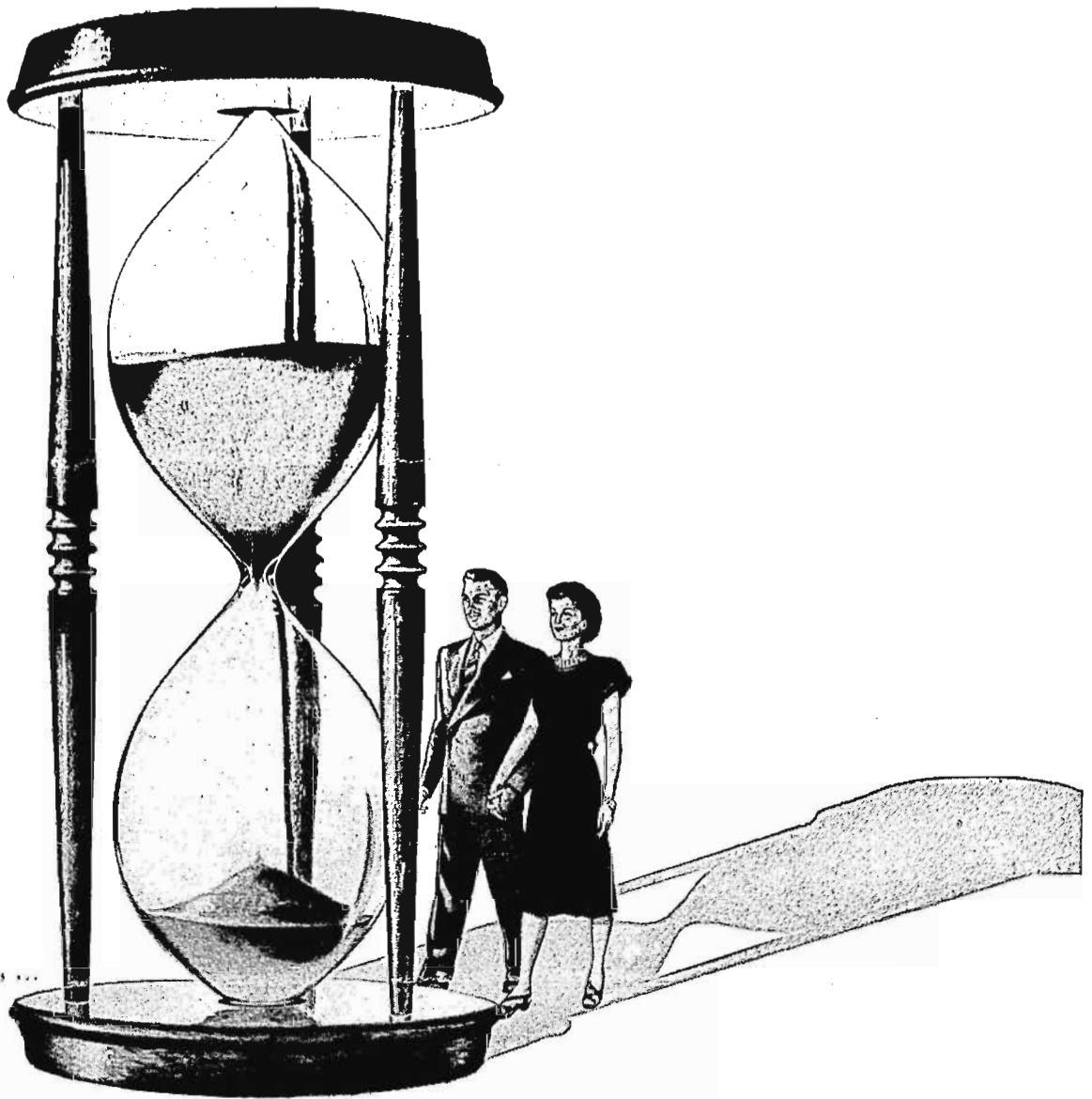
markets. These four are "Captain Midnight," "Fishing and Hunting Club of the Air," "Inside of Sports" and "The Shadow."

In the last two weeks, said Hauser, "Superman," which went co-op after it was dropped by Kellogg, has been sold to sponsors in 33 cities including New York, Philadelphia, Dallas, Cincinnati and Houston. Top three co-ops on the web, from the standpoint of sales, are Fulton Lewis, Jr., Kate Smith and Cedric Foster, representing more than 600 program sales. Other leading co-ops are "Information Please," "John Nesbitt's Passing Parade" and "Meet the Press."

MBS will add another daily co-op March 15 called "Bert Pearl and the Happy Gang," popular daytime show in Canada.

Feist Is First

In an unprecedented move, Irving Berlin has agreed to have two of his songs, "Better Luck Next Time" and "A Fella With An Umbrella," featured in the forthcoming M-G-M Musical "Easter Parade," published by an outside music firm. Deal was set yesterday by Abe Olman in Hollywood and songs will be plugged by Leo Feist, Inc.



The years melt away

(as the years always do)

As your years dwindle down—as everybody's must—you'll need more than affection and companionship.

You'll need a place to live and food to eat. Which means you—not the family next door, but *you*—will need money.

There's only one way for most of us to get money—that's to save it. And for most of us, too, the best way to save money is through U. S. Savings Bonds.

Because U. S. Savings Bonds are the most widely and easily available investment to every citizen. Every bank sells them. Every post office sells them.

AND—most important—you can buy them *regularly* and *automatically*...which helps overcome human inertia and reluctance to save.

To do so, you just sign up for the Payroll Savings Plan where you work, or for the Bond-A-Month Plan at the bank where you have a checking account. Then they really pile up.

Of course, there are other reasons for buying U. S. Savings Bonds.

They're SAFE. Backed by the credit of the United States, that's all.

They're PROFITABLE. You get 4 dollars out for 3 put in, after 10 years.

They're LIQUID. Like water. You can get your cash out of them at any time... in a few minutes... without penalty.

Remember those words "melt away." They say better than a volume of statistics that you have less time than you think, to save.

Save the easy, automatic way—with U.S. Savings Bonds

This space contributed by RADIO DAILY



ET Firm Asks AFM For 'Bargaining' Date

(Continued from Page 1)

pany as it relates to the employment of musicians in the making of commercial ET's.

A portion of the letter states that "if within the 15-day period a date has not been set for collective bargaining, we will assume that the date of March 22nd will be all right for us to move toward the remedies set forth in the Taft-Hartley law."

Gerald King, president of SRT, previously had mailed another letter to various groups of musicians under date of Feb. 19. This letter advised the orchestra that the company was exercising options for additional recording sessions and set forth the dates, times and studios where the recordings were to be made. The musicians failed to comply with the booking requests.

Statement by SRT

Commenting further on the incident, SRT issued the following statement:

"Subsequent to the mailing of the letters, we received from representatives of the various musicians letters that they would not report for the various sessions as requested, in view of the fact that the Musicians Union had informed them that to do so would violate the rules and regulations of the Constitution, By-laws and Resolutions of the Musicians' Union.

"As a result of the notice given by us and the answers received from the various groups, we have been advised by our legal counsel that we have causes of action for breaches of contracts.

"Any action which we may take with the NLRB or through the courts to assert our rights will result in the musicians being deprived of employment. We know from many expressions made to us by individual union members that the ruling of the Union is not in accord with their wishes and we regret that their leaders have seen fit to put them in this position."

New Alaskan Station Will Open On April 2

Fairbanks, Alaska—KFRB, fourth member of Bill Wagner's Alaskan Broadcasting System, will begin broadcasting April 2 with 1,000 watts power on 1290 kcs. Station is one of the most northerly commercial outlets on the North American continent. The four-station chain is affiliated with CBS and represented by Pan American Broadcasting Co.

ANIMATED COMMERCIALS FOR TELEVISION

FLETCHER SMITH STUDIOS, INC.
1585 Broadway, New York City
Circle 6-5280-1

Public Service Is Theme Stressed In Mortimer Talk

(Continued from Page 1)

port it has given the many campaigns undertaken by The Advertising Council during and since the war—the agency which was organized and financed by the business firms who are the advertisers, the owners of every kind of advertising media, and advertising agencies to coordinate messages and ideas to their maximum effectiveness, Mortimer said: "We depend heavily upon radio support in every campaign we undertake." The radio allocation plan, he pointed out, "is one of our most valuable and effective tools."

Strongly represented in activities of the Council since its inception, with such key execs as NAB's Justin Miller, CBS' Frank Stanton, ABC's Mark Woods, Mutual's Edgar Kobak, and WTIC's Paul Morency, radio has contributed heavily to the "tremendous" circulation provided Council campaigns, via all types of programs and appeals.

Under the Council's radio allocation plan, the General Foods exec explained, more than 250 million "listener-impressions" are averaged each week on a given subject. This circulation is made possible, he added,

through more than 180 network and national spot advertisers who sponsor over 300 programs. (A listener-impression is one message heard once by one listener.) Mortimer added that radio support comes to the Council's campaigns from other than the allocation plan. "Each week NAB reports contain a condensation of Council campaigns for the benefit of local station program managers who wish to cooperate," he explained.

Discussion of the wide range of subjects embraced by the Council in its public service advertising campaigns during its existence brought Mortimer to the subject of atomic energy—discussed by David Lilienthal at the REC's last meeting. The subject was one under consideration by the Ad Council, Mortimer said, but had to be abandoned for lack of funds. "I wonder if it wouldn't be proper to ask you people in the radio business to take it on as an appropriate opportunity," he asked the REC. "With this make-ready money furnished (\$50,000 is needed to launch such a campaign) the Council would be in a position to tackle the job." He urged the industry to think it over.

Civil Lawsuit Instigated Over Radio Artist's Name

(Continued from Page 1)

against Jack Bundy and the Midwest Broadcasting Company, which expects to put Station WMAW on the air early this month with Bundy and His Band appearing on the station's facilities.

Bundy was formerly under contract to Station WTMJ, and appeared as "Heinie and His Grenadiers." The entertainer left the Journal Company in 1944, and has been appearing over two New York stations since that time.

Claims Contract Signed

The Journal company complaint charges that Jack Bundy signed a contract with the station during the time he was a member of the WTMJ staff from 1932 to 1944, which provides that Bundy could not use the name "Heinie" or "Heinie and His Grenadiers" on any other Milwaukee radio station during or after the expiration of the agreement.

Shortly after being notified of the litigation, Bundy said, "Frankly I was very much surprised when my attorney advised me that the name I have used all my life was a matter of litigation. Ever since I was a kid playing sandlot baseball in Milwaukee, everyone has called me 'Heinie.'"

The WMAW performer added, "As a matter of fact, the name 'Heinie' as well as the character and type of my show was established over a Detroit radio station long before I accepted employment with the Journal company. When my show became popular over WTMJ, I was required to sign the contract in question as consideration for retaining my posi-

Dodgers To Use WMGM Pending Own FM Station

(Continued from Page 1)

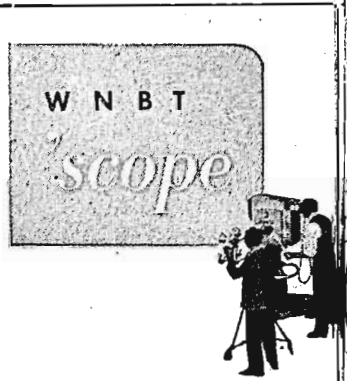
Petty, director of WHN, from the Brooklyn Dodgers' official in which the club's radio policy was outlined. Petty had offered the company's FM station to the Dodgers for inaugurating their program.

"Pending the granting of our FM permit, we are anxious to work with your staff on Youth Sports programs over WMGM to stress the importance of sports in character building as a deterrent to delinquency among juveniles," O'Malley wrote. "Our eight-year-old Dodger Knot-Hole Club, largest in the country, for example, enables more than 100,000 boys and girls to see baseball games each year at Ebbets Field under supervised circumstances. Understandably, our FM station would be a focal point for the broadening of this work."

Brooklyn Dodger games which will be broadcast again this year on WHN will also be heard on WMGM, the station's FM affiliate.

tion. I was paid one dollar for signing it."

Bundy continued: "The contract I signed stipulates that I should not make use of the name 'Heinie' or the 'Grenadiers' over any radio station within a one hundred-mile radius of Milwaukee for a period of sixty days after leaving the employ of the Journal company. I signed it in good faith, but now I am told the contract is worded in such a way that it might be interpreted to mean that I could never use the name 'Heinie.' I certainly didn't sign the contract with that in mind, and I'd like to have a legal opinion on the whole thing."



ON THE AIR AT CHANNEL 4 . . .

FRIDAY, MARCH 5

- 1:00 Home Service Club with Tex and Jinx (Swift)
- 7:30 Musical Merry-Go-Round
- 7:50 Newsreel Theater (Camels)
- 8:00 U. S. Royal Sports Time (U. S. Rubber)
- 8:15 Travel Film of Nations
- 8:25 Ski News (Kools)
- 8:30 Television Film (Simon Ackerman)
- 9:00 NBC Television Newsreel (General Electric)
- 9:10 Cavalcade of Sports — Boxing — Madison Square Garden
- 10:00 Feature Bout—Gus Lesnevich vs. Billy Fox (Gillette)
- 10:30 U.P. and Acme News

SATURDAY HIGHLIGHTS

- 4:00 The Local Crowd — From Washington
- 5:00 Puppet Playhouse
- 7:45 U.P. and Acme News
- 8:00 How To Make Out Income Tax
- 8:30 Sportsman's Show

SUNDAY, MARCH 7

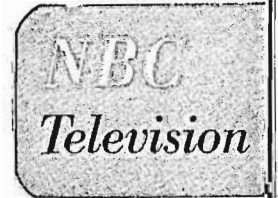
- 7:50 Review of the News (Oldsmobile)
- 8:00 Author Meets 'the Critics' — Fallen Sun by Noel Busch
- 8:30 Travel Film
- 8:40 ANTA Play—Introduction

TODAY'S STORY . . .

Tonight, "General Electric Television Presents the NBC Newsreel" for the first time. It's the second NBC-produced news film to attain regular sponsorship currently. And what's more, GE and Maxon Inc. are using television to sell—you guessed it—television.

FINANCE . . .

Another NBC television service, "How To Make Out Income Tax," 8:00 P.M., tomorrow night. Channel 4 . . . not Schedule B.



A Service of Radio Corporation of America

TELEVISION DAILY

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

COMMISSION'S TV ACTIVITY AT ALL-TIME HIGH

TELE TOPICS

By JIM OWENS
Associate Editor

FIRESTONE Tires looking long and hard at NBC's "Americana Quiz," (Wed. 7 p.m.) Deal, if it jells, will be on a 5-station web basis. Grey Advertising, one of the more wide-awake-to-video agencies, will probably handle the show, tho' it doesn't normally work on the tire div. of Firestone. . . . WCAU-TV, Philly's third outlet, already sold out spot-wise, has hung out the KO sign for spot advertisers. Station teed off with only tests last Monday. . . . If the high-school kids' political preferences are any indication of what their mommas and oppas are thinking Stassen will be the GOP candidate. Kids voted him top man at Temple U's "model" convention last week which was scanned by WFIL-TV in a dress rehearsal for the real thing come spring.

DETROIT tele viewers, deprived of pro boxing by nasty promoters, will get at least one fite show a week starting next month. WWJ-TV biggie Harry Bannister and WCAU heads formed a group and set a year-round deal for amateur slugfests. . . . Cleve Roberts, who left the station to run a barn theater in Mass. two years ago, returns to WCBS-TV this week as a director. . . . Tele's Cinderella-in-the-making: Joan Kerwin, who spends her nites before the ikes at WABD, spends her days as a receptionist at the 515 Madison biz office.

RCA is said to have come up with the secret on mass production of 16-inch picture tubes, and will do so before the end of the year. Tubes are hand made now and expensive, but hit the market in the \$300-\$400 racket. . . . Bloomingdale Bros. one of Gotham's better dry goods shops, putting the finishing touches on a complete TV installation.

TV & The Atom

Detroit—Television viewers here had a close-up of "Things To Come" this week when WWJ-TV, Detroit News tele station, presented a special full hour program on atomic energy. Show featured one of America's outstanding scientists, Dr. R. A. Sawyer, professor of physics and dean of the Horace H. Rackham School of Graduate Studies at the University of Michigan, and one of the civilian directors of the atomic bomb tests at Bikini. Using charts and special films, Sawyer explained the nature of atomic energy, where it comes from and how it is released. Program is the first in a series of special telecasts which will be presented by WWJ-TV to keep the public informed on the latest developments in science.

NBC's WNBY Changes To WNBQ On Sept. 1

NBC's tele station in Chicago will be known as WNBQ, call letters reminiscent of the company's AM outlet, WMAQ, it was announced yesterday by I. E. Showerman, vice-president and general manager of the central division.

Previously, the station had been assigned the call letters WNBY. NBC management felt that in time there might be some listener confusion in the Chicago area because of the phonetic similarity between this call and WMBI, the call letters of the Moody Bible Institute's broadcasting station.

In considering possible alternates to WNBY, company officials discovered that the WNBQ call was already assigned to a 25-watt relay broadcasting transmitter, owned by the network's Chicago engineering department and used in broadcasting relay work. Web then applied to the FCC for a switch in the two calls. The request was granted this week, and the transmitter will be known as WNBQ when it reaches the air on or about Sept. 1.

Kenneth Spencer To Guest On 'Tele Fashions' Tonite

Keneth Spencer, concert baritone who starred in the recent Broadway production of "Showboat," will be guest tonight on "Television Fashions on Parade" over the Du Mont network at 8 p.m.

"Fashions" is in the sixth week of a long-term series and is currently sponsored by Bergdorf-Goodman, Fifth Avenue specialty shop.

Program is produced by Television Fashions on Parade, Inc., and handled through the Ray Nelson Agency.

400 See N. Y. "Golden Gloves" As Yankee Tele Clinic Ends

Boston—More than 400 Boston advertising men and press crowded the Louis 14th Room of the Hotel Somerset here Wednesday night for the fifth and final session of the Yankee Network's Television Clinic.

Following a brief talk by Linus Travers, executive vice-president and general manager of the Network, ad execs witnessed a practical demonstration of tele via a pickup from WCBS-TV, N. Y., which consisted of program revues, weather forecast, films and the "Tournament of Cham-

ABC's 'Frisco Debut Speeded By Zoning OK

San Francisco—Plans for construction of a tele transmitter on the Sutro Twin Peaks estate by ABC's outlet, KGO-TV, were pushed this week following approval of the project by the City Planning Commission. Action of the Commission in re-zoning a small portion of the six-acre Adolph Sullro estate, now being acquired by the web, is scheduled to become final in 30 days.

Gayle V. Grubb, station manager, said that station may be ready to start earlier than the previously announced December ('48) date.

Admiral Corp. Starts Series Of Movies On TV

Chicago—The Admiral Corporation starts a 13-week series of video programs on WBKB today featuring full-length movies, under title "Admiral Movie Theater of the Air." Series, which is also under way in Washington on WNBW, includes releases in the 1930-40 vintage, such as "Three Cheers For Miss Bishop," "Little Men" and others of the type.

Los Angeles Agency Man Plans Tele Sales Course

Los Angeles—Edward A. Altshuler, Ross, Gardner & White radio director, has been signed by the Don Martin School of Radio Arts to teach a course in AM, FM and TV sales techniques. The course, planned by Altshuler several months ago, is designed to give students a comprehensive background in the theory and practice of radio selling with accent on actual sales problems and how to meet them.

Walker Points To Heavy Filing, Sta. On Air

Television activity at the FCC is reaching new highs each week and its handling of applications is a strong indication that the medium's development is hitting an "unprecedented pace," Commissioner Paul Walker said last night in an interview with Richard Harkness, NBC video newscaster on the network show "Eye Witness." Program was originated in studios of WNBW in Washington and fed to WNBW, New York, at 9:15 p. m.

"We have authorized more television stations and are receiving more applications for new stations than ever before," Walker said in answer to a question by Harkness on the over-all video situation at the moment.

Illustrating the activity at the Commission, Walker said that 89 video outlets have been licensed, or "given the green light" thus far, with 18 already in actual operation. Applications on file with the FCC, he said, now total 151, with more coming each week. This is significant of the advancement of the medium in the U. S., the Commissioner pointed out, since not more than a half-dozen television stations are in operation in any other country.

US Television Adds Space To Increase Set Output

U. S. Television Corp. has provided additional assembly space for production of video sets at its New York plant, which is expected to result in a one-third output increase. Firm recently turned the major part of its production facilities to home TV sets and is now turning out 10, 12 and 15-inch direct view models, both table and console type.

Report Mul-Tennas Installed

Several New York apartment house operators are reported to be installing the master television-distribution system manufactured by the Mul-Tenna Corp., of Philadelphia.

WFIL-TV Exhibiting

Philadelphia—WFIL-TV has set up a special booth at the Sportsmen's Show, currently underway here at the Philadelphia Commercial Museum, which is expected to be viewed by an estimated 80,000 persons during the run of the exposition. Booth displays station's TV, AM, FM and facsimile services.

ETs To Play Big Role In Presidential Drives

(Continued from Page 1)

up prospectuses for the election stretch of 1948, although both find their plans somewhat uncertain until after the National Conventions.

Edward T. Ingle is in charge of radio for the GOP and Kenneth Fry for the Democratic forces. Ingle has been on the job since July of 1946, having directed the Washington radio aspects of the successful GOP campaign in that year. Fry was appointed only late last month. Both were formerly with NBC, and Ingle has also been active in bond drives during the war, with the "music appreciation records" promotion just prior to the war, and was with the American Red Cross during the latter part of the war period.

Fry most recently was head of the "Voice of America" operation for the State Department.

Fry has no information yet on how much of a budget he will have, but he hopes to be able to put tentative plans before the Democratic National executive committee in Washington next week. He does plan, he said, to use both the national networks and local-origin programming as widely as funds permit.

The new studio, he said, will be a small affair, with room for three or four people to take part in forum discussions. Live broadcasts and recordings can be made from it.

The GOP, on the other hand, has for more than a year been footing the bills for platter-making by Republican members of Congress, who send weekly discs back home to local stations. More than 100 members of Congress made these discs last year Ingle said yesterday, and about 150 are doing so today. The National committee is paying the recording and mailing charges.

Assisted by Christian E. Rogers, former AP newsman in New York and more recently manager of a radio station in Alexandria, La., Ingle is anticipating spending about a million dollars between the national convention period and the election—nearly all of it on the four national networks. At the same time, Ingle added, his office will do all it can to encourage Congressmen to use local broadcast facilities. He thinks the recording habit into which the committee has got a number of Congressmen should sell a lot of radio time locally during the coming months.

Royal Citation

Pris Lombard, of ABC's news and special events staff, yesterday received a royal invitation to Athens from the Queen of Greece. Miss Lombard spoke with Queen Frederika via closed circuit after the latter had recorded a spot on current situation in the Balkan country. Her Highness will be heard on the web's "Headline Edition" program tonight, 7-7:15 p.m.

COAST-TO-COAST

WTIC-FM Changes Frequency

Hartford, Conn.—WTIC-FM this week changed its frequency from 96.5 to 93.5 megacycles. Because of certain antenna modifications, there was also a reduction of radiated power in the station's low band transmitter operating on 45.3 megacycles.

Joins WJR Sportscasting Team

Detroit, Mich.—Harry Heilmann, one-time baseball great and well-known announcer, has joined WJR's sportscasting team. He is heard every Tuesday, Thursday and Saturday in a "Baseball Extra" program, originating direct from the Detroit Tiger training camp in Lakeland, Florida. Program will be aired through April 17th.

Palmer Heads Okla. U Course

Oklahoma City, Okla.—Bruce Palmer, director of WKY's news bureau, is conducting a special course in radio news and reporting at the University of Oklahoma in Norman. In addition to other duties, Palmer also broadcasts a regular state news program, "Oklahoma's Front Page" and a weekly series, "The Editor Speaks," featuring statements by state newsmen.

WGBA, WGBA-FM Appointments

Columbus, Ga.—John Johnson, formerly with the War Department as information specialist, has become talent and promotion director of the Georgia-Alabama Broadcasting Corporation, which operates WGBA and WGBA-FM. Also becoming affiliated with the station is A. E. (Bill) Mickel, who has been appointed manager of WGBA and WGBA-FM.

WCOP Originates "On Trial"

Boston, Mass.—"On Trial," new radio court tribunal series, originating from the studios of WCOP, recently made its debut over the ABC network. The public-interest program features the faculty and students of Harvard Law School in American trial court procedure, examining public issues. A judge, opposing counsel and witnesses are presented on the show, while the radio audience comprises the jury.

"Flight '62"

Knoxville, Tenn.—WROL and WROL-FM recently introduced a new series of quarter-hour programs on aviation. Titled, "Flight '62," shows feature representatives of the three airlines serving this city and a guest "expert." All questions about any phase of aviation are discussed on the new program which is presented each Tuesday night.

WFIL, WFIL-FM Jazz Series

Philadelphia, Pa.—A new series of programs featuring Al Rose, New Orleans-born jazz critic, was recently inaugurated on WFIL, WFIL-FM. Entitled "Journeys Into Jazz," programs introduce historic jazz records with Rose reviewing several of the all-time classical records and furnishing explanations and criticism of the styles of some of the country's foremost artists in that field.

KWSC Farewells

Pullman, Wash.—KWSC is saying farewell to Haines Fay and Bob Swartz. The former has joined the staff of KVOS, Bellingham, while the latter, who was station special events man, has accepted a position in sales and news with KVNI, Coeur d'Alene, Idaho.

Gets 'Brotherhood' Award

Minneapolis, Minn.—An award from the National Conference of Christians and Jews, was recently presented to WCCO general manager, Merle S. Jones, for the station's "Neither Free Nor Equal" documentary series. The presentation was made at the annual Brotherhood Week dinner in this city by Dr. Henry Nobel MacCracken, administrative secretary of the NCCJ.

Franklin College On WCSI-FM

Columbus, Ind.—WCSI-FM has completed arrangements with the staff of Franklin College to turn over a half-hour segment, from 3:30-4:00 p.m., on Sundays, to the college in order that they might air whatever program they desire.

Takes Leave-Of-Absence.

Missoula, Mont.—KGVO chief announcer, Bill Strothman, is taking a four-month leave of absence to acquire his transmitter operator's license at the National Radio School in Los Angeles. Subbing for him during his absence will be Jim Robischon of Kalispell, a student at Montana State University.

Giveaway Show On WFEA

Manchester, N. H.—"Mrs. Mystery," new city giveaway show, recently made its debut on WFEA. Heard each Monday thru Friday at 9:00 a.m., program awards a \$50 prize in gold, plus merchandise gifts to the winner of each contest.

"Student Day" At KBON

Omaha, Nebr.—Creighton University students interested in radio got a taste of the real thing recently when they put "Operation KBNO" into effect. On that day over 40 students acted as understudies to the station's staff, 20 of them taking part in three live programs. Joe Baker, KBON promotion manager, was in charge of the "student day" which was the first of its kind in this section of the state.

"Operation Romance"

San Antonio, Tex.—WOAI, in cooperation with the United States Air Force Recruiting Service, recently inaugurated "Operation Romance," a weekly half-hour show which has the cadets compete for dates with local lovelies. Two or three cadets are chosen for each girl participating and are given questionnaires and tests devised to challenge their desirability as dates. Winners are given an evening of dining and dancing with the girls at the Officers' Club, the bill being footed by the Army.

CBS Adopts DST Plan For Trans. Repeat

(Continued from Page 1)

network which has not yet made the switch. NBC has investigated the matter thoroughly in recent weeks however, and a decision by Nils Trammell is expected within a few days.

Theoretically and for purposes of feeding programs to affiliates, CBS will become two networks on April 25 when daylight saving takes effect. CBS coverage areas which move the clock ahead one hour will get their normal live programs but that segment of the web remaining on standard time will be fed delayed transcribed repeats from Chicago or Hollywood. As for the division between daylight saving and standard time areas, at least 55 CBS affiliates, and probably all California stations, will operate on daylight saving time. This will be the first year California has done so and it's brought on by the extreme drought and necessity of curtailing power.

CBS has not yet decided if its new programs will be repeated by transcription or done live.

Columbia will not use the tape method begun by ABC for delayed repeats but will employ the usual platters. If NBC decides to go in for clock broadcasting, however, it is expected to use the tape method. Both CBS and NBC conferred recently with ABC as to that type of operation. ABC first set the pace for clock broadcasting in the summer months of 1946 and in '47 put the whole network on such a schedule. Since last year ABC engineers developed a special tape recorder, with improved program quality, and had them manufactured by Ampex Electric Corp.

Send Birthday Greetings To—

- | | |
|---------------------|------------------|
| March 5 | |
| Chic Johnson | Sam Serota |
| Sam Hearn | Ben Selvin |
| March 6 | |
| Tod Swalm | |
| March 7 | |
| Bob Dunn | Gordon Windham |
| John B. Conly | Jack Stern |
| March 8 | |
| Sidney Flamm | Ted Jewett |
| George Shackley | |
| March 9 | |
| Victor Arden | Claire Trevor |
| Franklyn MacCormack | |
| March 10 | |
| Peter deRose | Marlon Hutton |
| Robert Taplinger | Carol Deis |
| Beatrice Berke | Lloyd O. Coulter |
| March 11 | |
| George I. Higgins | |
| Don Lavery | Andy Sanella |
| Ramona | |



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 45

NEW YORK, MONDAY, MARCH 8, 1948

TEN CENTS

RADIO RATES HIGH IN NORC'S SURVEY

FCC Adjourns Mayflower Hearing Until April 19

Testimony Against Present Ruling Heard Friday

Washington Bureau, RADIO DAILY

Washington—Further hearings on the FCC's controversial Mayflower decision will resume April 19, Chairman Wayne Coy announced Friday at the conclusion of a full week of hearings. Motion Picture Association President Eric Johnston and Federal Education Commissioner John Studebaker filed (Continued on Page 5)

Wilson Leaving CBS; Joins Research Firm

Elmo C. Wilson, director of research for the Columbia Broadcasting System, is resigning, effective April 1, to become president of the International Public Opinion Research, it was announced Friday.

In his new post Wilson will join Elmo Roper, public opinion and market analysis, and Joshua B. Pow. (Continued on Page 5)

Competitive Markets Viewed By Agency Exec.

Toledo—The opportunity has arrived for America's salesmen to leave the defensive and resume their traditional role in shaping the country's future, Walter C. Ayers, Detroit ad- (Continued on Page 6)

Resolution Making Ruled Out

Columbus—Ohio State University's Institute for Education by Radio will not consider or vote on resolutions, it was announced by I. Keith Tyler, director of the conference opening in Columbus April 30 to May 3. Members of the Institute's program committee for 1948 unanimously opposed resolution-making on the grounds that "(1) This is not an organization with a standing membership; (2) the poll (of last year conferees) was inconclusive; and (3) there is a danger of alienating certain groups who attend the Institute."

NAB And RCA Heads Stronger 'Voice' Urged Get Magazine Awards In Radio-Gov't Plea

Justin Miller and David Sarnoff were among those singled out for bronze medals in the presentation of Annual Advertising Awards for 1947, sponsored by Advertising & Selling magazine, at the Waldorf-Astoria Friday night. The Gold Medal Award went to Theodore S. Repplier, president of the Advertising Council, for his "distinguished services to advertising."

Before a gathering of some 400 ad- (Continued on Page 8)

Representatives of the United States radio industry and other leading experts in the communications field, constituting the State Department's Radio Advisory Committee, on Friday passed a resolution in New York calling for the strengthening of the "Voice of America" as an international broadcasting medium. The resolution follows:

"In view of the critical world situation, the Radio Advisory Committee (Continued on Page 6)

Girl Scouts Programs Planned For This Week

Observance of the 36th anniversary of the Girl Scouts this week will be marked with special programs and other plugs on networks and stations throughout the country.

A kit of spot announcements and scripts for two shows were prepared (Continued on Page 2)

Boston University Panel Will Discuss NAB Code

Boston—Last major public discussion of the new NAB code before the convention in May will be held here March 12 as part of the Boston University Founders' Day Institute on "Social Responsibilities of American Leadership." NAB president Justin (Continued on Page 4)

U. S. Broadcasters Attend CAB Convention in Quebec

(By Staff Correspondent, RADIO DAILY)

Quebec—A sizeable delegation of U. S. network executives arrived here over the weekend from New York to attend the convention of the Canadian Association of Broadcasters which gets under way today and runs through Thursday.

Two top execs of Broadcast Measurement Bureau also were among the arrivals. They were Hugh Feltis, president, and John Churchill, direc-

tor of research for the organization. Largest web delegation came from NBC, which was represented by E. B. Lyford, assistant manager of station relations; Easton C. Woolley, director of stations departments; Norman Cloutier, Thesaurus program manager, and Donald Mercer, assistant sales manager for Thesaurus and syndicated programs. J. Kelly Smith, director of station relations, and C. E. Midgely, sales (Continued on Page 6)

Seven Out Of Ten Say Radio Doing A Good Job

A new study of the public reaction to radio indicates that seven out of ten Americans think radio is doing a good job and should be kept free of government controls. The University of Chicago's National Opinion Research Center made the study, released today through NAB, and the findings have (Continued on Page 8)

FMA Won't Appear In 'Mayflower' Tiff

Washington Bureau, RADIO DAILY
Washington—The FMA board of directors on Friday decided their organization will not appear at the FCC hearings on the Mayflower decision—a major split on the issue within broadcast ranks which some broadcasters had seen coming for some time.

The board decided to meet monthly (Continued on Page 2)

CBS-Owned Station Men Hold Semi-Annual Meet

Officials of CBS-owned stations are in New York for their semi-annual meeting, which is being held in the Carleton Room of the Ritz-Carleton Hotel today, tomorrow and Wednesday. Among those taking part are (Continued on Page 2)

Sewing Circle

Charles John Stevenson, publisher of the oldest weekly newspaper in the United States, and resident of Cambridge, an upstate New York village, declares he is the first and only man to give dress-making lessons by radio. He recently started the course, a seven-minute lesson six days a week, broadcast by WGY. Several prizes were offered.

British Trade Show

London—Radio and television displays will be featured at the British Industries Fair which will be held at the Olympia, London, from May 3 to May 14. Approximately 50 firms will participate with displays of radio and television receivers and transmitting equipment. Olympia is the London equivalent of New York's Madison Square Garden.



Vol. 42, No. 45 Mon., Mar. 8, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6807
WASHINGTON BUREAU
Andrew H. Oiler, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

★ COMING AND GOING ★

ROBERT SAUDEK, vice-president of the American network in charge of public affairs, off to East Lansing, Mich., where he'll address the Third Annual Radio Conference at Michigan State College on the subject, "Radio Looks at the Problem."

BILL COOK, the "Man with a Thousand Voices" heard on WCBS, today goes down to Millburn, N. J., where he'll entertain at the show conducted annually by the American Red Cross chapter of Summit, N. J.

HUGH FELTIS, president of BMB, and JOHN CHURCHILL, research director of the bureau, are in Quebec, where they'll address delegates to the CAB convention at the BMB session scheduled for the confab.

GENE HAMILTON, commentator on ABC's "Boston Symphony Hour," tomorrow goes up to Cambridge, Mass., for the broadcast of the program, which will emanate from the Sanders Theater at Harvard University.

BUDDY BASCH, publicist, has returned from Hartford, Conn., where he made arrangements for Johnny Long's opening at the State Theater next Friday.

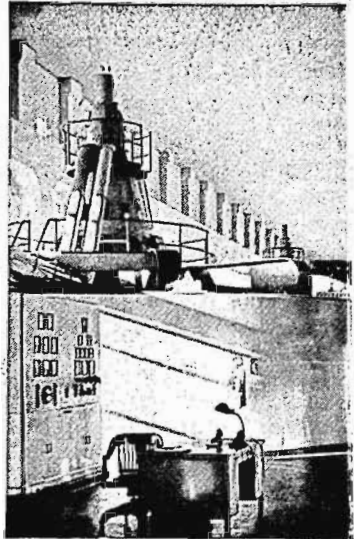
EDMUND CHESTER, Columbia network's director of shortwave broadcasting and Latin-American relations, will sail Friday aboard the "Queen Elizabeth" en route to Geneva, Switzerland, with short stopovers in London and Paris. He is a member of the United States delegation to the High Frequency Broadcasting Planning Committee, which will convene in Geneva March 22.

WARREN WADE, executive producer in the television department of NBC, will discuss video programming Friday at a meeting of the University Club, Pleasantville, N. Y.

ROBERT HUDSON, director of education and opinion broadcasts for CBS, will spend today and tomorrow in Portland, Ore.

JIM GAINES, peripatetic director of NBC-owned stations, has left for Denver to huddle with executives of KOA. He'll be gone about a week.

JAN AUGUST, pianist, has returned to New York following a lengthy tour of the Middle West. On Wednesday of this week he'll start an engagement at the Raleigh Room of the Hotel Warwick.



135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon. One flick of the wrist sends both giant generators into action. We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power. Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales. For this successful independent in Baltimore is the station that delivers more listeners-per-dollar-spent than any other station in town. And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.



W-I-T-H AM and FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally By Hurdley-Rood

FMA Won't Appear In 'Mayflower' Dispute

(Continued from Page 1) for the next six months because of the intense speed of current developments within the industry, and to launch a new and intensive membership drive. Forty-one new members have been added since the September convention, bringing the total to 242. One of the newest members is the Crosley Manufacturing Co., long a holdout against FM. Only 12 memberships have been dropped thus far.

A stiff protest against advertising of "high-fidelity AM," "finest quality AM" and other phrases which, used in conjunction with discussion of FM appear derogatory to FM was prepared for approval over the weekend, as well as a resolution calling upon manufacturers to begin turning out FM-only sets at "the lowest possible prices." FM broadcasters will be asked to make all possible use of the slogan, "Be Sure Your New Radio Has FM."

It was decided also that Executive Director Bill Bailey canvass the membership for all details of difficulties with the AT&T on studio-transmitter links. Reports of trouble with low-fidelity links have been reaching Washington, and FMA is determined to bring the matter up either with AT&T or with the FCC.

Present, in addition to Bailey and Counsel Leonard Marks, were: President Everett Dillard; W. R. David, GE; E. J. Hodle, WCFB, Beckley, W. Va.; C. M. Jansky, Jr.; Raymond Kohn, WFMZ, Allentown, Pa.; Morris Novik, Unity Broadcasting Corp., N. Y.; Thomas F. McNulty, WMCP, Baltimore; Ben Strouse, WWDC-FM, Washington, and William Ware, KFMX, Council Bluffs, Iowa.

Lester H. Schroeder

Lester H. Schroeder, for five years with Dancer-Fitzgerald-Sample, advertising agency, formerly as head time buyer and more recently in radio analysis, died at his home in Chicago March 2.

Girl Scouts Programs Planned For This Week

(Continued from Page 1) by the national Girl Scouts' office and distributed to more than 1,600 local councils for presentation over local outlets. The two programs are a drama, "As Friend to Friend," scripted by Rome Cowgill, and an interview show, "The Birthday That Lasts All Year," by Rosemary Roth.

The celebration was kicked-off Saturday when NBC aired a mammoth birthday party attended by 6,000 Scouts at the Shrine Auditorium in Los Angeles. Participating were Joan Davis, Andy Russell and Louise Erickson.

Mutual will air a salute to Girl Scouts Week with a special program from New York March 13, 4:45 p. m. Helen Jepson will act as hostess to the 50-voice Girl Scouts Chorus conducted by Grace Olsen, with house ork under Emerson Buckley.

Nearly 100 web shows have announced their intention of plugging the observance during the week. Included are Voice of Firestone, Crime Photographer, Nick Carter, National Farm and Home Hour, Jack Armstrong, Texaco Star Theater, Professor Quiz, Sheaffer Parade, Gene Autry, Dennis Day, Blondie, Mr. and Mrs. North.

CBS-Owned Station Men Hold Semi-Annual Meet

(Continued from Page 1) J. L. Van Volkenburg, CBS director of station administration; Arthur Hull Hayes, WCBS; Frank Falknor, WBBM, Chicago; Harold Fellows, WEEI, Boston; Maurice Mitchell, WTOP, Washington, D. C.; Wendell Campbell, KMOX, St. Louis; Merle Jones, WCCO, Minneapolis-St. Paul, and Harry W. Witt, KNX, Hollywood.

Executives of stations represented by CBS Radio Sales, who also will attend the meeting, include Charles Crutchfield, WBT, Charlotte, N. C.; Ivor Sharpe, KSL, Salt Lake City; C. T. Lucy, WRVA, Richmond, Va., and Thad Holt and Ed Norton, both of WAPI, Birmingham, Ala.

FINANCIAL

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

10 YEARS AGO TODAY

(From the files of Radio Daily) Largest number of stations ever assembled to promote an event—748 in all—has been set for National Airmail Week. Charles H. Crutchfield, of WBT, was named national radio director for the observance. . . . First edition of RADIO ANNUAL, 960 pages of industry data, came off the presses. . . . Dave Garroway, formerly with NBC in New York, joined the announcing staff of KDKA. . . . W. G. H. Finch patented new invention combining fax with sound.

KGW

PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARDS PERRY & CO.



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

The telephone is a wonderful device. And its use plays an important part in the sale of radio time. But there's a lot more to it than this.

Take the average Weed and Company representative. On the phone or across the desk from you, he knows *your* business and talks *your* business. He wouldn't be there if he didn't. He's a salesman, certainly. He represents Spot Radio, one of the most profitable forms of modern advertising. He also represents over 250 years of combined experience in showing Spot Advertisers how to get the most for their money.

Behind that experience are the two bed-rock qualities that created it: expert knowledge and plain hard work. These are the two factors that produce most of the results most of the time... the two factors that make Weed and Company service so valuable to any advertiser.

Weed
and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

AGENCIES

THE NETHERLANDS, in order to attract tourists to Holland this year, the year in which the nation is celebrating the 50th Jubilee of Queen Wilhelmina's reign, is placing advertisements in American publications. The Netherlands Tourist Commission has selected The Charles W. Hoyt Company, Inc., to prepare and place this advertising.

JOHN KRIMSKY has been named to an executive position with the Institute of Public Relations, Inc. He recently returned from California, where since the war he had been manager of the motion picture division for Buchanan & Co., Inc.

WILLIAM VON ZEHLE agency and one of its clients, Four-Square Paint Corp., are jointly offering \$200 cash for a one-word name for a new fire resistant paint.

KENNETT R. McMATH has joined Roy S. Durstine, Inc., as a member of the executive staff specializing on package goods. Until recently he was head of his own agency in New York and prior to that was for four years a member of the plans department of N. W. Ayer & Son in New York and Philadelphia.

THREE NEW OFFICES have been opened by Kenyon & Eckhardt in connection with the Lincoln-Mercury dealer account. Following were appointed to head the branch offices: Irving W. De Ridder, Kansas City; John J. Wiley, San Francisco, and William H. Mathews, Washington, D. C.

H. EARLE MUZZY, who has been connected with The Quaker Oats Company for over 34 years and was vice-president in charge of export, has been named executive vice-president to succeed Donald B. Lourie, recently elected president of the company. Quaker Oats' advertising in foreign markets continues to be handled by National Export Advertising Service, Inc., as it has been for the past 28 years.

NESTLE'S MILK PRODUCTS, Inc., announce that advertising for their new instant tea product will be handled by Doherty, Clifford & Shenfield, Inc., effective immediately.

"FIRST RATE" PRODUCTION ASSISTANT AVAILABLE

Three years network experience. Knows thoroughly the ins and outs of radio. Close acquaintance with radio personalities. Here's your chance to hire an all around girl-Friday, with a sense of humor and a serious mind for business.

Box 121
RADIO DAILY
1501 Broadway New York 18, N. Y.



California Commentary . . . !

● ● ● Frank K. Danzig has started production on the second 26 in the "Unexpected" transcribed series. He also produces "The Lone Wolf." . . . California's hundredth birthday was saluted by a special "Centennial Quiz" over KFVB March 2, with native Californian Leo

Hollywood Carrillo shooting the questions to a distinguished panel of Californians. Bulk of the questions were taken from the March issue of Coronet, which features 16 full-color pages of California scenery. Each contestant was equipped with a special comic whistle, gong, rattle and bell to signify that he wished to answer the question. . . . Comely Maxine Hamilton, who did publicity for the Johnny Olsen show and "Ask Ella Mason" while in the East, has returned to the Coast and has joined the Ed Scodfield praisery. . . . Ella Gabor, of the screen, got so many favorable comments on her Francis Scully air interview, that she has decided to go into radio seriously. She is lined up for several other guest shots, including the "Johnny On The Spot" interview show, the Harold Cowan "Hollywood Movie Show," and C. P. MacGregor is seeking a story which will fit in with Miss Gabor's charming Hungarian accent. This lovely blonde with the big brown eyes is also a good bet for television.



● ● ● Radio stations in Las Vegas went all out for the Flamingo Hotel's art exhibition, which was taken there by Mrs. John Decker, widow of the noted artist. They featured the show as spot news and as women's page editorials and even programmed Mrs. Decker for interviews, but she bowed out, saying she sounded like a rusty file on the air. . . . Charlie Buck, NBC's producer on the Jack Benny, Burns and Allen and "Carnation Contented" shows, became the father of twin girls Feb. 27. The Bucks also have two other children, boys. . . . KCMJ, Palm Springs followed through after a recent CBS "Double Or Nothing" show on which the program's principals were featured in place of their husbands. In place of the usual male announcer's voice on the 12:30 station break (in behalf of a desert realtor) RadioOasis listeners heard a two-voiced 30 second production featuring Dorothy Fanning, traffic manager, and Cecilia Ehresman, office manager.



● ● ● The guys and gals of Radio Row are still talking about the party NBC and Colgate-Palmolive-Peet tossed in honor of Kay Kyser's 10th anniversary on the air. Kay was praised for his work in raising millions in behalf of medical aid facilities for his home state of North Carolina, his war-entertaining and bond-selling efforts and his current campaign in behalf of the St. John's hospital, Santa Monica. Bob Hope emceed, and Jack Benny, Edgar Bergen, Judy Canova, Dennis Day, Jane Russell, General Holland M. Smith, Ted Bates, Robert E. Healy and Sidney N. Strotz were on the program.



● ● ● Andy Russell, who recently returned from New York, where he played a five-week personal appearance engagement at the Paramount, is rehearsing for his initial Revere Camera Review, which goes t. c. on Mutual, starting March 11. Marion Hutton and the Pied Pipers and Ray Sinatra's orchestra will be featured on the show. . . . Television night was held at the Los Angeles Publicity club's meeting March 2, with Dale W. Roe as chairman of the panel, which included Don McNamara, of Telefilms; Charles D. Brown, of KFI, and Allen H. Gillis, editor of "TeleViews." On the same day, Harry T. Lubcke, head of Don Lee's television operations, addressed the Los Angeles Exchange club. . . . As though competition isn't tough enough, Sara "Mabel The Phone Operator" competes with herself Wednesday evening when she guests at the same time on Bing Crosby's program over ABC via transcription.

CHICAGO

By NAT GREEN

ABC's "Breakfast Club" will make a personal appearance at the Municipal Auditorium, Birmingham Ala., on April 3, under auspices of the Civitan Club for the benefit of the Mercy Orphan Home.

Alan Simpson, 35-year-old World War II vet of Chicago was winner of a "free speech" contest sponsored locally over WENR in connection with "America's Town Meeting" program and with his wife will depart for New York today for a three-day, all-expense trip.

Elinor Inman, CBS director of religious broadcasts, and Clifford R. Jennings were married on February 29, thus cutting down their wedding "anniversaries" to one every four years.

The CBS "Vaughn Monroe Show" will be broadcast March 13 from the WBBM studios in Chicago.

A feature of the new WGN show "Your Birthday Party," which starts Saturday, will be a section called "What I Want to Be When I Grow Up" in which there will be interviews between ambitious youngsters and well-known adult personalities in the youngsters' chosen field.

Recent visitors to the Chicago Mutual offices were Ken Gordon and F. Woodward of KDTH, Dubuque Iowa; Alex Warden, KRJF, Miles City, Mont.; Ralph Kanna, WOBW, Rhinelander, Wis., and Gerry Albright, WTVB, Richmond, Ind.

Skee Wolff, Chicago writer and producer, has joined the production staff of WBBM. Wolff is the author of WBBM's "That Men May Live" series. Henry Livezey, manager of the NBC central division guest relations department, reports that NBC was host to 312,063 persons in the network's Merchandise Mart studios in 1947, an increase of almost 75,000 over the previous year.

As an indication of the commercial value of time on television, it is reported that a magnifying lens manufacturer used just two spot announcements on WBKB at a cost of \$80, sold 448 units at \$69 each.

Boston University Panel Will Discuss NAB Code

(Continued from Page 1)

Miller will be chairman of the meeting which will include talks by Harold E. Fellows, of WBEI; Craig Lawrence, of WCOP, and Ted Cott, of WNEW.

David Sarnoff, president of RCA; J. Arthur Rank, British film producer, and Paul G. Hoffman, president of Studebaker, will be the speakers at a Founders' Day banquet Friday night.

Session on facsimile also will be held Friday afternoon, with John Taylor, promotion manager of the Boston Globe, as chairman. Speakers will be Milton Alden, of Alden Products, and G. Bennett Larson, fax chief of the Philadelphia Bulletin.

Mayflower Hearings To Continue Apr. 19

(Continued from Page 1)

atters with the Commission opposing the Mayflower ruling. Johnson declared that the question seems to him to come down to one of interpretation of the first article of the Bill of Rights—"Congress shall make no law . . . abridging the freedom of speech or of the press."

"A Human Right"

The emphasis there, he said, "is placed on the right of the individual to speak, to utter, to express himself, by whatever means best suits his purpose and not alone through the press." "Freedom of expression is, in my opinion," Johnston wrote, "a human right, an individual right and not one confined to the practitioners of any particular profession of expression, but on the contrary given freely to all Americans, through whatever media might suit their purposes."

"It might be conjectured with reason that the authors of the bill of rights intuitively recognized that other media besides the press might some day be available to the individual—which, of course, has happened."

"We either believe in the guarantee of free speech or we don't; we either believe that freedom of utterance, freedom of expression and freedom of exhibition are inseparable, or we deny the clear intent of the Bill of Rights. Free speech cannot be compartmentalized, it is free for all media, or it is free for none. If it is not free for every media, then it is not free for the individual, and if it is not, the Bill of Rights becomes a bill of limitations."

Dr. Studebaker Heard

"For this reason, I feel very strongly that no instrument of expression, including the radio, should be restricted, openly or indirectly, in the exercise of free speech guaranteed by the Constitution."

Dr. Studebaker said he believes the Mayflower ban "impairs the ability of the licensee to discharge his obligations to present all sides of important questions, fairly, objectively and without bias." He said he feels that the ban prevents licensees from liv-

★ THE WEEK IN RADIO ★

Mayflower Hearing Gets Underway

By VAL ADAMS

DOZENS of witnesses presented views on editorializing to FCC in Mayflower hearing. Frank Stanton, Niles Trammell and Mark Woods lead off the parade and came out strongly in favor of the right to editorialize. James Lawrence Day, speaking for American Civil Liberties Union, defended the Mayflower ruling. So did many other witnesses not engaged in broadcasting as a business. Nathan Straus of WMCA, New York, suggested a station's right to editorialize up to 15 minutes a day.

Standard Radio Transcriptions, Hollywood, asked AFM to set date to begin collective bargaining. Firm said that if no date is set within 15 days, it assumes it has right to seek remedies outlined in Lait-Hartley law. . . . Giveaway jackpots hitting all time high. Number of tree plugs in exchange for merchandise unprecedented.

American Tobacco Co. spending estimated half million for spot campaign in behalf Herbert Layton cigarettes. About 20 key markets to be used. . . . Tom Co. bought Thursday night half-hour on CBS, giving it five network shows. . . . Mutual's co-op sales jumped 99 per cent in last year. Web's 19 co-op programs have 1700 local sponsors.

ET's expected to be widely used in Presidential campaigns. New recording studio ready for operation at Democratic National Committee headquarters in Washington. . . . Kenneth Perry named to head radio and television for Democrats. He'll have same post filled by Leonard Reinsch during last President election. . . . "Dewey for President" clubs in New Hampshire and Wisconsin already using commercial radio time. They're air-

ing up to this obligation—which was also put forth by the FCC in its Mayflower decision.

Mayflower Supporters Heard

Again Friday the Commission heard statements urging that the Mayflower policy be retained. Among the witnesses were representatives of the various talent and craft guilds of the industry. All opposed any relaxation of the ban on editorializing.

Another letter, from President George Shuster, of Hunter College, New York, expressed support for the Mayflower decision. Dr. Shuster said, "Editorializing would be desirable only if something like a letter-to-the-editor arrangement were adopted."

A program on which criticisms of the editorial broadcasts of the day previous would be featured at the same time that the current editorial was put on the air."

O. Thomas Franklin, editorial supervisor of the news bureau of KYA, San Francisco, wrote in a personal capacity "to register the strongest possible approval of the Commission's opposition to editorializing by radio broadcasters. Equally, I am inflexibly opposed to the appeal by the broadcasting industry that radio newsmen be allowed to editorialize."

ing recorded excerpts from past Dewey speeches.

MBS attorneys looking into Zenith's failure to go through with a sponsorship deal when network says had been committed through Zenith agency. MacFarland, Aveyard & Co. . . . Westinghouse Radio Stations, Inc. switching from NBC Spot Sales to Free & Peters, a national spot biz account hitting three million annually.

Baseball clubs in several major league cities considering going into commercial FM radio. Brooklyn Dodgers have already applied to FCC. . . . Radio can have its best year in '48 if it does a good selling and educating job on advertisers, said Eugene S. Thomas of WOR, New York. Radio must go after new industries, products and services, he added. . . . Metro-Goldwyn-Mayer building FM station in Beverly Hills.

CBS to use delayed transcribed repeats for affiliates which don't change to daylight saving time. First time that Columbia has ever invoked the daylight saving plan. . . . Czechoslovakia is "dead duck" as point of origin for news broadcasts. Country's new regime gave web correspondents varying reasons for the blackout. . . . Rural Radio Network, six-station FM chain in New York State, will use radio relay instead of phone lines. Three of the stations going on the air in May.

FCC asked networks for full data on their policies regarding FM affiliation. . . . Quota decreases imposed by foreign nations will cut export of radio receivers by U. S. manufacturers 50 per cent by end of year. RMA spokesmen say radio set production will drop 25 to 50 per cent this year.

William L. Shirer, MBS commentator, designated for One World Award for radio. . . . Protestant Radio Commission to be formally organized this month. Purpose is to aid and coordinate radio activities of all Protestant denominations.

NAB board earmarked \$15,000 for "international activity." . . . Two Toronto stations voluntarily cut broadcasting day by three hours to help conserve electric power of CBC. . . . Radio complimented for its efforts in public service advertising by Charles G. Mortimer, Jr., vicepres of General Foods and chairman of Ad Council.

Havana's new three million dollar Radio City to open March 13. . . . Senate Interstate Commerce Committee "disturbed" over possible results of superpowered stations. All AM licensees asked for statements on the subject. Committee to conduct hearings next month.

Brooks Authors New Book

"Radio News Writing," a textbook by William F. Brooks, NBC vicepres in charge of news and international relations, has been published by McGraw-Hill. Book includes an appendix of sample scripts illustrating various types of news programs.

Wilson Leaving CBS; Joins Research Firm

(Continued from Page 1)

ers, foreign newspaper representative, who formed International Public Opinion Research two years ago. He will become a partner in the firm.

Wilson plans to leave early in April for a short trip to Buenos Aires in connection with his new duties.

Among the clients whom International Public Opinion Research is now serving are Standard Oil Company of New Jersey; Time, Inc.; The Reader's Digest, and the American Export Advertisers Association.

Roper and Wilson are old business associates. Wilson was connected with the Elmo Roper organization in 1940-41, leaving there in the fall of 1941 to go into opinion research for the Government. He joined CBS as director of research in July, 1945.

Chevalier On WCBS Today

Maurice Chevalier, internationally-known French entertainer, will be heard on WCBS today when he appears as guest of Radie Harris on her "Broadway and Vine" program, 3:55 p. m., EST.

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!



IN LOUISVILLE

C. E. Hooper, December 1946 . . . April 1947

Consistently Beats All Competition on Stations From Coast-to-Coast!



Hollywood New York • Chicago

Recording?

on top of the OPERA BUILDING

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

Stronger 'Voice' Urged In Radio-Gov't Plea

(Continued from Page 1)

recognizes the necessity of taking immediate steps to strengthen the 'Voice of America' so that the international broadcasting facilities of the United States shall be as effective as those of any other nation. To this end, the committee recognizes:

"(1) The immediate need for the funds requested in the State Department's 1948 deficiency appropriation for expanding the international short-wave physical facilities of the United States, for increasing effective power of existing stations and for installing appropriate relay facilities; and

"(2) The need for adequate funds to operate the 'Voice of America' on the expanded scale contemplated during the next fiscal year."

In this connection, the committee notes that even the amount originally requested by the State Department for international broadcasting during the next fiscal year—\$13,750,750—is substantially less than that now being spent by other major powers.

The committee discussed recent developments in international broadcasting and future requirements on the permanent basis authorized by the Smith-Mundt Act, which was approved by Congress in January.

Miller Heads Sub-committee

Justin Miller, president of the NAB, was designated chairman of a sub-committee to study long-term policies for international broadcasting and to make recommendations to the full advisory committee at its next meeting.

Committee members at Friday's meeting were: Miller, Wesley Dumm, Associated Broadcasters, Inc.; Mark Ethridge, Louisville Courier-Journal; G. E. Haggerty, representing Walter Evans, Westinghouse Radio Stations, Inc.; Walter S. Lemmon, World-Wide Broadcasting Corp.; Edward Noble, ABC; E. J. Boos, representing J. D. Shouse, Crosley Corp.; Adrian Murphy, representing Frank Stanton, CBS; William Brooks, representing Niles Trammell, NBC; Paul Porter, former chairman, FCC; Harold Lasswell, School of Law, Yale University, and W. H. D. Dinsmore, representing Philip Reed, General Electric Co.

Representing the State Department were: Howland H. Sargeant, deputy assistant secretary for public affairs; William T. Stone, director, Office of Information and Education Exchange; Leland Barrows, deputy director, OIE; Charles W. Thayer, acting chief, International Broadcasting Division, and Victor Hunt, policy co-ordinator.

Others present were James Lawrence Fly of Associated Broadcasters, Inc. Charles Denny, of RCA.; Stanley Richardson of NBC and Edmund Chester, CBS.

Goff Returning To Air

Norris Goff, the Abner of CBS' "Lum 'n' Abner," who recently underwent a major operation, is on his way back to Hollywood from Lexington, Ky. Fully recovered, Goff expects to rejoin the CBS comedy show about March 15.

U. S. Broadcasters Attend CAB Convention In Quebec

(Continued from Page 1)

service manager, are in town for CBS. Otto Brandt, represents the ABC station relations department, and Norman Knight is here for the same department at Mutual.

Sedgwick to Speak

Opening meeting is slated for 9:30 this morning, with address of welcome by Harry Sedgwick, chairman of the CAB board, and CFRB prexy. Reports will be given by Doug Scott, CAB broadcast advertising chief; Bert Cairns, of CFAC and president of Western Association of Broadcasters, on that organization's committee on giveaways.

Bureau of Broadcast Measurement will take over at 11 a. m. with presentation by Horace Stovin, of H. N. Stovin & Co., Toronto station reps. Talks by Felts and Churchill and the annual BMB meeting will follow.

Luncheon talk on R'M and tele by Ralph Hackbusch, of RMA of Canada, will be followed by discussion of rate structures, with C. W. Wright, Toronto rep, as chairman. Reports by T. A. Evans, CAB secretary-treasurer, and Bob Burton, general manager of

BMI, Ltd., will be heard during the late afternoon session on copyright fees.

T. J. Allard, CAB public relations chief, will preside at tomorrow morning's session on public relations. In the afternoon, there will be a discussion on research by Toronto REC and a CAB business session. On the agenda for the latter is a proposal to charge CAB membership fees according to gross revenue instead of the present basis calling for twice the peak 30-minute rate monthly.

Annual banquet will be held tomorrow night. Main speaker will be Charles S. Watson, public relations director of Canadian Breweries, Ltd., who will speak on "Public Relations Is Everybody's Business."

Board Election Wednesday

Election of directors will be held on Wednesday, as well as formulation of CAB policy re Canadian NARBA confab in August. Standing committees will be appointed and unfinished business concluded on Thursday. Convention will close with luncheon meeting of new directors.

Competitive Markets Viewed By Agency Exec.

(Continued from Page 1)

vertising executive, said last Friday in an address at the University of Toledo.

Mr. Ayers, who is a senior partner of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency, spoke before 500 sales executives, business leaders, faculty members and students at the Institute on Business Trends conducted by the University of Toledo's College of Business Administration.

"Return of competitive markets is the finest thing that could have happened to the country's salesmen," Mr. Ayers said. "Now we can come off the defensive. Now we can do the job that conditions have made impossible for at least five years. Finally, we can lift our heads and come out into the open, dropping for good the role of hide-and-seek order-takers, and regaining our proper status in the country's economic life."

"Remember," he added, "that America had no monopoly on brains or resources. One of the reasons the country was made great is because we are a nation of salesmen."

In the new era of competitive markets, the country's newspapers will play a part more potent than ever, Mr. Ayers declared. "The country's salesmen once again will look to the newspapers as one of their strongest allies in the task of selling America," he said.

Stanton Heads R C Group

Frank Stanton, president of CBS, has been appointed chairman of the radio section of the 1948 Red Cross Drive for Greater New York, it was announced Friday.

Brickhouse Back To WGN In New Sports Post

Chicago—Jack Brickhouse, one of the middle west's best known sports announcers, rejoined WGN, Inc., Saturday, as sports service manager and broadcaster of sports events over the station's three air outlets—WGN, its new television station, WGN-TV, and the FM station WGNB. It also was announced that Paul Fogarty, in sports and radio for 20 years, had been appointed sports producer on the WGN-TV staff.

The Brickhouse-Fogarty team, aided by producer Don Cook and Frank Korch, WGN sports director, was in action officially for the first time March 5 at the finals of the Tribune Golden Gloves bouts in the Chicago Stadium. WGN-TV telecast the fights from 6:30 to 10 p.m.

Emerson Showing Profits On Current Operations

Emerson Radio & Phonograph Corporation and Subsidiaries report a consolidated net profit of \$763,189.57, equal to \$1.90 per share, for the thirteen-week period ended January 31, 1948, after deduction of \$485,709.20 for Federal income taxes. This is based upon 400,000 shares outstanding as of January 31. Since then, as a result of a 100 per cent stock dividend, the number of outstanding shares totals 800,000, which equal 95c per share.

For the like period ended February 1, 1947, consolidated net profit, after provision of \$557,475.67 for Federal income taxes, amounted to \$642,393.72, equal to \$1.60 per share. This is based upon 400,000 shares then outstanding, or if translated on a basis of 800,000 shares now outstanding, would be equal to 80c per share.



ON THE AIR AT CHANNEL 4 . . .

MONDAY, MARCH 8

- 7:50 Newsreel Theater (Camels)
- 8:00 Antique Auto Show—From 71st Regiment Armory
- 8:30 Film
- 9:00 NBC Television Newsreel (General Electric)
- 9:10 Cavalcade of Sports—Boxing—St. Nicholas Arena
- 10:00 Feature Bout—Tommy Bell vs. Buster Tyler (Gillette)
- 10:30 U.P. and Acme News

TUESDAY, MARCH 9

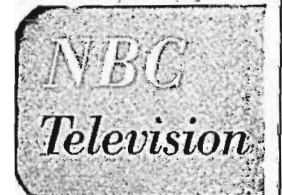
- 5:00 Puppet Playhouse
- 7:50 Newsreel Theater (Camels)
- 8:00 Model Speed Boat Contest—NYAC Pool
- 9:00 Wrestling—Super Swedish Angel vs. Tony Sinatra
- Dave Levin vs. Billy Darnell
- 10:30 U.P. and Acme News

TODAY'S LECTURE . . .

This morning's demonstration is entitled: "How to get into the movies." Item: Lovely Mary Alice Moore, Method: Regular appearances on NBC television. Result: Screen tests by two major studios. Item: Lovely star Greer Garson, Method: Appearances on television (BBC, this time) prior to movie debut. Result: You know. Sorry, no material available on how to get into television.

ARTISTIC SCANNING . . .

The newly refurbished *Theatre Arts Magazine* in its April issue will devote an eight page section to the newest theatrical art—television. Maybe new editor and old playwright, Charles MacArthur, will write a play, say, "The Front Screen" or "Twentieth Kinescope".



A Service of Radio Corporation of America

TELEVISION DAILY

Daily section of RADIO DAILY—Monday, March 8, 1948—TELEVISION DAILY is fully protected by register and copyright.

31 NBC AFFILIATES TO DEBUT TELEVISION IN '48

TELE TOPICS

By JIM OWENS
Associate Editor

TELE'S long-distance appeal can be dead-ly—particularly if you're a sports promoter without a hot attraction. Philly boxing Mogul Joe Wenke cancelled his weekly title show last Friday night, normally a heavy crowd puller, because he knew he couldn't duck the Fox-Lesnevich tilt on TV. . . . Morola, mfr. of a low-priced set that is selling faster than even the firm's promotion department dared dream, debuts a daily sked on VTMJ-TV today in connection with introduction of the model in Milwaukee. . . . Cresta Blanca will be in all tele cities for 2-weeks starting the 15th of this month.

WCAU-TV got its commercial permit from the FCC last week less than 20 hours after the Bulletin outlet hit the Phila. air with test patterns. . . . Du Mont web chief Lawrence Phillips will address the Boston University's "Founder's Day Institute" this week. . . . Patti Clayton, the beautiful shrub, will do her stuff on "Doorway to Fame" tonite. . . . INS-IMP's Telenevs extends to WTMJ-TV, Milwaukee today, and may go commercial before the week is out.

WABD has set a heavy tribute for the New York Heart Institute Wednesday night, which may run as long as two hours. Titled "Open Your Heart," show will use the 'phone gimmick, request video audience to buzz the studio, with \$ pledges. Ed Sullivan and Dorothy Kilgallen will be among the celebs, plus a bevy of B'way toppers such as Milton Berle. . . . Show will probably pull a lotta coin,—therby proving tele also has a heart.

WGN-TV Testing

Chicago—Television outlet WGN-TV began a regular daily schedule of test patterns last week to enable servicemen to adjust television sets to receive the WGN-TV signal. The first scheduled WGN-TV show was aired last Friday.

Charity on TV

Philadelphia—Meeting between the two foremost local school basketball teams for the Philadelphia City Championship will be telecast by Station WFIL-TV next Friday, March 12. Overbrook High School five, winner of the Public League competition, will face the Catholic High School quintet in the playoff to determine the mythical champ in the City of Brotherly Love. WFIL-TV is turning over all proceeds from sponsorship of the telecast to the Inter-League Commission for furthering sports in Philly.

Mullen Announces Web Will Hold Meeting Friday To Mull Future Network Problems, Arrangements; Says Major H'wood Firms "Investigate" Medium

Thirty-one NBC affiliates will be on the air with television programs before the end of 1948, and discussions toward the setting of a pattern for "real network business" will be held at the web's headquarters on Friday of this week, it was announced by Frank E. Mullen, executive vice-president. Confab was scheduled, Mullen said at a press conference last Friday, to consider the problems attendant to the establishment of web agreements, as well as those affiliates preparing to enter the medium. NBC affiliates will be offered network tele contracts, he added, since this is part of existing agreements the network has with its outlets. To illustrate the network's degree of optimism regarding video's sweeping progress, Mullen revealed that NBC is now running approximately 65 per cent commercial—a situation he described as "extraordinary, in comparison with the early days of radio."

"Nothing Will Stop Tele"

"Nothing will stop television," Mullen declared, "and all the little impediments will eventually be swept away." He added that, in his opinion, it might replace AM radio "within 15 or 20 years," but added that sound broadcasting may continue to perform certain services, such as education or religious broadcasting, etc.

Pace of video's growth will be further implemented by two other "great stimulants" during this year, the NBC official asserted—the political conventions and the upcoming Louis-

Walcott fight next June. "I am very confident these events will give television tremendous impetus," he said, and likened their ultimate affect on the medium to that of the Dempsey-Carpentier bout which heralded the maturity of radio.

Just Back from Hollywood

The NBC official, who returned from a trip to Hollywood last week, predicted the film capital would occupy as important a role in tele as it presently enjoys in AM radio, because it is a talent center. He added, however, that such cities as New York, Washington and Chicago might be just as dominant in the video picture. Chicago, he said, might well be re-established as a major production center with the advent of network tele.

Mullen reiterated a few predictions he made on the Coast recently regarding the importance of video to the film industry, and pointed out that "important elements" within the industry have shown a "great deal of interest" in it. Some, he added, are investigating its application to them particularly as a potentially major market for their products.

TBA Asks New Rule For On-The-Air Time

Washington—The TBA on Friday asked the FCC to amend its regulations to provide a graduated scale of minimum on-the-air periods for commercial video licensees, instead of the present flat 28-hour-per-week requirement. The new proposal would set the 28-hour minimum as a requirement only after the third year of licensed operation. The practice has been to grant three-month waivers of the minimum hours rule.

TBA suggested that the following language be added to the regulations:

"Each licensed television station shall maintain a regular program schedule operating not less than two hours in any five broadcast days per week, and it shall render not less than 12 hours program service per week during the first 18 months of license period, nor less than 16 hours, 20 hours and 24 hours of program service respectively for each successive six-month license period thereafter, nor less than 28 hours of program service per week for all license periods over and beyond the aforesaid 36 months."

The 28-hour minimum is currently scheduled to go into effect at the end of this month.

Phila. Has 18,500 Sets; Rate Hike At WFIL-TV

Philadelphia—WFIL-TV has revised its original rate scale to \$300 per hour for live programs and \$150 for film programs of the same duration, with usual frequency discounts, it was announced Friday. Rate hike is based on latest available audience figures in the Quaker City which reveals that 18,500 sets are now in use in the area. Figure is the result of a survey made by the Electrical Association of Philadelphia, and is reported as of Dec. 31 of '47. New sets are being installed in the area at the rate of approximately 2,000 per month, it was said.

How "Sew"

As part of Girl Scout Birthday Week Celebration, Sandra Gahle, fashion femcee on the "Swift Home Service Club" over WNBT next Friday, (March 12) will demonstrate how the Scouts sew, repair, remodel, and pack clothes intended for Displaced Persons abroad. The Girl Scouts work is part of their "Clothes For Friendship" drive.

The Week in Television

Tele Activity At Record Peak

FCC's Tele Activity currently at an all-time high, with new applications flooding Commission offices in increasing numbers. Commissioner Paul Walker, interviewed on a web program from Washington, said 89 video outlets to date have been licensed or are in actual operation. . . . Over 400 Boston agency execs attended final session of Yankee Network's Television Clinic, saw a special pickup of the Golden Gloves championships relayed to the Hnb by WCBS-TV, N. Y. . . . Kaiser-Frazer's "Original Amateur Hour" on Du Mont snagged first place in the first N. Y. video Hooper. Show hit 46.8, only one-tenth of a point lower than all-time high set on AM, also by "Hour" in '36.

TBA asked the House to permit hearings re arguments against re-assigning TV channel 1 to FM. . . . Storevision, newly-formed video outfit, set plans to arrange intra-store tele systems in major department stores in key cities. . . . WLWT, Crosley outlet in Cincy, signed to air the home sked of the Cincinnati Reds baseball club, with Birger Brewing Co., as bankroller. . . . White Owl Cigars said to be mabappy over the dual-broadcast idea re the Yankees on WABD next summer. Sponsor is opposed to splitting the team of Mel Allen, Russ Hodges. . . . WPIX, N. Y. News outlet, set to debut June 15 with impressive program sked on 7-day basis. . . . RCA about ready to demo results of its study of theater tele with 20th-Fox and Warner Bros. . . . CBS will hold a video clinic for its affiliates at the Waldorf on March 31.

Radio's Score Is High In New NORC Study

(Continued from Page 1)
been analyzed by Dr. Paul Lazarsfeld of Columbia University.

The survey findings are being distributed by the NAB to members throughout the country in a kit which includes publicity releases for local use. Also included is Dr. Lazarsfeld's memo analysis of the findings.

(It will be recalled that the NORC made a similar survey two years ago, with Dr. Lazarsfeld's analysis published by the University of North Carolina under the title "The People Look at Radio.")

A study of the figures turned up by the survey reveals that while 70 per cent of the people interviewed expressed approval of the job being done by radio in their communities, only 59 per cent were as pleased with their schools, 63 per cent approved their newspapers, and 42 per cent were as pleased with their local government. But 73 per cent felt that the churches are doing excellent or good work.

Against Gov't Controls

On the question of government controls, 76 per cent opposed government regulation of radio advertising, 67 per cent opposed Federal regulation of overall education programming, 65 per cent opposed Federal control over the programming of controversial issues, 59 per cent opposed any government control over radio news and 52 per cent opposed government regulation of the profits of broadcasters.

The present scheme of programming supported by advertising was preferred by 76 per cent of those asked if instead they would prefer advertisingless radio and would pay an annual \$5 license fee. Actually, only about nine per cent of those questioned were shown to have a strong antipathy toward radio commercials, and Dr. Lazarsfeld reported that the findings here were not materially different from those of two years earlier.

Prefer Straight Commercials

A direct question upon singing commercials brought the following responses: 37 per cent preferred them, 43 per cent preferred straight commercials, 18 per cent said it did not matter to them and two per cent did not know. Dr. Lazarsfeld found that those who preferred the singing commercials appear also to approve of advertising in general, prefer music to the spoken word generally, and are not overfond of serious programs.

Warnow Replacements Set

Mark Warnow will be replaced on the Borden show, CBS, Wednesday, 9-9:30 p.m., EST., by vocalists Thomas L. Thomas, Earl Wrightson, Mary Martha Briney and a mixed chorus and orchestra directed by Edward Slattery. Change is effective April 7 when the show switches from Hollywood to New York.

New series will be produced by Frank Hummert for Air Features. Agency for Borden is Kenyon & Eckhardt.

COAST-TO-COAST

Admiral Dividend

Chicago—Directors of Admiral Corporation, manufacturer of radios, television and appliances, last week voted a dividend of 15 cents a share on the 900,000 shares of common stock. The dividend will be payable on March 31 to stockholders of record March 15.

Conley Describes War Games

Philadelphia—Navy mothers of the KYW area last Friday had a first hand report of how their sons worked and played during the recent Caribbean war games. Just back after observing these maneuvers aboard the aircraft carrier Leyte, J. B. Conley, general manager of Westinghouse Radio Stations, Inc., gave a colorful report of the games during Ruth Welles' KYW "Home Forum."

Promotion Contest On WCSI-FM

Columbus, Ind.—WCSI-FM has completed arrangements with the Gale Agency in New York, to carry exclusively in the state of Indiana, the gigantic Erskine Hawkins Song Title Promotion Contest, aim of which is to choose a name for Hawkins' latest tune. Contest, which runs till the 10th of this month, is being aired over the "Music Makers Club" program with the grand prize of an RCA radio being offered the listeners.

To Air Bowling Tournament

Detroit, Mich.—Beginning March 11th, Fred Wolfe, WXYZ's bowling commentator will broadcast a nightly pin-by-pin description of the American Bowling Congress Tournament in this city. Broadcast will commence at midnight, its length being determined by the amount of action. Wolfe is also offering transcriptions of the teams in action to any team requesting them.

State Party Leaders On WDRC

Hartford, Conn.—Leaders of the Democratic, Republican and the new third party have been invited to give a "Report to Connecticut" on succeeding Sundays over WDRC. Already heard was Democratic state chairman, John Bailey. March 14th will feature Republican state chairman Harold Mitchell; while Charles Calkins, director of the Wallace-for-President Committee in this state, will be heard on March 21st.

WHBF Newcomers

Rock Island, Ill.—Newcomers to WHBF's announcing staff include George Jackson and Robert Hubbell. The former was associated with WBOW, Terre Haute, Ind., while the latter was on the announcing staff of WKBH, La Crosse, Wis.

WMT Scores Triple Bulls-Eye

Cedar Rapids, Iowa—Three Ziv productions (all on Sunday) were sold last week by WMT. The "Wayne King Show" went to the Hamilton Company; the "Guy Lombardo Show" to Handler Motor, and "Favorite Story," starring Ronald Colman, to the Merchants Bank.

The Gals Take Over

St. Augustine, Fla.—The spirit of Leap Year was put into full swing recently when the Florida gals took over WFOY. For 18 hours of broadcasting, not a male voice was heard and all musical programs were "played up" to the theme of Leap Year day. Program director for the occasion was Mrs. Frankie Collyer Walker.

Trott Joins WINX Sales Staff

Washington, D. C.—Merritt Trott, formerly manager of the Baltimore office of the Courtland Ferguson Advertising Agency, has joined the WINX sales staff. He also served in the advertising department of the Washington Post and in 1940 was a member of this station's commercial staff.

WCCO Airs School Strike Forum

Minneapolis, Minn.—WCCO aired a discussion broadcast on issues involved in the current city teachers' strike, following a telegraphed invitation from station manager Merle S. Jones to leaders of factions involved in the controversy. Appearing on the broadcast were Mayor Hubert Humphrey, Samuel C. Gale, chairman of the Citizens' Committee on Public Education; Margaret Tupper, representing the Federation of Women Teachers; Charles E. Boyer, president of the Federation of Men Teachers, and Irma Bullard, representing city non-union teachers.

To Emcee Awards Luncheon

St. Louis—KXOK farm editor Charley Stookley will act as master of ceremonies at a luncheon to be given March 16th for presentation of awards for farm and home improvements during the past year to outstanding farmers from Southern Illinois and Eastern Missouri. The farmers are winners of contests sponsored by the Agricultural Bureau of the St. Louis Chamber of Commerce in co-operation with the extension services of the colleges of agriculture in Illinois and Missouri.

WSGN, WSGN-FM Chemical Airmen

Birmingham, Ala.—The Alabama Section, American Chemical Society, is presenting a Saturday ayem, quarter-hour series on WSGN and WSGN-FM. Half the program is devoted to a report of current chemical developments of interest while the other features an interview with an outstanding chemist or chemical engineer in this area.

Bible Program On WEAM

Arlington, Va.—The Bible Treasure Chest, originated by the Cherrydale Baptist Church in May, 1947, will make its debut over WEAM on March 13th. The series will feature a dramatized Bible story, the Junior Radio Choir and the Evangel Boys Quartet. Aim of the show is to bring a spiritual enrichment to the homes of the community with the special needs of children in the forefront.

NAB And RCA Heads Get Magazine Award

(Continued from Page 1)

vertising, radio, publishing and business execs, Miller, president of NAB, was awarded a bronze medal for his "contribution to the knowledge and technique of radio advertising." Sarnoff, RCA president, was granted the only television award, a bronze medal for his "contribution to the advancement of television as a service to the public and as a medium of advertising."

Another medal award for radio went to U. S. Steel Corp. for its sponsorship of "Theater Guild on the Air" (ABC) which is handled through BBD&O. S. C. Johnson & Son, Inc. with its agency Needham, Louis Brorby, received a medal award for "Fibber McGee and Molly" (NBC) for contribution "to the advancement of radio advertising as a social force."

Research awards were presented to BMB and CBS. Columbia's recognition was for its survey on "Radio Ownership and Total Listening."

Annual Advertising Awards were founded by Edward Bok in 1924 and administered by the Harvard School of Business until 1930. The awards were revived by Advertising & Selling magazine in 1935. Among members of the administrative board are Edgar Kobak of MBS and Frederic H. Gamble of the 4-A's. John R. Buckley, business manager of Good Housekeeping magazine, is chairman of the jury of awards. Others on the jury include Theodore C. Streibert, WOPB president, and Edward A. Byron, radio director and president of Byro Productions, Inc.

New Jersey Broadcasters To Meet On Mar. 12 and 13

Spring meeting of the New Jersey Broadcasters' Association will be held Friday and Saturday, March 12 and 13, at the Berkeley-Carteret Hotel, Asbury Park, it was announced yesterday by James L. Howe, WCTG New Brunswick, president.

Principal speaker will be Miss LeHart, retail coordinator of the NAB department of broadcast advertising who will talk on "Radio for Retailers."

Officers of the Association, in addition to Howe, include James V. Cosman, WPAT, Paterson, vice-president and Roland Trenchard, WAAT, Newark, secretary-treasurer.

Gets G. E. Appointment

H. R. Hemmings has been appointed supervisor of purchasing for the tube division of General Electric Company's Electronics Department, it has been announced by Division Manager J. M. Lang. In this capacity, he will be responsible for all purchasing and procurement activities of the division which has plants at Schenectady, N. Y.; Utica, N. Y.; Buffalo, N. Y.; Owensboro, Ky., and Tell City, Ind. His headquarters will be at the Schenectady plant.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 42, NO. 46

NEW YORK, TUESDAY, MARCH 9, 1948

TEN CENTS

DU PONT PUBLIC SERVICE AWARDS MADE

Meeting Day Of FCC Shifted To Wednesday

Washington Bureau, *RADIO DAILY*
Washington—The FCC announced yesterday that its regular meeting day will be shifted to Wednesday. The Thursday date has been retained since the war even though the Commission has returned to a five-day week. The shift will enable the Commissioners to follow their regular business meeting with an executive session the same week, if necessary, and will mean greater ease for the commission staff and the press in handling the actions which transpire at the regular meeting day without running into what has been, lately, regular Friday jam.

"No Comment" As AFM And Webs Resume Talks

Contract negotiators for the networks and AFM resumed their discussions yesterday after a lay-off of more than a month but no statement was issued after the two hour meeting ended. Next meeting is set for next Thursday, March 11, at James Petrillo's New York office.

Yesterday's session was the first since January 29 when the networks and AFM jointly announced their 90-day period of "status quo," an
(Continued on Page 3)

Porter And Crosby Named For Peabody Committee

Athens, Ga.—Former FCC Chairman Paul Porter and Radio Columnist John Crosby have been named to the Advisory Board for the Peabody Awards, it was announced here yesterday by John E. Drewry, dean of
(Continued on Page 6)

Audience Promotion

NBC did an invitational passout of post cards in the vicinity of Macy's Department store in New York yesterday in connection with their "Audience Reaction Sessions." Women are advised that "during the hour and a half or two hours you spend with us you'll listen to two or three shows of special interest to women." In addition they are promised a free ticket for the NBC guided studio tour. The cards are in the nature of an application for tickets and are returnable to the NBC Research department.

Huge Spot Campaign Mullied By Agency

The Colgate-Palmolive-Peet Co. has opened a spot test campaign in 20 markets for its new product, Lustre-Cream shampoo, which, if successful, may lead to a nationwide campaign on hundreds of stations. Test is being made for nine weeks on stations in Ohio, Indiana and Florida in a campaign which is exclusively radio. This is the first use of radio in behalf of Lustre-Cream by Colgate-Palmolive-
(Continued on Page 2)

NAB Names Pat Griffith Women-Activities Head

Washington Bureau, *RADIO DAILY*
Washington—The NAB has announced the appointment of Miss Pat Griffith of the Manila Evening News to serve as director of women's
(Continued on Page 3)

Commentator, Large And Small Station Receive Citations At St. Regis; Ceremonies Broadcast

Expect 100 To Attend NBC's Midwest Meet

Approximately 100 representatives of NBC network affiliates in the mid-west area will gather in Chicago on March 15, 16 and 17 for conferences on programming, promotion, publicity and engineering.

The meetings will be held in the Drake Hotel with opening day's session devoted to programming under the chairmanship of Arthur Jacob-
(Continued on Page 3)

Cigaret Companies Show Sharp Business Gains

Cigarette manufacturers, consistent users of commercial network radio time and spot business throughout the country, registered heavy percentage gains in business in 1947 as compared to 1946 with the three largest manu-
(Continued on Page 6)

Radio Furnishing Time In Calif. Power Shortage

San Francisco—Northern California households are now depending upon radio to keep them on time. The serious power shortage in this area has caused the Pacific Gas and
(Continued on Page 6)

Annual Alfred I. du Pont awards sponsored by the widow of the late financier and philanthropist, were presented last night to Edward R. Murrow, CBS newsmen; WFIL, 1,000-watt ABC affiliate in Philadelphia, and WBBM, Columbia's owned and operated 50,000-watt outlet in Chicago. With each award goes \$1,000 in cash.

The three awards—a commentator, large station and small station—are granted "for outstanding meritorious
(Continued on Page 2)

Stern Named Pres. Of N. Y. Sportscasters

Bill Stern yesterday was elected president of the New York chapter of the Sports Broadcasters Association at a meeting at Al Schacht's restaurant. He succeeds Ted Husing, who stepped down from the post.

Included on the new slate of officers, who were elected unanimously, are Marty Glickman, of WHN, first vice-president; Mel Allen, WINS, second v. p.; Bill Ackman, WOR, secretary, and Andy Lang, Press Association, treasurer. Glickman and Lang were incumbents.

New 'Safety' Bill In Albany To Draw Industry Protest

New York broadcasters yesterday were mulling protests to Albany on a proposed law which conceivably could exact a fee of \$20 for each
(Continued on Page 8)

"Walking Man" Contest Ends; Edwards Cooking Up Another

Ralph Edwards continues to build 'em bigger and better. His "Walking Man" contest, which ended Saturday night after 10 weeks, drew over two million entries; collected \$1,500,000 for the American Heart Association, and paid-off with loot valued at \$23,000. All three figures set new highs for Truth or Consequences, which had run three similar contests previously.

Identification of Jack Benny as the "Walking Man" dumped the jackpot

into the lap of a 68-year-old Chicago widow. The following night, Benny's entire show was built around the contest. The comedian claimed that he and his writers had re-written his script Saturday night following the denouement.

Meanwhile, it was learned that Edwards plans to continue such stunts on a regular basis, probably five or six a year, with the next one slated for a month hence. All will have a charity angle.

Budget Cut

Washington—The House has passed and sent to the Senate the State Department appropriation measure containing a \$28,000,000 fund for the USIS. This represented a cut of more than \$6,000,000 from the original request of the budget bureau, and Rep. Karl Mundt, author of the bill which established the USIS, has said will seek a larger fund in the Senate.

Paging Uncle Joe

Eddie Cantor will appeal for better understanding between the U. S. and Russia during his web show March 11, 10:30 p.m., EST., with a special 13-minute drama and music sketch. It will be in the form of an open letter to Stalin, titled "Are You Listening, Joe?" Cantor will sing the principal part, and will be supported by orchestra and chorus.



★ COMING AND GOING ★

Vol. 42, No. 46 Tues., Mar. 9, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Publisher daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; James Owens, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone W1sc0n5in 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

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

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

FINANCIAL

(March 8)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS B, Farnsworth T. & R., etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, etc.

Vyvyan Donner On WCBS

Vyvyan Donner, fashion commentator for Fox Movietone News, will discuss the shape of things to come in the style field when she appears as guest on Bill Leonard's "This Is New York" on WCBS Thursday from 9:15-10 a.m.

10 YEARS AGO TODAY

(From the files of Radio Daily)

RCA reported planning extensive marketing of television receivers to sell for \$50 (cg) to coincide with debut of NBC video station in New York in approximately six months. Sets now available from \$150 up. . . Pop song hit of the day, "I Can Dream, Can't I" (Marlo Music Co.) . . . Under guidance of William H. Benton, University of Chicago embarked on long-range radio public relations program, using commercial air techniques.

EASTON C. WOOLLEY, director of the stations departments at NBC, and E. B. LYFORD, assistant manager of the station relations department, are in Quebec for the CAB meeting at the Chateau Frontenac.

ROBERT MacKALL, program manager of WFMJ, American network affiliate in Youngstown, Ohio, is in town for conferences with officials of the web.

MILTON BACON, assistant to the manager of WCBS, has an afternoon date today for a short talk before the Woman's Club of South Orange, N. J.

THOMAS W. HUGHES, vice-president of National Export Advertising Service, Inc., is back in New York following a three-week trip to Puerto Rico and Dominican Republic. While in Puerto Rico he appointed Badillo & Valencia, Inc., as the agency's associate in that market.

SID DESFOR, photo editor in the press department of NBC, has returned from Hollywood, where he spent six weeks.

LOU BROWN is flying to Canada to join Buddy Lester, comic, for an engagement at the Mt. Royal Hotel in Montreal, after which they'll return to New York to open at the Latin Quarter March 28.

HARRY STONE, vice-president and general manager of WSM, Nashville, Tenn., a visitor yesterday at the offices of NBC, with which the station is affiliated. He'll leave tomorrow for Tennessee.

JANE FROMAN, PERCY FAITH, SPIKE JONES and DOROTHY SHAY off to Atlantic City to attend the Coca-Cola convention.

GORDON GRAY, vice-president of WIP, Philadelphia, is in Washington for a meeting with NAB executives. He'll follow this with a trip to New York to confer with officials of the Mutual network.

C. A. BENGSTON, general manager of WINR, Binghamton affiliate of NBC, is in Gotham on business. He'll be here all week.

PHIL ALAMPI, farm editor at WJZ, on Thursday will go out to Woodstown, N. J., to address the Future Farmers of America on the subject, "Is There a Future for Future Farmers?"

LOWELL THOMAS, Columbia network commentator, will broadcast today's program from WCAU, Philadelphia.

SOL TAISHOFF, editor and publisher of Broadcasting, is in Pittsburgh, where today he will deliver an address before the Radio and Television Club at its luncheon meeting in the Hotel Keystone.

WALT FRAMER, producer of "Strike It Rich," left yesterday by plane for the West Coast, where he'll run auditions for Frank Cooper's newest quiz package, "Holiday At Home," starring Harry Van Zell.

ELINOR INMAN has returned from her honeymoon and has resumed her post as director of religious broadcasts at CBS.

CBS Wins Two Places Among DuPont Awards

(Continued from Page 1)

public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves."

Presentation of awards, given at a dinner at the St. Regis Hotel in New York, was broadcast by ABC at 9:30 p. m., EST. Appearing on the program with Mrs. du Pont were Mark Woods, president of ABC; Dr. Francis P. Gaines, chairman of the awards committee, and William H. Goodman, secretary of the awards committee.

Huge Spot Campaign Considered By Agency

(Continued from Page 1)

Peet, a product which it took over last year. Account is handled by Lennen & Mitchell.

If Colgate decides to give Lustre-Cream a nationwide radio build up, it will mark the second heavy spot campaign of the year for the sponsor. Some weeks ago Colgate signed over 500 stations to promote Vel, a soap powder. Campaign, handled through William Esty & Co., is running on an indefinite basis and may go as high as \$1,500,000.

'Gang Busters' Bought

Borden Company's Pioneer Ice Cream division has bought "Gang Busters" over WJZ, New York, on a co-op basis starting March 13. Agency is Doherty, Clifford & Shenfield. "Gang Busters" will be sponsored on 62 ABC stations by Procter & Gamble, starting March 13, and is available as a co-op on the remainder of the network. Show is aired every Saturday from 9-9:30 p.m., EST.

Nunn Named Delegate To Inter-Amer. Conference

Washington Bureau, RADIO DAILY

Washington—Gilmore N. Nunn, president of the stations which bear his name, has been appointed U. S. delegate to the Congress of Inter-American Association of Broadcasters to be held this summer in Buenos Aires, it was announced yesterday by NAB.

The Congress is composed of representatives from each of the Western Hemisphere nations, and is charged with developing and improving international understanding and relations within the broadcasting industries of the various countries.

Nunn is to attend a pre-conference session of the Congress in Havana during opening and dedication of Cuba's new Radio Center.



Duds are dangerous

If you visit one of the U. S. Army's many military ranges . . . and find an unexploded shell . . . DON'T pick it up. For duds are dangerous. They're likely to explode.

The comparison in radio is a little different. You can select and pick up a station . . . it's supposed to be safe! But when it isn't . . . it's a dud! And it can spread as much damage across a sales curve as a big shell can against the enemy.

We can speak only of Baltimore: Down here we're sure of a dud! proof selection when you pick W-I-T-H. That's the successful independent that delivers more listeners - per - dollar - spent than any other station in town.

Put W-I-T-H on that list . . . and play safe!



Baltimore 3, Maryland

The successful independent station in Baltimore that delivers more listeners - per - dollar - spent than any other station in town.

TOM TINSLEY, President Represented by Headley-Reed

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

The Mailbag

Another Cross Comment

IN the February 24th issue of RADIO DAILY, it was stated in a box on the front page that Milton Cross 'has been assigned to become the nation's first classical disc jockey.'

"May I point out that this is not correct? For almost three years, KOAI has been broadcasting a program titled 'Musical Interpretations,' which Max Reiter, conductor of the San Antonio Symphony Orchestra, spins classical discs and comments on composers and their works. 'Musical Interpretations,' which first went on the air April 15, 1945, is a half-hour program heard each Sunday morning at 11:30 a. m.

"Cordially yours,
"IMOGENE STANLEY,
"WOAI, San Antonio."

Another Claimant

JUST got around to some back issues of your paper, and find that on Tuesday, February 24th, there was a front page box about Milton Cross becoming 'the first classical disc jockey.'

"While there is no doubt in my mind that his is a more easily recognized name, one Maxine Keith did a similar show in 1942. On this program only classical music was used, stories about the composers, guests from the classical musical field were interviewed and general musical commentaries were given between numbers.

"MAXINE KEITH,
"New York City."

NAB Names Pat Griffith Women-Activities Head

(Continued from Page 1)

activities. Miss Griffith, working as part of the public relations department here, will co-ordinate the activities of the AWB with NAB. She has wide radio and television experience, and served during the war in the WAC—doing public relations work on the staffs of Col. Oveta Culp Hobby and Gen. Douglas MacArthur, also winning the Bronze Star for her work in the Far East.

Prior to the war she was with WLS, Chicago, and also with WHO, Des Moines.

Bill Mazer To Do Sports For WKBW, Buffalo, N. Y.

Buffalo, N. Y.—Beginning March 15, Bill Mazer will take over the duties of sports announcer for WKBW, it was announced yesterday by Arthur Simon, executive vice-president of the station. Mazer will do five minutes of race results at 6:00 p. m., as well as the regular 6:30 to 6:45 p. m. sports program and special sports events broadcasts. This is the broadcasting he has done in the past for WHN in New York, as well as in the television field.

★ **AGENCY NEWSCAST** ★

THE FRIEDENBERG AGENCY has just been appointed national representative for: WLOA, Pittsburgh, Pa., a 1,000-watt daytime station, and WVOK, Birmingham, Ala., 10,000-watt daytime outlet.

SPENCER HARE, publicity, promotion and public relations counsellor, announces that his telephone number has been changed to PLaza 7-0560-0561.

BLACKBURN-HAMILTON CO. has opened an office in Dallas, with Clarence E. Wilson and Phil Jackson as resident managers. The duo were former owners and operators of KTMC, McAlester, Okla. This is the firm's third office, others being in San Francisco and Washington, D. C.

ROBERT WOLFE, associate director of Kenyon & Eckhardt, has been placed in charge of the Hollywood office, succeeding Clare Ohmstead who resigned. Wolfe was formerly in Kenyon & Eckhardt's New York office.

SEIDEL ADVERTISING AGENCY, Inc. has been appointed to conduct the advertising for Leon's Jewelry, Inc., New York. Radio and newspapers will be used in a campaign now in preparation.

HOMER GRIFFITH, president of Homer Griffith Company, Inc., station representatives, this month is celebrating his 20th year devoted exclusively to radio.

Expect 100 To Attend NBC's Midwest Meet

(Continued from Page 1)

son, production manager for the NBC central division. Speakers will include Thomas McCray, national program manager of NBC; Miss Judith Waller, director of public affairs and education for the Central Division; Sheldon B. Hickox, Jr., NBC manager of station relations; William Ray, news and special events manager of the Central Division, and Noran Kersta, NBC director of television operations.

On Tuesday, March 16, promotion and advertising will be discussed by James Nelson, NBC director of advertising and promotion, and Jacob Evans, manager of audience promotion. The Publicity Workshop on Wednesday, March 17, will be addressed by Jack Ryan, press manager of the Central Division; Sydney Eiges, NBC vice-president in charge of press, and Richard Hooper, manager of television exploitation.

Engineering Workshop March 17
The Engineering Workshop on March 17 will be addressed by George McElrath, director of engineering operations; R. E. Shelby, director of television engineering operations, and Lou Hathaway and Roland Lynn, of the NBC engineering department, with Howard Lutgens, chief engineer of the Central Division, as chairman.

WNLC Joining ABC

WNLC, New London, Conn., is changing from a Mutual to ABC affiliate on March 15 as a member of the latter's Northeast group. The 250-watt station is owned by Thames Broadcasting Corp. and managed by Gerald J. Morey.

WQXR Publicist III

Pat Hurley, WQXR publicity director and wife of Walter Gassenheimer, of the station's engineering staff, is still confined to her Perth Amboy, N. J., home by a three weeks' old illness. At one time she was receiving hospital treatment.

"No Comment" As AFM And Webs Resume Talks

(Continued from Page 1)

agreement running through March 31. Since negotiations began several months ago there has never been any indication that the webs and the union have yet reached final agreements on any of the many points to be covered in a new contract. However, such official statements as "satisfactory progress" and "certain areas of agreement" has been frequent. There has been no development to hint that the two sides won't satisfactorily meet their April 1 deadline.

Interested spectator dropping in for yesterday's meeting was H. Leslie Atlas, general manager of WBBM, Chicago, who was in town to pick up a du Pont award last night. Another new face was that of Robert E. Kintner, ABC executive vicepee, presumably being groomed by Mark Woods to take over while the latter hops around the country to meet with affiliates.

FMA Board Defers Action On Web-Show Duplication

Washington Bureau, RADIO DAILY

Washington—The FMA board decided over the week-end to defer all action on the question of duplication of network shows until analysis has been made of the replies to questionnaires recently sent out for information on experience since duplication has been permitted. Nearly 300 replies are already in, it was reported yesterday, but thus far results have not been tabulated.

The board passed a resolution in support of the proposal by the FCC to set up standards for facsimile, at the same time holding that no channels in the 88-108 mc band be turned over exclusively to fax.

Next meeting of the board was set for May 4, also in Washington.

The FCC will be asked by FMA to "investigate carefully" all applications for extension of FM construction permits.

NEW BUSINESS

KYW, Philadelphia: Puerto Rican Agricultural Co., makers of El Prado Cigars, has purchased the 11:05-11:10 p. m. period across the board effective March 22 for 39 weeks. Client will use five minute transmitted feature, "The World on Parade" with Rush Hughes. Account was placed through Lynn Baker, Inc. Maritime Milling Co., makers of B-B Poultry and Dairy Feeds, has purchased the 6:15 a. m., Saturday morning segment for a weekly quarter hour program. Contract for 13 weeks was placed through Comstock, Dairs and Co. The Philadelphia Saving Fund Society, in an institutional campaign, has purchased 10 spot announcements per week for 13 weeks. Client is using the 7:15 a. m., and 6:00 p. m., spots across the board. Contract was placed through Gray and Rogers, Philadelphia. Hanscom Brothers, Inc., makers of bakery products in Philadelphia, has purchased nine spot announcements during the month of February. Contract was placed through Martin and Andrews, Philadelphia.

Feltis Credits Industry Will Progress Of BMB

Hugh Feltis, BMB president, gave credit to the entire radio and advertising industries in being responsible for the research award presented the bureau last Friday night by the Annual Advertising Awards, sponsored by Advertising & Selling magazine. Accepting the honor on behalf of BMB, Feltis said the entire radio and advertising industries can take pride in having won this honor, for BMB's accomplishment are the accomplishments of the combined radio and advertising industries.

J. Harold Ryan, BMB board chairman, said, "I doubt if many of us thought we would win the laurel wreath with our very first measurement. The honor is shared by every subscriber and the AAAA, ANA and NAB. For they are BMB."

WTAQ-9 SHEET
PROMOTION-WISE!
Thirty-five Weekly newspapers carry WTAQ Publicity
5000
CBS
1360
WEED writes too for TAQ

LOS ANGELES

By RALPH WILK

BILL CUNNINGHAM, commentator on Mutual and chief sports writer for the Boston Herald, arrived in Hollywood March 4th. On his way from the train to his suite at the Knickerbocker Hotel he was in a six-car collision, but was not hurt. Cunningham is out here to take a look at the spring training of the major baseball teams.

Cleveland Amory, author of "The Proper Bostonians," has completed his Life Magazine essay on the Jack Benny program, after spending a month in Hollywood, and left for Palm Springs. Amory will spend two weeks in the desert city writing an article for Harper's Magazine on the resort.

CBS' Joan Davis was guest of honor at the celebration of the 36th anniversary of the founding of the Girl Scouts of America held at Los Angeles' Shrine Auditorium on March 6th. She talked to approximately 6000 Girl Scouts and cut the organization's huge birthday cake.

Production staff of "The Tex Ritter Show," transcribed radio series, has moved into new and larger quarters at 1586 Cross Roads of the World, Hollywood.

Garry Moore, much improved in his recent illness, resumed his emcee spot on the "Take It or Leave It" show last Sunday. Ralph Edwards substituted for Moore while the latter was bedded by a case of shingles.

Lewis Allen Weiss recently was host to a party given at Lucy's Restaurant on celebrating the 14th year of Alka-Seltzer on the air over the Don Lee network. Among those who attended were Frank Clancy and Walter Spencer, in behalf of the client; Walter Wade, Terry Haywood, Forest Owen, Gordon Norberg and Bob Dwyer, representing the Wade Agency; Glenn Hardy and Fred Shields, newscasters of the Alka-Seltzer program for the past twelve years; Will Ragan and Wilfred Brown, editors of the program; Sydney Gaylor, Don Lee sales manager, and Stu Reynolds, Don Lee account executive.

Tom Breneman is having four "guest" master-of-ceremonies take over his orchid-giving duties on ABC's "Breakfast in Hollywood" program for a month. With Jack McElroy as general coordinating "emcee," Ranson Sherman, Jack Kirkwood, Garry Moore, and another well-known personality will substitute on a weekly basis. Breneman's vacation destination is a resort in Arizona.

Duffy's Tavern hits its seasonal high of 20.0 in current Hooperatings, a 1.1 gain over last report.



Mainly About Manhattan. . . !

● ● ● Campbell Soup dropping "Corliss Archer" in a few weeks on account of budget angle. . . Life mag. readying a spread on the giveaway airers. (Understand the "free gift for a free mention in the script" will also be covered). . . Producers of video spot commercials starting to put some black ink in the books at last. Prospects from now on look for the ink to get blacker and blacker. . . Dave Broekman has written a tome (Shoestring Symphony) which they tell me will cause plenty of red faces among the long-hair set. (Several suits already threatened). . . Wise guys trying to peddle some of the ancient comedy skits to video producers that they resurrected from files of vaudeville material at the Public Library. . . Frank Cooper office looking for a writer to handle new idea for Jackie Kelk. . . "20 Questions" invited to do a stage show from the Strand Theater for a solid week's booking. They're waiting for the holidays when their high school brainstrom, Bobby McGuire, will be out of school. . . One of the biggest musical hits in town (Make Mine Manhattan) being rocked by the fight between its producer and one of the stars over marquee billing. . . All home games of the Chicago Cubs will be televised over WBKB for Chesterfield, with Ford sharing the games on alternating basis. . . Harvey Stone knows why so many mystery programs are being cancelled. The nets are expecting too much competition from the campaign speeches.



● ● ● SMALL TALK: All Boston talking about Ron Cochran's sensational Special Evening on WCOP. His People's Microphone idea plus the station's growing list of exclusives rate a bow. . . Larry Storch, currently wowing them at the Music Hall with his highgrade impressions, would be a television natural. . . Arlene Francis due east on the 15th for the Eliz. Bergner play. . . Success story of the year belongs to Ted Dale who came out of left field to grab the choice musical spot on Carnation Hour. (Now that the show's in H'wood, he's grabbing off a screen test). . . Les Tremayne set to star in a series of video films. . . April issue of "Airports" mag. announcing invention of new type of floating sea dock for amphibian planes by emcee Dwight Weist, himself a veteran pilot. . . Radio Row rediscovering the Park Ave. Restaurant now that ballerina Fanchon and her hubby, Arnold Michelman, have taken over. . . Phil Foster into the Strand on the 12th. . . Things are getting so tough, moans Don Pallini, that they're thinking of changing that program to "Give and Take Back."



● ● ● AROUND TOWN: Groucho Marx, chosen as one of the "Ten Most Glamorous Fish-Eaters in the U. S." by sea-food restaurateur, Adolph Flashner, explains his success this way: "I got in by a fluke. I'm the only one in H'wood who ever ate a fluke. But I owe my following to my sea-food lust. When the wind is right, I may be followed by as many as 50 cats." . . . Whole town's talking about Jerry Wayne's new terrific Columbia records. His "Dickey Bird" and "Heartbreaker" platters are a cinch to top the disc jock parade. . . Garry Moore in town April 1st. . . This is the time of the year, points out Maggi McNellis, when most folks find their patience gets taxed too. . . Jeanne Sorel, movie starlet, now under personal contract to Sydney Rubín, who also handles Harry Balogh. . . WNBT's Fox Movietone News for Camels is a highly professional job and certainly the best of its kind we've yet seen (with Geo. Carson Putnam and Ed Thorgerson turning in standout jobs) but it could use one hot spot story as the leadoff each day. . . Mendi Brown, producer of "Bulldog Drummond," and Ruth Kamin, sister of Garson, will be wed in June when latter returns from Europe. . . Kermit Schafer, formerly with Roger White, has opened his own television and radio pkg. outfit. He has a new audience participation video series titled "Drawing Game" featuring Rube Goldberg.

CHICAGO

By NAT GREEN

MR.S. George Creech, wife of the national spot sales traffic manager of the NBC central division, gave birth to a seven-pound, seven-ounce daughter March 2.

Caesar Petrillo, WBBM musical director, and his family are vacationing in Florida for two weeks. During his absence Frank Smith and Ford Carfield, assistant directors, are in charge of the music department.

Barbara Hage, former secretary to Carleton Smith, manager of the NBC New York television department, has joined the NBC Chicago network sales department as a secretary.

Jim Mahoney, Mutual's station relations manager, spoke last Friday at the Michigan Radio Conference at Michigan State College, Lansing, on the subject, "How Can a Network Promote the Community Utilization of Radio?"

Glen Langan, 20th Century - Fox screen actor, will inaugurate a new radio series March 13, 9 to 9:30 p. m. on WCFL. Called "Mystery Is My Hobby," the show will replace "Diary of Fate." It will be tried out on WCFL, with the probability that it will go network later.

The wife of Paul Harvey, ABC commentator, is in a critical condition at a local hospital as a result of hemorrhages she suffered after the birth of a son. An appeal over the air for blood donors having type O blood resulted in a flood of offers.

Pat Haywood has been named chief of the transcription library at WBBM. Marion Sheppard, who formerly held the position, has returned to the program department.

Dave Garroway, NBC disc jockey, presented Quizmaster Joe Kelly the Radio Best magazine silver mike award for April on the "Quiz Kids" show Sunday.

Mars' new quiz show, "Dr. I. Q. Jr.," which makes its debut Saturday, will play four Saturdays in Chicago, then take to the road.

WBBM has set up a board of six experts to act in an advisory capacity, for coordinated activity resulting from the station's "Report Uncensored."

Parks To Emcee ABC Show

Bert Parks has been named to emcee ABC's new one-hour Sunday night show, "Stop the Music," which starts March 21 at 8-p. m., EST. Parks will make at least eight telephone calls per broadcast to ask persons in all parts of the country if they can identify tunes played by Harry Salter's orchestra.

THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st St.
Reservations Invited • Walter Jacobs

UNPARALLELED SERVICE FOR PRODUCERS
cutting—screening—recording studios
emil VELAZCO
INCORPORATED
729 Seventh Ave., New York 19—PL 7-8530



NOW... Once Again it's Red Cross Time!

At the scenes of human disaster the Red Cross takes its place.

Emergency is its call to Service. The unpredictable disaster — the uncontrollable flood, the raging fire, the stealthy epidemic — when these strike, your RED CROSS quickly reaches the victims, comforting, sustaining, rehabilitating.

The Red Cross must be prepared to act instantly.

And the Red Cross will be ready. It will be ready because your generous dollars always have made possible its merciful work.

It's March — and Red Cross time. This is the Annual Appeal the Red Cross makes so that your humanity may be spread throughout the coming year.

YOU'LL HELP AGAIN WON'T YOU?

IT'S YOUR RED CROSS...KEEP IT GOING

 *Give Generously!*

SAN FRANCISCO

THE San Francisco Public Schools will pay tribute to the Freedom Train which is due here next week by a special broadcast over KNBC titled "Free Education and the Freedom Train" on Friday, March 12, at 9 a. m.

KFRC's Mel Venter went to a Freedom Train radio meeting in the KNBC building recently. At the reception desk he was directed to go to a certain room on an upper floor. Mel followed directions and breezed into a room where a group of men were seated around a table. Taking a seat he remarked "Sorry I'm late. Have I missed anything?" There were some embarrassing moments before he learned they were a group of the station's salesmen trying to "close" a tough prospect.

Gayle V. Grubb, KGO manager, spoke at Shrine Islam Temple's Arabian Day luncheon on the subject "Television—in Layman's Language."

T. R. (Bob) Letts, former executive secretary to the mayor of San Francisco during Roger D. Lapham's administration, has joined the local staff of NBC. He is temporarily in the KNBC News and Public Affairs Department to study operation of the NBC network and the local station and will be given a permanent assignment later.

KGO has installed two-way radio-telephone service in its special events station wagon. The unit is effective within a 30-mile radius of the studios.

Harry Bubeck, KNBC program manager, is the father of a new 7-lb., 12-oz. boy. The new arrival has three brothers and one sister.

The music of the East Men, popular Bay Area vocal-instrumental trio, is now being aired on a new daily 30-minute program over KGO at 11:30 p. m.

Bill Pabst, KFRC manager, and family, are skiing at Sun Valley.

Radio Furnishing Time In Calif. Power Shortage

(Continued from Page 1)

Electric Company to reduce its power from 60 to 59½ cycles, causing all electrically operated clocks to run six minutes or more slow per day. When the reduction was first made thousands of people in this area missed trains and appointments and were late for work. As soon as the situation was made known, all of the principal radio stations started giving correct time signals on each station break, enabling listeners to keep their clocks properly adjusted.

Gets CBS Promotion

Appointment of Clarence Worden, CBS Press Information staff member, as director of special features and public service for WCBS, effective March 15, was announced yesterday by Arthur Hull Hayes, general manager of the station. He replaces Henry Untermeyer who has joined the WCBS sales staff.

NETWORK SONG FAVORITES

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

Survey Week of February 27-March 4, 1948

TITLE	PUBLISHER
Ballerina.....	Jefferson
Beg Your Pardon.....	Robbins
Big Brass Band From Brazil.....	E. H. Morris
But Beautiful.....	Burke & Van Heusen
Don't Call It Love.....	Famous
Fool That I Am.....	Mutual
Golden Earrings.....	Paramount
How Lucky You Are.....	Peter Maurice
I Never Loved Anyone.....	Dreyer
I'll Dance At Your Wedding.....	George Simon
I'm A Comin' A Courtin' Corabelle.....	Dreyer
I'm Looking Over A Four Leaf Clover.....	Remick
In A Little Book Shop.....	Triangle
It's Easy When You Know How.....	Pemora
I've Got A Feeling I'm Falling.....	Santly-Joy
Let's Be Sweethearts Again.....	Campbell-Porgie
Lone Star Moon.....	Advanced
Manana.....	Barbour-Lee
My Cousin Louella.....	Shapiro-Bernstein
Now Is The Hour.....	Leeds
Pianissimo.....	Santly-Joy
Sabre Dance.....	Leeds
Saturday Date.....	Southern
Saturday Night In Central Park.....	T. B. Harms
Serenade Of The Bells.....	Melrose
Shauny O'Shay.....	Chappell
Stars Will Remember.....	Harms
Thoughtless.....	Felst
What'll I Do.....	Berlin
With A Hey And A Hi And A Ho Ho Ho.....	Bourne
You Turned The Tables On Me.....	Sam Fox
You Were Meant For Me.....	Miller

Second Group

TITLE	PUBLISHER
A Fellow Needs A Girl.....	Williamson
A Tune For Humming.....	Paramount
All Dressed Up With A Broken Heart.....	E. B. Marks
An Old Sombbrero.....	Shapiro-Bernstein
Best Things In Life Are Free.....	Crawford
Dickey-Bird Song.....	Robbins
Haunted Heart.....	Williamson
How Soon.....	Supreme
I'm My Own Grandpaw.....	General
Love Is So Terrific.....	Mellin
Oooh Look-a There, Ain't She Pretty.....	Leeds
Pass The Peace Pipe.....	Crawford
Passing Fancy.....	Broadcast Music
Tell Me A Story.....	Laurel
Teresa.....	Duchess
Treasure Of Sierra Madre.....	Remick
You Don't Have To Know The Language.....	Burke & Van Heusen
You've Changed.....	Melody Lane

Copyright, 1948, Office of Research, Inc.

PROMOTION

For The Jockeys

A monthly program log has been instituted by WMCA for distribution to clients, agencies and sales personnel. Prepared by promotion director Howard Klarman, the 8½ by 11½ two-fold piece is printed in three colors on heavy stock. The folder places emphasis on the outlet's four "name" disc jockey shows, and features pixs of Bea Wain and Andre Baruch, Duke Ellington, Tommy Dorsey and Ted Steele.

Study-Guide On News

A study-guide on radio newscasting titled "News Tonight" is being distributed to teachers of social studies and allied classes by the Compton agency. Printed on a medium-weight white stock with heavy cover, the 5½ by 8½ booklet has a foreword by Lowell Thomas, whose nightly CBS stanza is sponsored by a Compton client, Procter & Gamble. In addition to listing methods of analysing news broadcasts, the 24-page pamphlet presents several projects in which class and study groups may participate. Also included is a comprehensive list of sources for additional study material.

Porter And Crosby Named For Peabody Committee

(Continued from Page 1)

the University of Georgia's Grady School of Journalism, administrator of the awards.

At the same time, it was revealed that the next meeting of the group will be held March 22, in New York's Hotel Commodore, to select the 1947 winners. Edward Weeks, editor of Atlantic Monthly, is chairman of the board. Award winners are to be announced at a luncheon meeting of the REC in April.

"Institute" Scheduled April 6-7

Another radio activity of the school, the annual Georgia Radio Institute, will be held here April 6-7. Heading the list of notables slated to address the confab are NAB prexy Justin Miller and J. Leonard Reinsch, manager of the Cox stations. Marcus Bartlett, program director of WSB, Atlanta, is chairman of the Institute, which is sponsored jointly by the Georgia Association of Broadcasters and the Grady School.

Cigaret Companies Show Sharp Business Gains

(Continued from Page 1)

facturers chalking up the heaviest gains in the history of their companies.

Largest percentage gains in dollar sales last year were recorded by R. J. Reynolds' Camel cigarettes with 15.5 per cent and Liggett & Myers' Chesterfield with 10.6 per cent. American Tobacco Co.'s Lucky Strikes ranked third with a percentage gain of 7.2 per cent.

TELEVISION DAILY

Daily section of RADIO DAILY — Tuesday, March 9, 1948 — TELEVISION DAILY is fully protected by register and copyright.

MFRS. OFFER WIDE RANGE OF TELE MODELS

TELE TOPICS

By JIM OWENS
Associate Editor

LANNY ROSS, who was one of radio's first balladeers, will make history repeat in tele. He's practically set to replace Tex and Jinx on the new Swift show when it bows as a nice time seg April 1 (NBC.) Lanny will emcee and croon with his own platters. . . . N. Y.'s Hotel Taft will murder its rivals when it springs video service for guests at a buck a day next month. Sets, with 7 and 10-inch screens, will be portable. . . . WBKB hikes studio rates from \$375 to \$500 this week, now that Chi has over 15,000 sets in use. . . . Chesterfield will split the Chicago Cubs baseball sked on WBKB with Ford Motor Co.

AMUSEMENT Enterprises, Inc., H'wood outfit which recently copped video rights on 19 operas performed by both La Scala and the Royal Opera House of Rome, has already filmed seven for video. Plan is to offer 'em as a package to a national account who'll air one each week during the regular season. Olin Downes does the English narration. . . . Atmosphere will be hotter than the lights at WABD's Wanamaker studios tonite when Earl Browder and Norman Thomas tee off on each other on "Court of Public Opinion." Topic is one designated to eschew boredom—"Is Our Present Foreign Policy Wise?" . . . DuMont's Ernest Marx will scan the L. A. and Frisco marts next week, particularly the servicing angle, still one of the medium's biggest headaches.

OLD Gold ciggies, pacted for half the Dodge sked on WCBS-TV, will bankroll two pre-season exhibition games between the Yanks and Brooklyn, April 14-15. . . . WTVR, Richmond, prepping for debut in a few weeks, completing its news lineup with INS News Photos. . . . RCA has 250 G order for station equipment from the San Francisco Chronicle. . . . Joe Pancoast, Philly Bulletin scribe, and agency exec Alan Barrie are peddling a video package on fishing and hunting, etc.

Young "Salt"

Metropolitan finals of the Skipper Model Speedboat Contest at the Downtown Athletic Club will be covered by WNBT tonight (8 to 9 p.m.) Three-camera mobile unit will be on hand at the club's swimming pool to show competing speedboats as they are put through paces by winners of the preliminary contests which were held during recent months under the auspices of the National Boys Club of America.

Charity Begins At Home

Washington—Despite the fact live music is taboo on tele the medium has spread the red carpet here to aid a drive for additional music funds. "Capital Citizen," commercial on WNBW tonight, will feature five members of the National Symphony Orchestra who'll make a musical appeal for public support of the group's fund raising campaign. Musicians will offer selections chosen to demonstrate intricate techniques and the high degree of musicianship required of symphony men. AFM, incidentally, has ok'd the appearance.

GE Sets Tele Seminar N. Y.'s 'Average Man' Owns 40% Of TV Sets

Syracuse—Problems in all phases of tele, from time sales to technical operations, will be discussed in a three-day seminar scheduled by General Electric from March 16 through 18 at Electronics Park here. Invitations have been sent to management and engineering personnel currently or soon to be engaged in video station operation, and approximately 125 are expected to attend. Top industry execs will address the various sessions, including J. D. McLean, WPTZ; M. F. Mahoney, Maxon, Inc. (N. Y.); Paul Wittlig, WCBS-TV, and Dr. W. R. G. Baker, GE exec.

Kiggins, Former ABC V-P, Pres. Of Chicago Firm

Chicago—Keith Kiggins, veteran radio exec, has been appointed president and operating head of Television Associates, Inc., electronics specialty firm. Firm was originally set up in '45 as a small unit to produce specialized video patents and developments of Capt. William C. Eddy, currently director of WBKB, and his wartime associates. Kiggins was at one time with NBC in New York.

City of Dallas Asks TV Sta., Urges FCC Add Another Band

Washington Bureau, RADIO DAILY
Washington—City of Dallas (Tex.) has asked the FCC to assign another video band to that city—and then filed an application for a tele station in its own right. Dallas thus becomes, an unofficial check indicated yesterday, the first city government to seek a video station in its own right.
Petition for an extra channel was based on population considerations. Dallas, with a population of 376,000, has three channels, of which two are assigned, and five applicants are seeking the third. Fort Worth, with only 207,000 people, has three channels, of

which one is assigned, with no applicants for other two. Petition also points out that Denver, with only 13,000 more people than Dallas, has five channels, and names eight smaller cities with four and five channels each.

In addition to the Dallas application, Commission also received applications from Christina Jacobsen, San Luis Obispo, Calif.; Midland Broadcasting Company, Kansas City, for studios in that city and transmitter in Topeka, and from H. J. Williams, E. Cousler, Lowell Williams and Edward C. Hale for York, Pa.

Top Firms Market 40 Different Sets, More To Come

Accelerated production of video sets by major manufacturers since the first of the year, engendered by new entrants in the field and steadily increasing competition, has resulted in a wide range of choice for the buying public, with 15 major firms offering approximately 40 home models. Figure is expected to be sharply increased before the summer months, since a half-dozen leading producers have new designs on the drawing boards.

RCA Leads

Currently leading the field in the number of individual models is RCA with eight separate styles at prices ranging from \$325 for table models to over \$2000 for custom-built sets. DuMont is close behind with six individual home sets, ranging from \$445 to the over \$2000 figure for deluxe combinations. Philco has five models on the market at the moment, from \$199.50 to \$795, but is expected to add another to its line before the end of the year. DuMont will also expand its present line, and is said to be working on "several" new models to be shown this year.

General Electric follows with four separate styles, while Andrea has three home sets on the market now, and Crosley, U. S. Television and Westinghouse have two each.

Emerson, now producing a table model, is expected to come up with additions before next winter, and it's said they'll be in keeping with the firm's objective to aim for the low-priced market.

Summer Stock For Yankee

Boston—WNAC-TV, video outlet of the Yankee Network, has obtained exclusive rights for telecasts of all programs and dramatic productions scheduled by the Wellesley Summer Theater, it was announced this week.

Tele Filter

Another gadget has hit the receiver market, this a Polaroid television "filter," designed to reduce glare and improve clarity of video reception on home sets. Manufactured by Pioneer Scientific Corp., licensee of Polaroid Corp., filter is available in five sizes to fit standard picture tubes, from seven-inch to 20-inch. Prices range from \$6.50 for the smallest to \$25 for the larger size.

★ ★ COAST-TO-COAST ★ ★

New Women's Program Feature

Lawrence, Mass.—Eileen Kneeland, commentator of WLAW's daily women's program, "Among Us Girls," recently inaugurated a new feature which is heard every Wednesday morning. Titled "Portraits of New England Women," show introduces women who have been of outstanding public service to their community and brings to the listeners' attention timely topics of the day, such as juvenile delinquency, teacher shortage, housing, etc.

Freedom Train Story Recorded

Corvallis, Ore.—The background of documents aboard the Freedom Train will be recorded by KOAC at Riverdale School near Portland today. The three programs, to be released over the state station, have been prepared by the seventh grade pupils of Mrs. Lois McElveny and are especially designed to furnish background information for the children who will visit the Train at its various stops in this state, the week of March 22.

New KXYZ Program Director

Houston, Tex.—New KXYZ program director is Tilford Jones, formerly president and radio director of Lee, Parks, Greer & Hawkins, Inc. He was, during his 4½ years in the Army, special service and public relations officer and supervised the operation of several radio stations.

"Prize Fight" On Z Network

Butte, Mont.—New Montana quiz show, presented by the Z network is "Prize Fight." Contestants are run through the mill in a rapid fire elimination with the winner receiving a jackpot of prizes. The quiz, which is emceed by Homer Mason, takes place from a different local theater stage each Wednesday.

George Christie Gets New Show

Manchester, N. H.—WFEA sports commentator, George Christie, has a new 15-minute show entitled "The Old Crusader." Heard each Monday through Friday, program features an open forum on local topics of individual interest.

"Up And Down The Scales"

Montgomery, Ala.—The Junior League has purchased time over WAPX for "Up and Down the Scales," a six-week series of twice-weekly radio parties to originate in the Fine Arts Museum. Party includes a radio drama, followed by refreshments and prizes donated by Montgomery merchants.

WXYK Appointments

Albany, N. Y.—Paul G. Howard and Leonard Davis, two experienced Capital district newsmen, have been appointed by WXYK to organize and direct its news bureau. Each will perform duties comparable to those of a managing editor of a morning and afternoon newspaper, respectively.

Ken Marvin Leaves WXYZ

Detroit, Mich.—Ken Marvin has resigned from WXYZ to join the announcing staff of WAAF in Chicago. Before his association with WJR, Marvin handled announcing assignments for the B.B.C. and won wide acclaim in the E. T. O. for his "Midnite in Munich" disc-jockey stint which has a claimed audience of some 6,000,000.

WIBC Airs Leap Year Contest

Indianapolis, Ind.—"Downtown At Two," the WIBC "street" program, featuring Mike Dunn, is airing a "Leap Year Problems" contest open to all listeners. Each week's contest poses a different problem, with prizes being awarded to the participant giving the best solution. According to present plans, the "Leap Year Problems" contest will run through the first week of April.

Dady Moderates Press Confab

St. Louis, Mo.—Ray E. Dady, station director of KWK, yesterday acted as moderator for a press conference at the Business and Industrial Conference, held at the Hotel Statler. Subject of the confab, which was sponsored by the Associated Industries of Missouri, St. Louis Chamber of Commerce and the National Association of Manufacturers, was "What's Ahead for Business."

Recorded Interviews On WILM

Wilmington, Del.—"Your Wilmington Diary," new local program featuring a compilation of all the various tape recorded interviews and statements made and used over the air during the previous week, was recently inaugurated over WILM. Interviews and statements are tied in with bridge music and narrations by Frank Gallagher. Program is heard each Sunday afternoon.

"Outstanding Young Man"

Tulsa, Okla.—Sam Schneider, KVOO farm chief, has been selected by the Tulsa Junior Chamber of Commerce as one of the city's ten outstanding young men of 1947. Schneider, along with the other nine, was honored at a special dinner where civic leaders and other city dignitaries paid their respects. The KVOO staffer was lauded for his fine work in behalf of agriculture and the assistance given by him to the state's farmers.

Owen Conducts Comics Program

Washington, D. C.—Jason Owen has been signed by WINX to do a weekly Sunday morning children's program entitled, "Uncle Jay Reads the Comics." Owen is well known in radio and entertainment fields, having been connected with New York and Washington stations, motion pictures, modeling agencies and the legitimate stage.

WFRD Corn Producer Sponsor

Worthington, Ohio—Ohio Hybrid Seed Corn Producers of Croton, Ohio, are now sponsoring "It's In the Bag," a thrice-weekly show, on WFRD. Half-hour program presents agricultural figures with timely tips for ruralites.

WBT Stork News

Charlotte, N. C.—WBT staffers who recently became proud papas are John F. Trimble, who was presented with a seven-pound son, John Robert and Arthur Smith, who is the father of a seven-pound daughter, Charlotte.

KLZ Gets Inter-Racial Award

Denver, Colo.—KLZ, for its program series, "Liberty Calling," recently received a citation from the Denver Cosmopolitan Club for advancing inter-racial understanding in the Rocky Mountain area. Dr. Clarence F. Holmes, president of the club, presented the award to KLZ's public service program director, Mac Switzer, at the group's 17th annual banquet.

WPDQ Newcomer

Jacksonville, Fla.—New arrival at WPDQ is Fran "Red" Stevens, formerly with WJVB, Jacksonville Beach. Stevens has taken over the "Musical Clock" and "600 Club" platter shows, replacing Paul Clinton, who has resigned.

KLX Airs Baseball Interviews

Oakland, Calif.—"Dugout Chatter," an informal 15 minutes of player interviews preceding KLX's broadcasts of the Oakland Oaks baseball games, will be conducted by Bill Laws during the coming season which starts March 14th. Series, sponsored by the Seiberling Tire Company and Cameron's Automotive Service, will feature behind-the-scenes comment by the team members, staff and visiting notables.

WBIR Gets New Antenna

Knoxville, Tenn.—WBIR is now broadcasting from its new 5/8 wave antenna, located at Painter Avenue and Concord Street. The 465-foot structure has greatly increased the station's coverage and the new location has offered ample room for a complete ground system.

Disk Jockey Contest On CKWX

Vancouver, Canada—CKWX, in cooperation with Teen-Aid, senior service organization of the Teen Town Movement, is holding a \$1,000 disc jockey contest which is open to all between 12 and 18 years of age. Weekly eliminations are being staged at Saturday afternoon dances in Vancouver's Veterans Memorial Centre, with the championship contest-dance set for May 15. Conducting the search for the champion are Reo Thompson and Jack Kyle, station announcers. Prize list includes \$150 in cash and an impressive array of merchandise awards.

EQUIPMENT

Gets Sales Post

Edward Pinsky has been appointed sales manager of the RCA Victor record department of Raymond Rosen Company, Inc., for the territories of eastern Pennsylvania, southern New Jersey and Delaware. He will function from headquarters in the record division's new department showroom and warehouse, Philadelphia.

Emerson Appointment

Emerson Radio & Phonograph Corp. has announced the appointment of Gerald Light as assistant to the sales manager. Mr. Light formerly served as assistant director of sales and advertising and service manager. Prior to joining Emerson he was with the advertising division of the General Electric Co. in Schenectady, N. Y.

Heads Capital Sales

Alfred H. Chatten, who has a background of 19 years of sales experience with Philco, has been appointed manager of the company's Capital Sale Division, with headquarters in Washington, D. C., it was announced by John M. Otter, general sales manager of Philco Corporation.

Name Emerson Executives

Announcement was made last week by Emerson Radio & Phonograph Corporation of the appointment of Charles Weisser and Leo Hahn as president and treasurer, respectively, of Emerson Radio of California, Inc. with headquarters in San Francisco.

New 'Safety' Bill In Albany To Draw Industry Protests

(Continued from Page 1)
broadcast aired before a studio audience.

The measure, known as the Fino Clancy bill, was approved by committees of both houses of the Legislature last week and may be brought to the floor this week.

The proposal authorizes placement of two firemen in "each and every place of amusement where machinery or scenery are in use, while such place is open to the public," and states further that "each such fireman shall be (paid) \$10 per man per show. . ." Monies collected would go to the local fire department retirement fund.

A flood of protests was loosed over the week-end by motion picture theater operators, who would be affected most severely by the proposed law. A spokesman for the law firm of Judd and Gurfein, attorneys for the Metropolitan Motion Picture Theaters Association, said that the measure covers radio and tele studio shows and that broadcasters have been asked to join the protests. NBC, he said, has been contacted and expressed complete concurrence with the protests registered. WOR, it was said, also expressed approval of the move to fight the bill. The Mutual station was contacted by an official of the theater association.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 47

NEW YORK, WEDNESDAY, MARCH 10, 1948

TEN CENTS

CBC URGED TO EASE COMMERCIAL RULES

ABC's Co-op Division Hits New High In Sales

ABC yesterday chalked up what is claimed to be the largest single time sale in the history of co-op broadcasting. The web also announced the sale of a new 15-minute weekly show to the Tucker Corp., newcomer to the automotive field.

The co-op deal, for the "Gangbusters" show, involves approximately \$250,000 in time and talent, according to Murray Grabhorn, supervisor of ABC co-op sales. Program will be sponsored in 22 cities by Philadelphia & Reading Coal & Iron Co.

(Continued on Page 8)

Benny Leads Ratings Of 1st 15 On West Coast

Jack Benny set a seasonal high of 42.1 to maintain his hold on first place in the Pacific Hooperatings list of the first fifteen evening shows. The comedian's rating, which was released yesterday in the report for February, is a combined figure which includes his repeat broadcast.

Average evening sets-in-use of 36.1 reported is up 0.8 from the last report, down the same amount from a year ago. Average evening rating is 10.5.

(Continued on Page 2)

Fisher Given New Post; Heads NBC Public Affairs

Sterling Fisher, adviser on public affairs and education for NBC, has been appointed manager of the network's public affairs and education department, it was announced yesterday by Ken R. Dyke, NBC administrative vice-president in charge of programs.

Fisher joined NBC in 1942 as assistant.

(Continued on Page 2)

Guest Speaker

Mary Margaret McBride, WNBC commentator, will be guest of honor at the March 16 luncheon of the Advertising Women of New York at the Hotel Astor. Miss McBride will discuss her new book, "How to Be A Successful Advertising Woman," and will originate a broadcast from the luncheon. Fourteen members participated with Miss McBride in writing the book.

Tele The Crux

Major topic of conversation being tossed around by network and AFM execs, during contract discussions, is television, a matter viewed as the key to writing a new pact. While all phases of the hoped for contract package have been discussed in general, including wages, video is the big thing. Once this particular issue is hurdled, it's likely that all loose ends can be tied neatly with only minimum difficulty. Next meeting is set for tomorrow, Thursday, at 3 p.m.

Gov't To Get Share Of Contest Awards

Indications that winning huge jackpot contests are not all profit comes from the Bureau of Internal Revenue's ruling on the \$22,500 in awards received by Mrs. Florence Hubbard of Chicago in the Ralph Edwards' "Walking Man" contest on NBC. The government is seeking to collect \$8,000 in income taxes.

The Bureau of Internal Revenue has ruled that out-and-out gifts are

(Continued on Page 2)

Katz Named Director Of Research At CBS

Oscar Katz, associate research director at CBS, has been named the web's director of research effective April 1, veepee Howard S. Meighan announced yesterday.

Katz succeeds his boss, Elmo Wilson, who resigned to become presi-

(Continued on Page 2)

Bidders For WOV Ready; AVCO Rule Seen Staying

Washington Bureau, RADIO DAILY
Washington—The FCC is expected to act this week to deny the application of the would-be purchasers of WOV, New York, for waiver of the AVCO rule, with several interested parties apparently preparing to bid as soon as the matter is advertised and other bids can be offered. Only in one case in the past has the AVCO rule been waived—in the case of WKBW, Buffalo, where there were

CAB Convention At Quebec Seeking More Latitude In Commercial Copy On Networks

(By Staff Correspondent, RADIO DAILY)

Quebec — Reports by executive members and an address by R. A. Hackbusch of Toronto who said television broadcasting in Canada would be delayed because of discriminatory excise tax structure and the need for conservation of United States dollars, highlighted opening sessions of the annual

(Continued on Page 3)

CBS Sponsors Shift Program Schedules

Electric Auto-Lite Co. is understood to have made a final decision to drop the Dick Haymes show on CBS, when the contract expires early in July, and replace it with "Suspense" in the same time slot, 9-9:30 p. m., EST., Thursday nights. "Suspense," current hour-long CBS sustainer on Saturday night, will be cut to a half-hour. Only question still unanswered is whether actor Robert Montgomery will be

(Continued on Page 2)

Biggest Play This Year For Brotherhood Week

More radio time was devoted to Brotherhood Week, and a greater variety of methods were used to bring the subject to the attention of listeners than ever before, according to a

(Continued on Page 3)

Supreme Court Decision May Hit Ascap And BMI

Lawyers here were scratching their heads yesterday in anticipation of new legal moves against ASCAP—and possibly BMI—following Monday's rulings by the Supreme Court

(Continued on Page 3)

NBC Outlets Liberal In Web-Show Plugs

Preliminary reports from 86 NBC affiliates show that they donated over a million dollars in air plugs, plus over \$240,000 for paid newspaper advertising, in promoting network shows during last September, October and November, it was announced yesterday by James H. Nelson, director of advertising and promotion. Nel-

(Continued on Page 8)

ABC Regional Meeting Opens Today In Chicago

Midwest affiliates of ABC will meet today at the Ambassador East Hotel in Chicago for a regional conference on network activities as they relate to the AM, FM and television fields.

Mark Woods, president of ABC,

(Continued on Page 3)

Fax Witnesses

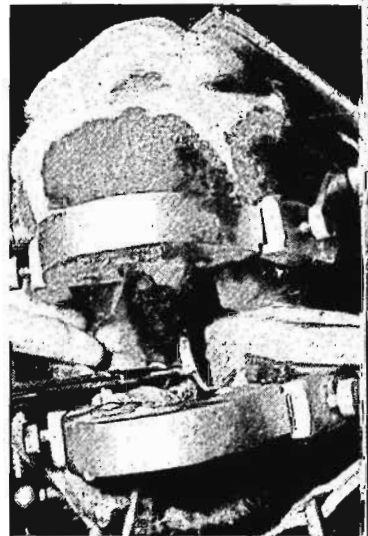
Washington—Ten appearances are definitely scheduled for the FCC's hearing next week on the advisability of setting up engineering standards now for facsimile. They are Alden Products Co., Faximile, Inc., Finch Telecommunications, FMA, Miami Herald, NAB, Radio Inventions, RadioOhio, Inc., Rural Radio Network, and Triangle Publications.

other features not found in the WOV case.

Definitely interested in bidding are Ralph Weil, present WOV manager, and Arnold Hartley, program director. Apparently prepared to aid them financially is N. J. Leigh, New York advertising executive. In order to have their bid considered it would have to match the price offered for the station by Herman Bess and Rich-

(Continued on Page 8)

★ COMING AND GOING ★



What is it?

This is one of the darndest pictures we ever ran. It's a close-up shot of a horse having his teeth fixed. And while the grinder is working away in the horse's mouth, that gadget keeps his tongue out of the way. It's ugly, but in it there's a radio point to be made.

Wouldn't it be great if there were a device to keep clients from questioning time-buyers' decisions?

Because the time has come when you can't be so fast with your client's radio buck. He's getting touchy. He's beginning to ask—"Is this going to give me sales I can make money on?" And you'd better be right when you answer!

We can help you be right down here in Baltimore. We'd advise W-I-T-H. That's 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 Headley-Road

CHARLES R. BASKERVILLE, general manager of WFLA, Tampa, is in town from Florida for conferences at NBC, with which the station is affiliated. He plans to remain here until Friday.

TED COTT, vice-president of WNEW in charge of programs, leaves tomorrow for Boston, where he'll participate in a discussion of the NAB code at Boston University. He'll be back Saturday.

SOPHIE TUCKER sails Sunday aboard the Queen Elizabeth for London.

M. S. NOVIK, radio consultant, and FRED UMHEY, executive secretary of the International Ladies Garment Workers Union, are in Philadelphia to inspect prospective transmitter sites for the FM station of the Unity Broadcasting Corp.

PETE WASSER, manager of Tommy Riggs and distributor of the "Tommy Riggs and Betty Lou" transcribed program, has arrived in New York. He'll be here for several days.

HELEN SIOUSSAT, Columbia network's director of talks, and EDWARD R. MURROW, web newsman, today will participate in the Philadelphia Bulletin Forum. Murrow will be moderator in a discussion of the subject, "Can War with Russia Be Avoided?"

IGOR GORIN, opera and concert baritone, is vacationing in Gotham before resuming his concert tour in Toronto March 19.

MEL ALLEN left yesterday for St. Petersburg, Fla., where he and Russ Hodges will report the New York Yankees pre-season baseball games over WINS.

ARTHUR BLAKE, radio and television impressionist, now is shuttling between the Olympic Theater, Miami, and the Blackmoor Room, Miami Beach.

RALPH HATCHER, sales manager of the co-operative program division at CBS, leaves today for Kansas City on business.

CBS Sponsors Shifting Program Schedules

(Continued from Page 1) hired by Auto-Lite to narrate the program and play leading roles as he does now on the sustaining feature. Agency for Auto-Lite is Ruthrauff & Ryan.

When the deal is officially announced, CBS is expected to shelve "Suspense" until midsummer when it will resume as a commercial program. This will open up a full hour, 8-9 p. m., EST., in Columbia's Saturday schedule.

Toni Co., which last week bought a night time half-hour on CBS, has decided to fill it with a mystery show starring Van Heflin. It'll start April 1, 9:30-10 p. m., EST., period now filled by "Crime Photographer," which will be dropped by Anchor Hocking Glass Corp. "Crime Photographer," a CBS package, will be given another spot on the network.

Another Toni show—the daytime serial, "This Is Nora Drake," moves over from NBC to CBS on May 10 and will be aired from 2:30-2:45 p. m., EST., Monday through Friday. Agency is Foote, Cone & Belding.

Benny Leads Ratings Of 1st 15 On West Coast

(Continued from Page 1) an increase of 0.4 from the last report and up 0.5 from a year ago.

Following Benny on the first fifteen list, in order, were: Fibber McGee & Molly, Bob Hope, Walter Winchell, Fred Allen, Fitch Bandwagon, Charlie McCarthy, Red Skelton, Truth or Consequences, Amos 'n' Andy, Life of Riley, Lux Theater, Take It or Leave It, Screen Guild and Sam Spade.

Fisher Given New Post; Heads NBC Public Affairs

(Continued from Page 1) tant public service counselor. He has been director of the network's University of the Air, and blueprinted and supervised the NBC-United Nation's project. In addition to his radio post, Fisher is Mayor of Tarrytown, N. Y.

Gov't Will Get Share Of All Contest Awards

(Continued from Page 1) not taxable but where a contest is involved the winners are subject to income taxes. The writing of an essay, even a twenty-five word one, to qualify for a prize constitutes work and therefore makes the award legal-ly the same as salary, it was stated.

Government tax on prizes such as airplane, automobile, trailer and household appliances are based on "the fair market value or retail price."

Katz Named Director Of Research At CBS

(Continued from Page 1) dent of International Public Opinion Research. He joined the CBS research department in 1938 and was named assistant director in November, 1942, following a short hitch with the Office of Facts and Figures and OWI.

W. E. Dividend

The Western Electric Company's board of directors Tuesday declared a dividend of \$1.00 per share on outstanding capital stock payable on March 31 to stockholders of record March 23.

John Madigan III

John Madigan, ABC national news editor, is sitting around his Long Island home, listening to news broadcasts, while he endures a siege of the mumps.

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



Vol. 42, No. 47 Wed., Mar. 10, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 8807
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Oaklawn 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

(March 9)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

10 YEARS AGO TODAY

(From the files of Radio Daily)

Stations with annual gross over \$15,000 requested by AFM to hire at least one musician at local scale. AFM proxy Joseph N. Weber said lowest weekly wage would average \$35. . . Eugene S. Thomas was promoted to post of sales manager at WOR. . . Gene Krupa left Benny Goodman to form his own band. . . Pacific and Northwest chapter of AFRA claimed 100 per cent representation of stations in area.

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PRYBY & CO.

PROMOTION

Prof. Quiz Campaign

Professor Quiz has been rewarded by his sponsor, the American Oil Company, with a poster exploitation campaign in appreciation for the program's climbing audience rating index. The campaign, representing an expenditure of \$30,000, by Amoco, will feature posters which will appear on the side panels of 3,080 American Railway Express trucks. The Professor Quiz radio series is broadcast each Saturday over the ABC network at 10:00 p. m., EST. Joseph Katz Company, Baltimore, is the agency handling the account.

Biggest Play This Year For Brotherhood Week

(Continued from Page 1)

report by William S. Hedges, NBC veepee.

Report was read by Hedges in behalf of Niles Trammell, NBC prexy and chairman of the Brotherhood Week radio committee, at a meeting held yesterday at the home of Roger W. Straus. Robert P. Patterson, chairman of the observance, which is sponsored annually by the National Conference of Christians and Jews, called for the committee reports.

Hedges said radio "accepted the designation of the work of the NCCJ as one of the major projects in the field of human relations. Each of the major chains," he continued, "produced one or more special Brotherhood Week shows, local stations throughout the nation did likewise, and Brotherhood Week received innumerable messages on scores of big name shows. The Advertising Council designated 68 big network programs and a considerable number of smaller ones under its radio allocation plan as programs which would carry the council's allocations."

The report also praised the work of the other members of the committee. They were Frank Stanton, of CBS; Mark Woods, ABC; Edgar Kobak, MBS; Justin Miller, NAB, and James E. Sauter, of Air Features, termed "one of New York's best-known program idea men."

ABC Regional Meeting Opens Today In Chicago

(Continued from Page 1)

headed the New York delegation which left yesterday for the midwest meeting. Others attending are John H. Norton, Jr., vice-president in charge of stations, and Ivor Kenway, vice-president in charge of advertising promotion and research.

House For Sale

Beautiful Great Neck Mod. House. 7 rms. (4 bedr. 2 1/2 baths) furn. or unfurn. Circle 5-7274.

Easing Of Commercial Rule Urged At Convention Of CAB

(Continued from Page 1)

meeting of the Canadian Association of Broadcasters.

Harry Sedgwick of Toronto in his opening remarks as chairman of the CAB told some 300 delegates that A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corporation, had indicated there would be relaxation of CBC's regulations prohibiting mention of prices of products advertised on the air. He said representations on the matter would be made to the governors of CBC. At Ottawa Mr. Dunton said any change in regulations prohibiting mentioning of prices of products advertised on the air would have to be considered by the board after hearing representations at open meet-

ings. He said before any change would be made public notice would be given and an opportunity would be provided to hear the views of all parties interested in the matter.

Mr. Hackbusch, chairman of the Radio Manufacturers Association's committee on frequency modulation and television, told a luncheon gathering that Canadian radio manufacturers see in television a new horizon in the industry and that the outlook for 1949 and the years ahead is excellent. From an economic standpoint in Canada there still were many problems of programming just as there were in the U. S. He said it appeared that solution of the problem of radio interference for the present was one of education and co-operation between broadcasters, radio manufacturers, distributors and dealers.

Production and sale of radio receivers capable of receiving FM programs had been lower than at first planned due to lack of component parts. G. D. Scott of Toronto, CAB director of broadcast advertisers, predicted competition between various advertising media and said that radio must be alerted in order to obtain its share of the business. He recommended expansion of CAB's broadcast advertising department.

Supreme Court Decision May Hit ASCAP and BMI

(Continued from Page 1)

in the gypsum and electrical cases. Without a dissenting opinion, the court held that the United States Gypsum Company and six other companies violated the anti-trust acts by using patent license agreements with price-fixing provisions.

Initial opinion here was that this decision will have tremendous bearing on the legality of the entire ASCAP and BMI operation. ASCAP is believed particularly vulnerable in view of its "Seat Tax" in theaters—new terms for which were negotiated this year with the Theater Owners of America.

One authority here, now counsel to a rival theater organization fighting ASCAP, said the story of ASCAP is told simply by substituting the word "copyright" for "patent."

In the electrical case, the court upheld the Government complaint of price-fixing against a dozen manufacturers of drop-out fuse cutouts. Justices Burton and Frankfurter and Chief Justice Vinson dissented in this case.

The anti-ASCAP lawyer, one-time head of the Anti-Trust Division of the Department of Justice and later chairman of the Federal Trade Commission, said yesterday that the application of the case to ASCAP is "apparent," pointing out that motion pictures are commodities in interstate commerce. He was less certain about the application of the case to radio, but said his immediate reaction is that both ASCAP and BMI could be held unlawful in their setting of fees for broadcasters.

New WINS Musical Show

New twice-weekly musical stanza bows in over WINS March 16, 7:00-7:15 p. m. under the sponsorship of F. & M. Schaefer Brewing Co., through BBD&O. Program will feature John Feeney, Irish tenor, with house band under direction of Irving Landau. Contract runs for 52 weeks and was negotiated for the station by Roy Holmes.

AGENCIES

SAMUEL BISCHOFF PRODUCTIONS, releasing through United Artists, announces the appointment of Buchanan & Company to handle the national newspaper, radio and magazine campaigns for its forthcoming release, "Texas, Brooklyn and Heaven." The account will be handled through both the New York and Hollywood offices of Buchanan.

CARLETON C. CAMARATA has been appointed eastern division sales manager of the London Gramophone Corp., importers of London records, it was announced by D. H. Toller-Bond, director of the firm. Camarata will assist the national sales manager, James P. Bray. Joseph C. Martin will be in charge of advertising and promotion and Sidney Ascher Associates will continue to handle publicity and public relations.

GILBERT T. UNGER and DONALD PEACE have joined the traffic-production department of Geyer, Newell & Ganger, Inc. Unger was formerly associated with the advertising department of the Singer Sewing Machine Company as a copywriter and production man. Peace comes to G. N. & G. from Erwin, Wasey & Company, where he was in the production department of the New York office.

30^c

To introduce a new liquid detergent, an advertiser recently broadcast offers of free samples over five prominent New England stations.

Cost per inquiry (including station time, manufacturing, mailing and postage, and handling charges) ranged from \$4.35 for one station all the way down to 30c for Mildred Carlson's "Home Forum" program on WBZ.

Further proof of a merchandising maxim: To get the most for your promotional dollar in New England, buy time on WBZ.

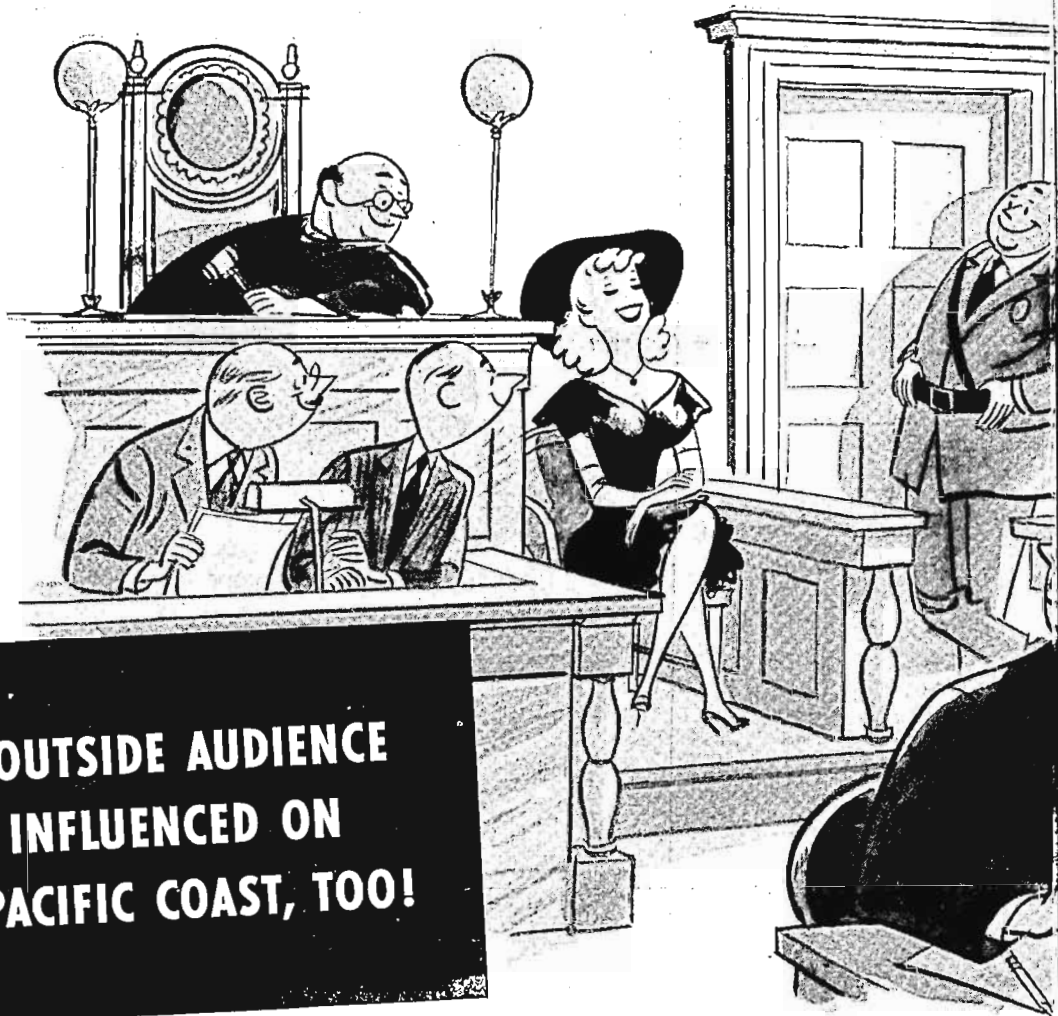
50,000 watts NBC PROGRAMS

WBZ

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Petors



**THE OUTSIDE AUDIENCE
IS INFLUENCED ON
THE PACIFIC COAST, TOO!**

ONLY ONE NETWORK has what it takes to influence the 5½ billion dollar outside market on the Pacific Coast (the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). That network is Don Lee, and what it has are 44 local stations two and three times as many stations as any of the other Pacific Coast networks. * Pacific Coast radio is *different*. Because most markets on

THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-Pres., Gen. Mgr. • SYDNEY GAYNOR, Gen. Sales Mgr.

The Nation's Greatest Regional Network





The Pacific Coast are surrounded by high mountains, reliable long range reception is impossible. Here people listen to their *own local network station*, are influenced by their *own local network station*, within their own trading area. Remember: a C. E. Hooper 276,019 coincidental telephone survey proves only Don Lee completely covers the *outside* (as well as the *inside*) Pacific Coast market. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company

Mutual

DON LEE

BROADCASTING SYSTEM



WATV
COMING SOON!
FIRST
in
POST WAR
Television
servng
NEW JERSEY
and
METROPOLITAN
NEW YORK

KEEP YOUR EYE ON
CHANNEL
13
WATV

ASK YOUR
WAAT
 MAN ABOUT

New Jersey's 1st Station
WATV
 CHANNEL 13
NEWARK-NEW JERSEY

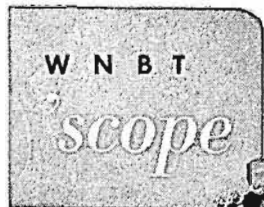


Mainly About Manhattan...!

• • • New York dailies and wire services burning over NAB's delayed release of the NORC listener survey, with Jack Gould, radio ed of the Times, carrying the protest to Juslin Miller, prexy of the industry organization. . . . Daily News video station, WPIX, skedded to go on the air June 15th, has signed up Gloria Swanson for a daily chat on fashions, etc. . . . Dick Gilbert, original singing disc jockey, may become the first platter-spinner in the country to head his own station. He's Pres. of the Radio Corp. of Arizona which has just filed an application with FCC for permission to build a new broadcasting outlet at Phoenix to operate unlimited hours. . . . NBC to reduce its recording division operations by over 50 per cent. . . . American Tobacco has its eye out for a Hooper-heavy whodunit. . . . "Front Page" being readied for a summer airing. . . . Rudy Vallee into the radio and video pkg. field with Buddy Lester signed up for a comedy series. Buddy opens at the Latin Quarter on the 28th. . . . Mrs. Viola Burns, Y & R director, into Woman's Hosp. for operation. . . . New producing company, American Theater Group, has bought "Grandma's Diary," penned by Al Barker, former scripser of "Terry & The Pirates." . . . Sophie Tucker into London Casino Theater May 31st. . . . Judy Canova sez she can't wait until she gets a television set. Anxious to see what Dr. I. Q. does when he gets a lady in the balcony.

• • • Genial Gene Hamilton waxing spots for Breck Shampoo. . . . Current issue of Radio Best has a spread on that busy radio lad, Bret Morrison. . . . Jo-Carroll Dennison, former Miss America and now the wife of comic Phil Silvers, makes her air debut Sat. nite on "Mr. Ace and Jane." . . . "Music circles still talking about Harold Levey's march, "Salute to the Red Cross," which had a brilliant Washington gathering cheering the other week. . . . One-word description of Pete Donald: Voice-atility. . . . Trouble with quiz shows, maintains Carl Sigman, is that their Hooper is never as high as the amount of dough they give away. . . . Patsy Campbell renewed on "2nd Mrs. Burton." . . . Songwriter Dave Mann's "Passing Fancy" and "I've Only Myself To Blame" shape up as powerful one-two clicks on the song parade. . . . Bob Farrall, handsome baritone currently at Cafe Vienna, is just what television's looking for. . . . Quiz show producers can get themselves a goldmine of question and answer data from Congressman Wright Patman's great tome, "Our American Government" (Ziff-Davis).

• • • AROUND TOWN: Current Red Book mag. lists "Ten Most Admired Women in the World," with Kate Smith only show biz personality listed among top 10. . . . Frank Cooper and Tom Stix have acquired the radio rights to "Inside U. S. A." with Will Glickman already preparing an audition script for it. . . . Erskine Johnson starts a new Mutual series on the 14th tagged "Background to Stardom." Eddie Cantor will be his initial guest. . . . Bob Hawk sez that Pres. Truman has his garden carefully groomed every morning because he can't stand anything dewey. . . . Hal Roach planning an independent video setup for low budgeted reels. . . . Robert Merrill signed to appear at the World's Fair of Music at Grand Central Palace which opens July 19th. . . . Morton Downey guesting on two St. Patrick's Day programs—Jack Smith on CBS and good old Hank Morgan. . . . Musical pkg. with Igor Gorin, Vic Young's ork, the King's Men and J. Carroll Naish as emcee, being offered around. . . . Noro Morales getting a Mutual wire from the China Doll for his Sat. and Sunday rumba matinees. . . . Bobby Breen currently on tour of the midwest in conjunction with the release of his first Bullet platters. . . . Summer theaters looking for a telecasting tieup to earn themselves priceless publicity value by telecasting one performance. . . . Symphony Sids expecting their first visit from the Stork. . . . Don Pallini thinks Martha Raye must be very gullible. She can swallow anything.



ON THE AIR AT CHANNEL 4 . . .

WEDNESDAY, MARCH 10

- 7:44 Television Press Releases
- 7:50 Newsreel Theater (Camels)
- 8:00 Americana
- 8:30 In the Kelvinator Kitchen—Alm Kitchell (Kelvinator)
- 8:45 Interview—Richard Harkness—From Washington
- 9:00 Television Theater—"The Win Is Ninety" (Kraft)

THURSDAY, MARCH 11

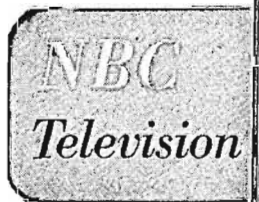
- 5:00 Puppet Playhouse
- 7:50 Newsreel Theater (Camels)
- 8:00 Salute To WBAL-TV—From New York
- 8:30 Television Screen Magazine—Variety
- 9:00 You Are An Artist—Jon Gnagy (Gulf)
- 9:15 This Is Baltimore—Opening c WBAL-TV
- 9:45 The Nature Of Things—Dr. R. K. Marshall—From Washington
- 10:00 Salute To WBAL-TV—From Washington

TOMORROW'S STORY . . .

Baltimore's WBAL-TV tees off tomorrow, to become the fifth station in NBC's Eastern Television Network (the sixth, WBZ-TV, Boston, soon). You can view the Governor of Maryland an Mayor of Baltimore Thursday at 9:1 p.m. View for market analysts: 5,30 sets in Baltimore, with six customer each in homes, eighteen in public places.

PHILANTHROPIC SCANNING . . .

The March of Stars show, put on by NBC Television for the March of Dime last January 21, called forth quite a comment by that organization in its recent report: "With proper organization a television show given for a charitable or civic cause can be more remunerative than a benefit performance held in the largest outdoor or indoor auditorium or amphitheater."



A Service of Radio Corporation of America

TELEVISION DAILY

daily section of RADIO DAILY—Wednesday, Mar. 10, 1948—TELEVISION DAILY is fully protected by register and copyright.

NETWORKS IN DRIVE FOR TELE AFFILIATES

TELE TOPICS

By JIM OWENS
Associate Editor

CHICAGO'S WBKB and WGN-TV grid-ing for the first battle over a video sports audience, with both airing the Cubs next summer. Former is already polishing guns, however, and is huddling with Phil Magley re new techniques to hold a baseball audience, plus attract the hitherto non-sports crowd. . . . Madison Square Garden's Ned Irish is already approached local TV b'casters with the idea of bidding on top sports events. However, his prices are the stuff dreams are made of, they say. . . . Jay Thorpe, Inc., really probe video's sales pull when it is the tab on "Television Fashions on Parade" starting Fri. Which is something other than Ave. shops haven't bothered doing.—use tele's a "prestige" medium.

Y. Sun's TV section (last nite) a really top job of plugging the medium—particularly from a sheet with no actual station copy. . . . Bert Schwartz picks up where left off a year ago as manager of ABC to publicity. . . . ANTA's NBC vehicle next Sunday is Marjorie Allen's comedy, "Brilliant Performance"—which should produce a pun or two if it isn't. . . . Whether or not a political candidate's campaign is affected by video will be answered next week in Milwaukee. Fourteen aspirants for mayor are taking their turns before the ikes on WTMJ-TV next two Sundays, under arrangement by the local women voters league.

BC has snared exclusive video rights to all U. S. Golf Association tournaments for the next five years. First competition to come under the pact will be the National Open in L. A. next June. . . . Committee representing the 4 A's—AFRA, Equity, AGVA and AGMA—is mulling tele rights for performers. . . . Winston Radio & Tele Corp. unrolls the amateur bouts on WABD starting next week. . . . Ex-FCC Chairman Paul Carter will discuss the Greek Aid program "Story of the Week" tonight out of the capital's WNBW.

Not So Funny

Salisbury, Md. — Edward M. Betts, local radio serviceman, heard the line "they all laughed when I sat down to play. . . ." last week when he installed a video set here—first in the area,—and 80 miles from Washington, nearest city with tele service. Nevertheless he drew an anxious crowd when he set about making tests, and laughed himself when he got a strong picture with the first flick of the switch. Betts has a 32-tube Motorola, equipped with a booster and an 80-foot rooftop antenna.

WBAL-TV Debuts Tomorrow: NBC Sets Salute

Baltimore—WBAL-TV makes its official debut tomorrow (Thurs.) as this city's second video station and the fifth to join the NBC east coast web, with a specially scheduled network program featuring top state and municipal officials under title "This Is Baltimore's WBAL-TV."

Program, which will be aired at 9:15 p.m., on the network via radio relay to Philadelphia (WPTZ), New York (WNBW), Washington (WNBW) and Schenectady (WRGB), will feature addresses by Gov. William Preston Lane, Jr., Mayor Thomas D'Allesandro, Jr., and Harold C. Burke, station manager. In addition, NBC will salute WBAL-TV with two shows, one from New York, "Musical Merry-Go-Round" at 8 p.m., the other from the Capital at 10 p.m., with a talk by Rep. George H. Fallon, member of Congress from Baltimore.

Coy Sees All Channels Assigned By End Of '48 Gloria Swanson Set In Full-Hr. WPIX Show

FCC Chairman Wayne Coy estimated yesterday that "with the boom on" all television channels in the nation's 140 metropolitan areas (50,000 population or over) will be assigned by the end of this year. This, he added in an article published in the New York Sun last night, will give us 400 in the larger cities.

The FCC chief said that the abundance of video channels of six months ago has rapidly changed to a scarcity.

Raibourn Writes Re Films

Until coast-to-coast television is a reality films may be the nucleus of video networks, according to Paul Raibourn, vice-president of Paramount Pictures, in a statement published yesterday also as part of the Sun's special tele issue.

"Even with all the traffic hurdles to be jumped," he said, "a televised news event, occurring in New York, can be on the television and motion picture theater screens in Chicago within five hours." Such a development, Raibourn added, renders present newsreels "a cumbersome slow poke" and "brings visual reproduction of actual moving scenes well within the realm of the newspaper time element."

First regularly scheduled daytime show set by WPIX in advance of its debut June 15 will be a full-hour seg featuring ex-screen star Gloria Swanson. It was announced yesterday by Harvey Marlowe, station's program chief.

Show, "The Gloria Swanson Hour," will be split into four quarter-hour parts with each sold to a separate sponsor. In addition, each portion will deal with different topics, such as fashions, home making, kitchen hints, and interviews.

Chi. Livestock Exposition To Be Televised In Fall

Chicago — International Livestock Exposition here next fall will be televised by the NBC station here, it was announced yesterday by Frank Mullen, network's exec vice prexy, who predicted it will open "a new era of information and interest for the farmer."

Mullen recently estimated that between 750,000 and 1,000,000 sets will be in use by the end of the year, and added a number of them will be farm homes.

Press-Time Paragraphs

Four Apply For TV

Washington—Three new commercial video requests were reported yesterday by the FCC—(from Loyola University, New Orleans, for channel 10; The Union Observer-Dispatch (N. Y.) for channel 3; West Virginia Broadcasting Corp., Wheeling, W. Va., for channel 12, and WOAI, San Antonio, Texas, for channel 4.

Set WPTZ Spot Series

Philadelphia—George Marston's radio and television director, Richard Nichols, yesterday announced placement of 26 video spot announcements for The Western Saving Fund Society of Philadelphia on WPTZ, Phila. outlet. Announcements will be aired Tuesday nights preceding wrestling matches which are relayed to the Quaker City from New York.

NBC, CBS, ABC To Mull Tieup With TV Outlets

Major networks' campaign to line up affiliates for their prospective video webs during the current year moves into high gear this month with both NBC and CBS holding confabs to mull future problems and agreements.

NBC will host 31 affiliates here Friday who are now operating or expecting to hit the air with TV before the end of '48, while CBS has set a clinic for its affiliates on March 31 at the Waldorf. Out of these sessions are expected to come first semblance of future network arrangements plus actual commitments of affiliation.

Affiliate-campaign is also active at ABC which yesterday assigned Ernest Jahncke, eastern division station relations manager, to head up liaison and affiliation of video outlets. He'll work with Paul Mowrey, net's national tele director, who's also in the midst of securing TV affiliates.

NBC will have a total of nine stations operating by the end of the week with addition of WBAL-TV, Baltimore tomorrow, including five on the East Coast network (WNBW, WNBW, WPTZ and WRGB). Others on air are WWJ-TV, Detroit; KSD-TV, St. Louis; WTMJ-TV, Milwaukee, and WLWT, Cincinnati.

CBS, expected to announce expansion of its current web affiliation shortly, has informal working agreements with four stations, including WCAU-TV which officially debuts this month. Web is tied up with WMAL-TV in Washington, WMAR-TV in Baltimore, and WNAC-TV, Boston, scheduled for operation next summer.

Haas In WJR Tele Post

Detroit—Mark Haas, educational director at WJR, has been named television program director, it was announced yesterday.

Off The Street

Washington—Arthur Tracy, internationally famous as "The Street Singer," is currently featured in a new series on WNBW each Friday (8:45-9 p.m.) as vocal emcee. Tracy, recently returned from an 11-week engagement in London, is under contract to the Robert I. Enders Advertising Agency here for video appearances. Format is variety, with Tracy using films and interviews with local celebs.

ABC's Co-op Division Hits New High In Sales

(Continued from Page 1)
through McKee & Albright, Philadelphia, beginning Saturday. Contract is for 52 weeks.

The auto firm, which hasn't placed a single unit on sale as yet, will sponsor "Speak Up America," a new forum-type show with John B. Kennedy. Program will debut on a coast-to-coast network of 85 stations on Sunday, April 4, at 4 p. m., EST. Preston Tucker, president of the corporation, will deliver commercials. Contract, which runs for 52 weeks, was placed through the Roy S. Durstine agency.

Feature of the show will be a weekly letter-writing contest on current topics, with the winner receiving a Tucker car. Second prize will be a radio-phonograph console and 18 other awards will be given away each week.

The Philadelphia & Reading Coal & Iron Company will sponsor the weekly broadcasts of "Gangbusters" over ABC affiliates in Albany, N. Y.; Baltimore, Md.; Bridgeport, Conn.; Buffalo, N. Y.; Hartford, Conn.; Lawrence, Mass.; Manchester, N. H.; New Bedford, Mass.; Hyannis, Mass.; New Haven, Conn.; Norfolk and Suffolk, Va.; Philadelphia and Pittsburgh, Pa.; Portland, Me.; Providence, R. I.; Rochester, N. Y.; Syracuse, N. Y.; Washington, D. C.; Waterbury, Conn.; Wilmington, Del., and Worcester, Mass.

WOV Bids Are Readied; AVCO Rule Will Stay

(Continued from Page 1)
ard O'Dea—\$200,000 plus O'Dea's 10 per cent interest in WNEW, New York.

The Weil-Hartley offer has not yet been made, their attorney said here last night, but a decision has apparently been made to submit as soon as the way is cleared by a Commission denial on the petition to waive the AVCO ruling.

Three Apply To FCC

Washington—New FM applications were reported by the FCC yesterday from the Atlantic Broadcasting Co., Florence, S. C., and from Black Hill Broadcasting Co., Rapid City, S. D.

J. Leslie Doss applied for the 1490-kilocycle AM channel, with 250 watts unlimited, for Decatur, Ala.

Sponsoring Disc Jockey

French Line and French National Tourist Office will co-sponsor Jacques Fray's classical disc jockey show over WQXR Wednesday evenings, 7:30-8 p. m. for 26 weeks, effective tonight.

STATION REP?

Experienced man who knows New York agency ropes will be personal, cooperative rep for not over five individual stations on modest, part-time salary.

Box No. 122, RADIO DAILY
1501 Broadway New York 18, N. Y.

COAST-TO-COAST

Joins WTBF Continuity Staff

Troy, Ala.—Mrs. Thelma Reid, formerly news director and chief continuity writer for WAIM in Anderson, S. C., has joined the WTBF staff as continuity director. She was administrative assistant to the Air Forces Joint Commission in Brazil during the war and took active part in the operation of an army radio station there.

"A Tribute To Mother"

Detroit, Mich.—"A Tribute To Mother," WJBK's new feature on the Hillbilly Hit Parade, is making it possible to have Mother's Day every day. All children are eligible to participate by writing a letter of praise about their mothers, telling of all the ways in which she is so wonderful. Two winning letters, judged for originality and sincerity are chosen each day and read over the air by the show's "Brother Bill" with the mothers and their families in attendance. The winners also present a corsage, donated by Bud Lipinski, florist, to the proud mother.

WNHC Appointments

New Haven, Conn.—With expansion plans under way for the advent of FM and television, WNHC has appointed William F. Malo, Jr., and Coralee Hall to the sales and continuity departments, respectively. Malo, son of WDRC commercial manager, was formerly with WCCM, Lawrence, and WAVZ, in this city. Miss Hall, who was associated with WILL, Urbana, Ill., and WJJD, Chicago, also handles a daily women's program in addition to other duties.

Don McKim Leaves CKWX

Vancouver, Canada—Don McKim, who has supervised promotional activities for CKWX and its advertisers since his return from the RCA in January, 1946, has left the station to take charge of advertising, publicity and promotion for the program division of All-Canada Radio Facilities, Ltd., in Toronto. McKim, also former editor of CKWX-TRA, is succeeded by Joe Midmore, formerly station broadcast continuity editor.

To Air Basketball Tournament

Columbus, Ind. — WCSI-FM has completed arrangements to broadcast the sectional, regional, semi-finals and finals of the Indiana basketball tournament under the sponsorship of Stadler Packing Co., Van Sickle Radio Supply of Indianapolis and the Reeves Auto Co. The station will broadcast the sectional and regional games from Shelbyville where they will feed the program to WCNB in Connersville. The semi-finals and finals from the Butler Field House in Indianapolis will be fed by WCSI to the newly formed Indiana FM network, which consists of FM stations WCSI, Columbus; WSRK, Shelbyville; WCNB, Connersville; WCTW, New Castle; WFML, Washington, and WFMU, Crawfordsville.

"Meet The President"

St. Louis, Mo.—"Meet the President," a new series of programs designed to keep the public informed of business and industrial activity in this area, was recently introduced on KSD-TV by announcer, Frank Eschen. Program features a different business head each week. Among those already interviewed by Eschen are a railroad man, a bank president, the head of a steel company, the head of a small foundry, a manufacturer of household wares and a utility president.

Starts Speech Campaign

Jacksonville, Fla.—WPDQ's women's director, Dorothy Horsfall, known on the air as "Anne Daly," has embarked on a campaign of speeches to local religious and educational groups. At present, she is working with the Parent-Teachers Association on child care; the teen-age girls of the Jewish Council on style and beauty, and the Catholic Women's Auxiliary on Gardening and Homemaking.

Craney Gives Dinner Party

Spokane, Wash.—Ed Craney, head of the Pacific Northwest Broadcasters, gave a dinner party for the purpose of introducing the managers of the stations to Henry Owen, manager of the new PNB affiliate, KING, Seattle, and John Eichhorn, commercial director of KING. Those attending, besides the aforementioned, were Arne Anzjon, KXLF; Goodwin Chase, KXLE; Joe Kendall, KXLE; Howard Jacobsen, KXL; Dick Wheeler and the rest of the staff of KXLY.

Allport Tests Listeners

Boston, Mass. — Climaxing five months of broadcasts based on special adaptations of his social relations 1-a course at Harvard, Dr. Gordon W. Allport, professor of psychology and tutor in the department of social relations, conducted two quarter-hour quiz sessions on WCOP. Dr. Allport's course was included in the twice-weekly series on "We Human Beings," presented by the Lowell Institute in co-operation with Boston College, Boston University, Harvard, M. I. T., Northeastern and Tufts. A radio adaptation of social relations 1-b with Francis X. Sutton, Junior Fellow at Harvard, is now being conducted.

Traffic Safety Contest

Omaha, Neb.—Both Des Moines, Iowa, and this city, in an effort to improve their traffic safety records, have started a year-long competition for the best safety record. All automobile or streetcar fatalities will be counted against the record with controversial accidents decided by the National Safety Council. Contest will be based on a population rate with the percentage figured on the number of deaths per hundred thousand of population according to the U. S. 1940 census figures. KRNT and WOW will provide the trophy for the winner of the contest which will close at midnight, December 31.

NBC Outlets Liberal In Web-Show Plugs

(Continued from Page 1)

son said that the total promotion dollar value accruing from air plugs and newspaper ads, to be tallied when affiliates have reported to the network, will come to more than \$2,200,000.

\$240,000 for Newspapers

Figures reported by 85 NBC affiliates, according to Jacob A. Evans, manager of audience promotion, amounted to \$1,097,307 for on-the-plugs and \$240,099 for newspaper estimates for establishing the dollar values were based on present published rates in Standard Rate & Data Service.

While NBC has compiled previous reports on the amount of promotion done by affiliates, this is the first time it has expanded the survey to include a dollar value. Each web sponsor will receive a further breakdown of report showing the exact dollar value expended for promotion on each of his shows.

Typical Show Cited

During the three months' period checked, the promotion going to single evening show, a typical example, amounted to \$18,601 in plugs and \$4,243 for newspaper ads. In addition, NBC affiliates used direct mail pieces, window displays, cards and billboards for further promotion of web shows.

CUSTOM-BUILT Coverage!



When you buy The Team, you get KMBC plus KFRM, its new 5,000-watt daytime 550 Kc associate for rural Kansas. The Team's coverage is custom-built to cover all the Kansas City market. And The Team is the only Kansas City broadcaster doing that job.



KMBC
of Kansas City
KFRM

for Rural Kansas
National Representatives:
Free & Peters, Inc.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 48

NEW YORK, THURSDAY, MARCH 11, 1948

TEN CENTS

PRIVATE OWNERSHIP FAVORED IN CANADA

AFM Counsel Seeks Laws To Aid Union

Advocating legislation to mitigate the effects upon music and musicians of unregulated use of mechanized music, Milton Diamond, general counsel of the American Federation of Musicians, contributed an article in the current edition of the AFM publication, International Musician.

"The need is for laws," Diamond states, "which would create the tools by which unauthorized public use of the musicians' efforts might be controlled; laws which would permit the continuation of the principle em-

(Continued on Page 5)

Special Easter Program Set By Mutual For Mar. 28

Bing Crosby, Ethel Barrymore, Jimmy Durante and Irene Dunne are among the stars who will participate in a special one hour Easter Sunday broadcast titled, "The Triumphant Hour," which will be broadcast over WOR-Mutual on Easter Sunday, March 28. The program, arranged by the Rev. Patrick Peyton, C. S. C., producer of the Family Theater on Mutual, will originate in Hollywood.

Among other stars who will appear

(Continued on Page 5)

UN Using Shortwave From Canadian Station

Montreal—The United Nations radio division is making experimental use of the big CBC transmitter at Sackville, N. B., to beam its broadcasts to Australia and New Zealand.

CBC officials said the UN was trying the short wave transmitter because of the strength of its signal

(Continued on Page 6)

Test Broadcast

"Stop The Music," new audience participation show to be launched on ABC soon, will be given a test broadcast Sunday with Syracuse, N. Y., as the test city. The program will be produced in New York, piped to WAGE, Syracuse, and will be broadcast there from 8 to 9 p.m. Two thousand post cards have been distributed in Syracuse for audience comment on the show.

Diaper Dispatch

Fort Worth, Tex.—The Lullaby Diaper Service here has asked the FCC for authority to experiment with two way radio communication between its central laundry and its cruising trucks.

Object: Fast dispatching of baby's most essential lingerie.

Lullaby assured the FCC its proposed service would be "in the public interest, convenience and necessity."

Circus Buying Spots For Garden Opening

Ringling Brothers and Barnum & Bailey Circus, which will open its 1948 season at Madison Square Garden on April 7, is setting a spot radio campaign through the Robert Seidel Agency using all New York stations, it was announced yesterday.

Bill Antes, radio director for the circus, arrived yesterday from Sarasota winter quarters and began set-

(Continued on Page 2)

Metropolitan Life Renews Eric Sevareid Over CBS

Metropolitan Life Insurance Co. has renewed "Eric Sevareid and the News" over CBS, effective April 1, it was announced yesterday by William C. Gittinger, web sales veepee. Show is heard Monday through Friday, 6-6:15 p. m., EST. Agency is Young & Rubicam.

Metropolitan Life has sponsored Sevareid since February, 1947. The newscast originates at WTOP, Columbia owned station in Washington.

Housing Shortage Hits Webs In Making Convention Plans

Housing problem for network radio and television crews who will attend the national Republican and Democratic conventions in Philadelphia June 21 and July 12th is already causing concern in the news and special events departments in New York.

NBC will send a delegation of around 200 workers to the conventions. About 150 will comprise radio news and special events personnel

Report To CAB Convention Indicates 60 Per Cent Of Canadians Seek Private Operation Of Radio

(By Staff Correspondent, RADIO DAILY)

Quebec—Reports that public opinion has swung solidly to private operation of radio since the war's end were heard yesterday at the fifth annual meeting of the Canadian Association of Broadcasters. Walter Elliott of Elliott-Haynes, Limited, public opinion research organization of Toronto said a Dominion-

(Continued on Page 5)

Pre-season Schedule Getting Sponsorship

Stations carrying the games of New York's three major league baseball teams will jump the gun on the 1948 season, by broadcasting a total of 35 pre-season games. The exhibition games will be sponsored on all three outlets by the respective bankrollers of the regular season contests.

Heaviest warm-up schedule has been set by WINS, which will carry 30 pre-season games of the New York Yankees beginning Saturday. Broad-

(Continued on Page 5)

RCA Signs Kennedy To Plug Its Tele Sets

To advertise its television sets, RCA Victor Division of Radio Corp. of America will sponsor nightly commentary by John B. Kennedy over 15 ABC stations, starting March 15, and plans to add outlets in other cities as television becomes available;

(Continued on Page 3)

No Opponent For Taylor; "Opinion-aire" Cancelled

Washington Bureau, RADIO DAILY

Washington—Because more than 80 members of Congress reportedly refused to debate Sen. Glen Taylor of

(Continued on Page 2)

Ask Senate To Restore House Cut In OIC Fund

Washington Bureau, RADIO DAILY

Washington — State Department yesterday asked the Senate Appropriations Committee to give them \$5,000,000 above the \$28,000,000 voted in the House last week for the international information program. Originally the Budget Bureau recommendation had been \$34,378,000, but the Department was asking \$33,100,000 yesterday.

Exhibition Space Selling For NAB Meet In May

Washington Bureau, RADIO DAILY

Washington—Twenty-nine associate members of NAB have already signed up for exhibition space at the NAB convention in Los Angeles in May, it has been revealed—including tran-

(Continued on Page 2)

Johnson Is Willing

Washington—Senator Edwin C. Johnson, ranking Democrat in the Senate Interstate and foreign Commerce Committee, reversed himself yesterday and decided to run for re-election. In the event the Democrats recapture the Senate, Johnson will become chairman of the committee. He is author of the pending bill to break down clear channels and ban superpower.

RCA Doubles Rivals In Production Of Tele Sets

TURN TO PAGE 9



★ **COMING AND GOING** ★

Don't be so fast with that radio buck!

Take it easy. It's time to sit down and see where you've been. And where you're going.

What makes this year so different from last? Don't look now . . . but there's a client behind you! A wiser client than he was last year.

He's going to get more out of his radio dollar than ever before . . . even if he has to switch his account.

That means radio time buying has got to be smarter if agencies are to keep accounts happy. They'll have to dig deeper for more facts. Sift the costs with a finer screen. Unscramble those 5, 6, 7, 12 and 13-station towns that have cropped up, if they're going to get the smartest return for the client's money.

The cinch has gone out of radio time buying. From here on in, it's just plain hard work.

The successful independent station in Baltimore that delivers more listeners - per - dollar - spent than any other station in town.

TOM TINSLEY, President
Represented by Headley-Reed

Vol. 42, No. 48 Thurs., Mar. 11, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2932

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

FINANCIAL
(March 10)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Admiral Corp.	7 3/4	7 3/4	7 3/4
Am. Tel. & Tel.	150 3/8	150 1/2	150 1/2	- 1/4
CBS A	24 1/2	23 3/4	23 1/2	- 1
Farnsworth T. & R.	5 3/8	5 1/4	5 1/4	- 1/8
Gen. Electric	32 3/8	32	32 3/8	+ 3/8
Philco	29	29	29
Philco pfd.	85	85	85
RCA Common	8 3/8	8 1/8	8 1/4	+ 1/8
RCA First pfd.	65 1/2	65 1/2	65 1/2	- 1/2
Stewart-Warner	12 1/2	12 1/2	12 1/2
Westinghouse	27 1/4	26 7/8	27 1/4	+ 1/8
Westinghouse pfd.	89 3/4	89 3/4	89 3/4
Zenith Radio	20 1/4	20 1/4	20 1/4

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Hazeltime Corp.	14	14		
Nat. Union Radio	2 1/4	2 1/4		

OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	8 3/8	9 1/2		
Stromberg-Carlson	11	12 1/4		

10 YEARS AGO TODAY

(From the files of Radio Daily)
FCC Chairman McNinch and Commissioners Payne and Sykes designated to serve as committee to consider complaints against stations by listeners, with a view toward promoting better programs. . . . International Broadcasting Union reported total of 69,700,000 radio sets throughout the world, an increase of over six million in a year. . . . WSM filed with FCC for power boost from 50 to 500 kw. . . . WJR, Detroit, instituted ban against swinging of classics on the air. . . . Hal Kemp ork set for Griffin shoe white show over CBS. . . . "Let's Sail to Dreamland" (Spler Music Corp.) was high among top web airors.

J. SPENCER CORNWALL, director of the Salt Lake City Tabernacle, has been in New York this week to visit with his daughter, Marion, a member of the Collegiate Choral. He will leave for home today.

PETER DONALD will fly to Boston next Monday to attend the 77th Annual Flower Show of the Massachusetts Horticultural Society, where a carnation will be named for him. He'll also broadcast from Beantown.

BILL DOWNS, Columbia network correspondent covering Detroit and Pittsburgh, is en route to Troy, N. Y. He plans to arrive in Manhattan tomorrow.

FRED CUSICK and **SID JONES**, Columbia network technicians, leave today for Chicago, from which point the Vaughn Monroe program will originate on Sunday. The show will go on the air at WBBM.

BUDDY LESTER is remaining in Canada for two more weeks of personal appearances.

ROBERT ALLISON, of the education division at CBS, leaves today for Boston, where he will act as moderator and producer of "Opinion Please," which tomorrow will originate at the CBS-owned station, WEEL.

EDWARD F. EVANS, American network director of research, leaves Sunday for Syracuse, where ABC will preview its new program, "Stop the Music," over WAGE, the web's outlet in the Salt City. He'll be back in New York Wednesday, March 17.

ELKIN KAUFMAN, executive vice-president of William H. Weintraub & Co., New York advertising agency, has left for a vacation of a month in Nassau, Bahamas.

DAVID CARPENTER, general manager of WCON, Atlanta, visited yesterday at the New York offices of the American network, with which the station is affiliated.

JOHN MAYO, the Lang-Worth Library's ambassador to 48 states of the Union, is being welcomed just now in the Carolinas.

KERMIT MOSS, of the WNEW sales staff, leaves today for a vacation of two weeks in Boca Raton, Fla.

REMUS HARRIS and **DAN WOODWARD**, writers of "Your Heart and Mine," have left for a tour of veterans hospitals.

BOB (Believe It or Not) RIPLEY will return from Florida next Monday.

No Opponent For Taylor; "Opinion-aire" Cancelled

(Continued from Page 1)
Idaho, third-party vice-presidential candidate, on the air last night, MBS yesterday cancelled its scheduled "Opinion-Aire Show." Taylor was ready to go on for questioning by newspapermen and radio commentators, but was notified during the afternoon that the show would not be broadcast.

In addition to the solons who refused to go on, top AFL and CIO leaders were also unwilling to appear, and Wilson Wyatt and Leon Henderson, leaders of the anti-Wallace Americans for Democratic Action, were also unwilling to appear.

A telephone poll of six cities had been planned, with the polling to be done by Sullivan and Rayhawk, of Pittsburgh. General question would have been something to indicate public reaction to the third party drive.

Exhibition Space Selling For NAB Meet In May

(Continued from Page 1)
scription companies, BMI, BMB, equipment manufacturers and the Broadcast Service Bureau. A number of other would-be exhibitors have also applied, it was said.

Registration fee for the management conference will be \$30, including two luncheons and the banquet. The fee for the engineering conference, including two luncheons, will be \$15, it was said.

Circus Buying Spots For Garden Opening

(Continued from Page 1)
ting up network radio and television tieups for the "Big Show." Antes, who has established press-radio headquarters at the Lincoln Hotel, is replacing Beverly Kelley who resigned as radio and press director at the end of the 1947 season.

Housing Shortage Affects Webs' Convention Plans

(Continued from Page 1)
producers, announcers and technicians will comprise the rest of the Columbia contingent.

From ABC and Mutual it is estimated that another 100 news and special events men will attend the conventions.

Ream To Address REC

Joseph H. Ream, executive vice-president of the Columbia Broadcasting System, will deliver an address titled "Should the Broadcaster Editorialize?" before the Radio Executives Club luncheon at the Hotel Roosevelt, Thursday, March 18.

Romanian Royalty On ABC

King Michael and his mother, Queen Helen, of Romania, were heard last night on ABC when an interview with them at the Waldorf-Astoria Hotel, New York, was broadcast over the network on "Headline Edition," 7-7:15 p. m.

★ AGENCY NEWSCAST ★

VARIOUS CLINICS of the Advertising and Selling Course, conducted by the Advertising Club of New York, today will be in charge of the following leaders: *Sales Promotion*—Richard A. Fiebelkorn, president, Raf Advertising Inc., "Promoting an 'In-Built' Industrial Product"; *Sales Training*—William Rados, sales training consultant, "A Successful Sales Training Program"; *Copy*—Alfred Eichler, copy director, Dancer, Fitzgerald & Sample, "Continuity Advertising and the Five Basics of Mass Selling"; *Radio*—Joseph A. Moran, vice-president and associate director of radio, Young & Rubicam, Inc., "Commercial Radio Writing"; *Advertising Production*—Edward N. Mayer, Jr., president, James Gray, Inc., "Letterpress, Off-Set, Gravure Processes"; *Export Advertising*—Arthur F. Connolly, vice-president, Dorland Inc., "Evaluation of Media," and *Research*—Donald E. West, director of marketing research, McCall Corporation, "The Magazine Publisher Defines His Readers as a Market."

CLINTON INDUSTRIES, of Clinton, Iowa, primary processors of corn products, has appointed Maxon Inc. to handle its account. In making this announcement, R. E. Clizbe, president of Clinton Industries, said that the company is planning to extend its advertising and sales promotion program this fall on Clinton's corn products and allied lines.

LUTHER H. WOOD, director of research at Sullivan, Stauffer, Colwell & Bayles, Inc., has been elected vice-president of that organization, it was announced yesterday.

WVON, Woonsocket, R. I., has appointed Robert E. Keller, Inc., as national sales promotion representative, effective March 15th. The announcement was made this week by Garo W. Ray, president of the independent Woonsocket local.

H. D. WILLIAMS, head of Erwin, Wasey & Co., announces that Glen Jocelyn has been made a vice-president in the agency's new Los Angeles office, which opened March 1st. Jocelyn joined Erwin, Wasey last fall after resigning as creative group head for Dancer - Fitzgerald - Sample, Inc., Chicago.

RICHARD PACK, WNEW's director of publicity and special events, will speak before the monthly luncheon of the N. W. Ayer public relations staff at the Hotel New Weston today. His topic will be "Radio As a Medium for Public Relations."

JOSEPH L. BARRETT has been named director of trade association activities for The Advertising Council. His job will be to assist in formation and execution of the Council's new policy of making its facilities more widely known to business men and business groups. Barrett has held the same position with the Committee for Economic Development for the last five years and will also remain with CED.

ROBERT E. HOWARD, associated with NBC for the last six years in New York and Hollywood, has been appointed western manager for the network's National Spot Sales, it is announced by James V. McConnell, national director of Spot Sales. Before joining NBC, Howard was with Hearst radio and the advertising agency field.

AAAA has been forced to cancel plans to invite advertiser and media guests to its 1948 annual convention because of limited accommodations and heavy advance reservations by association members. President Frederick R. Gamble said, "We are sincerely disappointed that we shall not be able to invite our advertiser and media friends, as we have so often in the past." Convention will be held at Virginia Beach, Va., from April 7-9.

RCA Signs Kennedy To Plug Its Tele Sets

(Continued from Page 1)

series will be aired 6:30-6:45 p. m., EST., Monday through Friday. Kennedy's show will originate in Philadelphia. RCA account is handled by J. Walter Thompson.

ABC adds another newscast sponsor on April 26 when the Kelvinator Division of Nash-Kelvinator Corp. takes over the 7-7:05 p. m., EDST., period with Edwin C. Hill. The Monday through Friday series will start out on approximately 100 stations and others are expected to be added later. Jim Blaine has been set as announcer on the show. Account is placed through Geyer, Newell & Ganger.

The five-minute Kelvinator series means that "Headline Edition" will be cut from a quarter-hour to 14 minutes, going on from 7:05-7:15 p. m. "Headline Edition" is offered to sponsors on a co-op basis.



Local BUY Makes Good for Sponsors on 293 Stations - How About You?

The usual story is that of "local boy making good in big city." Here's a man—a famed news commentator—who reverses the process. His program originates in a big city (Washington, news capital of the world) and has been making good in 293 cities and towns, large and small, for his local sponsors.

Fulton Lewis Jr.'s program is the original "co-op"—a network show carried locally by Mutual stations and sponsored by (or available for sponsorship by) local advertisers—at low pro-rated talent cost and low local time cost.

These local merchants favor the idea of reaching a ready-made, loyal audience with money to spend. Perhaps you have (or are) a client with a limited budget and want to make the most of it. Check your local Mutual station; see if it isn't one of the 293 MBS stations upon which Fulton Lewis Jr. is already sponsored. Or get in touch with the **Co-operative Program Department, Mutual Broadcasting System**, 1440 Broadway, NYC 18 (Tribune Tower, Chicago 11).

WTAQ SHEET
PROGRAM-WISE!
Have you heard about our Armchair Detective Club? You will!
WTAQ CBS
 5000 GREEN BAY 1360
 See WEED for Clues-

LOS ANGELES

By RALPH WILK

MAURICE HART will conduct a one-man safety campaign in conjunction with the Los Angeles Police Department. Hart was very successful in New York where he conducted a similar campaign for eight years. Hart each day during his 'Hollywood Band Dance' will talk on traffic education and traffic safety for three minutes during his 3-hour show on KFWB.

Evelyn Ankers, Broadway and Hollywood actress, has been signed to appear in Producer Jerry Fairbanks' first television film series for NBC, "Public Prosecutor." She joins a cast headed by John Howard and Anne Gwynne.

NBC's Kay Kyser and his "College of Musical Knowledge" radio troupe, veterans of thousands of war-time personal appearances, again have offered their services to the government for a nation-wide series of hospital appearances during the month of March.

Howard Helmick, Hollywood Star Records vice-president, has completed a merchandising tie-up covering the first public sales of his company's personality interview recordings with Macy's Department Store in San Francisco.

Frank K. Danzig, producer of "The Lone Wolf" and the "Unexpected," believes in giving all AFRA players a chance. In seven shows he has not used the same person twice with the exception of the principals.

Harry Von Zell has checked in at Universal-International for his role in "The Saxon Charm," starring Robert Montgomery and Susan Hayward which will be under the direction of Claude Binyon.

Frank A. Clarke has been appointed production manager of the new Los Angeles offices of Erwin, Wasey & Company, Ltd. Mr. Clarke has been assistant production manager at Foote, Cone & Belding in Los Angeles. Prior to that he was assistant production manager at Maxon, Inc. in Detroit and production manager of Geyer, Cornell & Newell in Detroit.

Roland (Marty) Martone, publicist of ABC's Hollywood press department, received word from Colliers magazine that they had accepted his story, "The Marksman," for publication. This marks his first "hit" with the popular weekly magazine.

Beginning March 24th, Murry Wagner takes over announcing TC version of "The Whistler" for Household Finance for whom he is also Collingwood announcer on Coast, both CBS shows, thus making him Household Finance's nationwide announcer.



Windy City Wordage. . . !

● ● ● Local stations have been angling for personal appearances of veteran stage actor Bobby Clark, here as the star of "Sweethearts," but no soap. Bobby says he's strictly a "sight" actor—okay for video but not radio.

● ● ● ABC recognizes the power of feminine allure, and on March 15 all of its page girls will enter a fashion and beauty briefing course at the Conover school. . . . Alex Dreier, NBC commentator, who golfs in the 80's and bowls 150 and has never won a prize, has developed a trophy for hopefuls like himself. It's a metal-cast caricature in color and is being distributed by a well-known sporting goods company as "The Trophy With a Smile." . . . Something to see: Pat Barnes doing a one-man dramatization of the "Terry and the Pirates" scripts for the Sherman Marquette agency execs before broadcasting. . . . Don McNeill returned to the "Breakfast Club" Monday after a two-week California vacation. There's a temptation to interpolate a pun here re Jack Parr—but we'll just say we're glad to see Don back!



● ● ● The adjective-happy p. a. of "Hint Hunt" advises that the show will take its "entire star studded cast and galaxy of shiny new prizes" to Charleston, W. Va., to play for five days, and adds: "Governor Clarence Meadows, of West Virginia, has set aside a day during which (Chuck) Acree, besides being Head Hunter for 'Hint Hunt,' will become head of state." Over-zealous flacks who con high public officials into commercial tieups are treading on thin ice.



● ● ● Bill Wilson, ABC salesman, lived up to his motto of "always selling" the other day when he dined in a Loop Chinese restaurant and before leaving sold the proprietor several spot announcements. . . . "It's Our Turn," new program given over to discussion of high school students' problems, by students, will be heard over WMAQ 1 to 1:30 p.m., Saturdays, starting March 13. . . . Beulah Karney, ABC home economist, is now food editor of Liberty magazine and in the March issue she has an interesting story, with colored pics, of the Wrigley building restaurant in which she reveals some of the chef's special recipes. . . . Edward A. Wheeler, the live wire president of WEAW, the Evanston FM station, has had printed a Tuning Card which shows the positions on the dial of all Chicagoland FM stations, current and under construction, and is distributing 5,000 of them to set owners and radio dealers. . . . "Toast to Music," song written by Mr. and Mrs. Philip Maxwell and introduced on WGN last October, has just been published by the Gamble Hinged Music Co. Maxwell conducts the "Citizens of Tomorrow" and "Youth Looks Up" programs on WGN.



● ● ● Philip K. Wrigley, whose efforts in broadcasting baseball games back in 1925 met with disfavor from baseball men, is pleased to note the present day change of attitude. Says he: "For many years there was a suspicion among baseball men that broadcasting would hurt attendance at ball games. Now, of course, everyone recognizes that radio broadcasting has been a potent factor in stimulating baseball attendance. We are confident that television. . . . will result in eventually bringing many more persons to the ball parks."



● ● ● Florence Folsom, continuity editor of WIND, is on a 10-day combination business and pleasure trip to New York. . . . Tom Moore, emcee of "Ladies Be Seated," had his first plane ride Sunday when he flew to Toledo, Ohio, to emcee the show at the Sports Arena. Show goes to Columbus, Ohio, for March 14. . . . Kay Armen, former Chicago singer, selected as top vocalist on WENR's Sunday show "Stop the Music." . . . Chicago television is no longer known as the Bar Circuit. A year ago taverns accounted for 60 per cent of the Chicago video sets. Of current sales, 86 per cent are in homes, says a survey by Television Advertising Productions, Inc.

SOUTHWEST

JAMES BERNARD THOMAS has joined the announcing staff of WOAI, San Antonio. He was formerly with KTXL, San Angelo. He was also with KSRO, Santa Rosa, Calif., and KPHO, Phoenix, Ariz.

For the second consecutive year, KATL, Houston, will air all games of the Houston Buffs. Final negotiations have been completed and contracts signed between the Houston Baseball Association and KATL by King H. Robinson, vice-president and general manager. KATL was understood to have paid the highest price negotiated locally for the rights to air the games.

A new program to be known as "Curious Mike" will be heard each week over WFAA-570, Dallas, under the direction of Ralph Maddox, special events director of the station. Program will be wire recorded and will present interviews with Dallaites on questions pertaining to topics of public interest. Program will not be edited and will present background noises of places of employment of persons interviewed.

A record of 12 consecutive years of programs on WBAP, Fort Worth, is claimed by the "Red Hawks," an instrumental group which is heard for a quarter hour each day Monday through Friday. Programs are sponsored by the Hawk and Buck Work Clothes. Several of the original musicians are still with the program. Present group consists of Kenneth Pitts, J. B. Brinkley, Red Woodward, Jack Gipson, Dale Woodward and Ted Fraves. Gene Reynolds is announcer.

Aaron Allen, billed as the Comal County folk song singer and heard daily over KITE, San Antonio, has been signed for a daily series of quarter hour programs to be heard Monday through Friday over KITE, under sponsorship of the makers of New Braunfels Gingham.

Ted Dealy, president of WFAA, Dallas, and Tom Gooch, president of KRLD, Dallas, have been named members of the newly organized Dallas Symphony Orchestra board of directors.

Alex Cole has joined the staff of KITE, San Antonio, as a time salesman. He was formerly with KMAC there.

The East Texas Hour is heard weekly from the Radio Hall on the campus of the East Texas State Teachers College and aired over KRRV, Sherman-Dennison. The program is a salute each week to a neighboring community. Students attending the school from the community honored are also heard on the airings.

To Discuss Tele

Warren Wade, executive producer of NBC Television will discuss video programming at a meeting of the Pleasantville University Club, Pleasantville, (N. Y.), Friday, March 12.

IT'S TV

Coming Up F-A-S-T
Lad with loads of television savvy wants to hook up with sales end of TV Station.
Write

RADIO DAILY
Box 123
1501 Broadway New York 18, N. Y.

Pre-season Schedule Getting Sponsorship

(Continued from Page 1)

Contests will originate from training camps in Florida and will work northward with the team to conclude with three exhibitions with the Brooklyn Dodgers in New York. Mel Allen and Russ Hodges will do the play-by-play. Programs are sponsored alternately by Ballantine and White Owl, through J. Walter Thompson. The Yankee-Dodger contests will be described also by WHN, which regularly carries the games of the Brooklyn club. An additional exhibition game, between Brooklyn and Montreal, will be aired from Ebbets Field April 15. Red Barber and Constance Desmond will be behind the mike for the Dodgers games, which will be broadcast on alternate days by P. F. Brillard Co. (Lennen & Mitchell) and General Foods (Young & Rubicam, Benton & Bowles.) Games of the third club, the New York Giants, will be broadcast over MCA, under sponsorship of Liggett Myers through the Newell-Emmett Agency. Four pre-season contests will be aired, from Oklahoma City, April 11, and Cleveland, April 17-18. Hank Frisch and Maury Farrell will describe the action.

Special Easter Program Set By Mutual For Mar. 28

(Continued from Page 1)

The program will be Fibber McGee and Molly, J. Carroll Naish, Elizabeth Scott, Marguerite Chapman, Dennis Day, Pedro de Cordoba, Ann Timson and Loretta Young as hosts. Singing and recitations from Hollywood will be accompanied by an orchestra and chorus conducted by Max Terr. Soprano Eileen Farrell and tenor Christopher Lynch will join the program from New York with an orchestra conducted by Sylvan Levin. "Contemporary Music" and "The Five Mysteriers," programs usually heard at this period, will be cancelled for the special "Triumphant Hour" broadcast.

Agency Exec. Joins ABC As An Account Executive

Charles Ayres has joined the American Broadcasting Company as an account executive, G. T. C. Fry, eastern sales manager for the network, is announced. Ayres comes to ABC following 13 years with Ruthrauff & Ryan, Inc., New York, as vice-president and business manager of the radio department. Previously he was space buyer with Buchanan & Company, Inc., New York.

Ray Milland To Guest

Ray Milland, Academy Award winner of "The Lost Weekend" and currently featured in "The Big Clock," will be heard on CBS this afternoon when he guests on Radie Harris' "Broadway and Vine," 3:55-4 p.m., ST.

Swing To Private Operation Revealed At CAB Convention

(Continued from Page 1)

A wide poll completed last December showed 60 per cent of Canadians polled favored private operation of radio against 22 per cent favoring an entirely socialized system. Nine per cent favored the dual system now in operation and nine per cent were undecided. The upward trend had been maintained since 1945 when a poll showed only 42 per cent in favor of private ownership and 30 per cent in favor of government operation. The results showed the people were getting less and less socialistic so far as radio was concerned, he said.

The annual report presented by T. J. Allard of Ottawa, director of CAB's public service, was adopted at the morning session. It contained a recommendation that CBC join in action to have the law on libel clarified to establish whether defamatory matter broadcast is libel or slander and to what extent if any the station is responsible. It also recommended that CAB sponsor a drama festival in all centers where member stations operate.

The responsibility for counteracting "Red propaganda that comes out mainly on Government-owned stations" rests with operators of independent radio stations, Charles S. Watson, of Toronto, said in an address at the meeting.

Watson, director of public relations of Canadian Breweries, Ltd., charged that "a lot of speakers heard on national networks are leftists." Operators of independent stations had an excellent opportunity to counteract "Red propaganda" by undertaking campaigns of their own, he said. Independent

Renewals And Spot Biz Reported By WMAQ, Chi.

Chicago—A brisk business week for WMAQ was paced by renewal of the six-a-week "400 Hour" program by the Chicago and North Western Railway for the 13th consecutive year. Caples Company is the agency. Quaker Oats Company, through Ruthrauff & Ryan, renewed the Clifton Utley Monday through Friday news spot for 52 weeks. Other WMAQ business included the Rust-Oleum Corporation, through Guenther-Bradford & Co., 174 one-minute announcements to be aired on the "Early Bird" program for 29 weeks starting March 15; Procter & Gamble Co. (Prell Shampoo), through Benton & Bowles, four station breaks per week March 14 through December 26; Bulova Watch Co., through the Biow Company, renewal schedule of 28 time signals a week for 52 weeks; Emerson Drug Co., through B.B.D. & O., one station break per week for 44 weeks.

"Met" Series Closes Saturday

"Peter Grimes," American opera, will be broadcast on ABC Saturday from the Metropolitan Opera House starting at 2 p.m., bringing to a close this season's series of broadcasts sponsored by Texaco.

pendent radio operators, he added, could make a contribution to the national good by interpreting in an interesting manner understandable to all just how big business operated. He said the majority of people believed a manufacturer made profits as high as 40 cents on the dollar. He said education of the public on this subject was one of the surest means of protecting the system of free enterprise which was menaced by mistaken notions that the public have that big business "is an octopus that is trying to swallow them up."

The speaker suggested broadcasters could make their own private survey by taking up a map of the world which showed that all nations in Europe and Asia seeking help today have either labor, socialist or Communist-dominated governments. "They seek assistance not from Russia but from free-enterprise countries whose system they claim is all wrong—yet they want to put us out of business."

Bud Lynch of Windsor, Ont., past president of the Windsor Chamber of Commerce, urged broadcasters to support the campaign by Junior Chambers of Commerce and Junior Boards of Trade to encourage the American tourist trade as a means of getting more United States dollars into Canada.

AFM Counsel Seeks Laws To Aid Union

(Continued from Page 1)

bodied in the collectively bargained contracts which existed until December 31, 1947; laws which would make of the machine the servant, not the master of musicians."

Diamond, who as counsel for Decca Records, Inc., played a role in 1943 in the establishment of the Federation's Employment Fund, with James C. Petrillo, president, recently testified before the House Labor Committee. At that time both of the AFM witnesses went on record favoring laws which would protect the musicians in the recording field.

Button Learns About Speed In Trip To WNBC Studio

Fred Heywood, WNBC news and special events director, cut a fancy figure late yesterday in rushing the world figure skating champ, Dick Button, who arrived on the Queen Elizabeth, from the 50th Street pier to a WNBC studio in two and one-half minutes, the station claimed. Bill Stern, who does a local five-minute show at 6:15 p. m., had thrown out his prepared script on 15-minutes notice to make way for Button. Heywood and the skating champ left the pier at 6:04 and, traveling by auto, were in the studio at 6:06:30 p.m.

THE SPORTS SHOW
YOU'VE BEEN
LOOKING FOR!

"Old Bobo-
Baseball's Hobo"

BOBO NEWSOM

Baseball's Most Colorful Personality
3 QUARTER-HOUR TRANSCRIBED SHOWS PER WEEK

• The man who has pitched for more major league ball clubs than anyone in history! A fast-moving sports show packed with "Old Bobo's" rich humor, baseball anecdotes, interviews with big leaguers, comments on the pennant races. This show will sell for you. "Old Bobo" holds his audience with the same showmanship before the mike as he has on the pitching rubber! Available now! Rates as low as \$15. Write or wire at once to:

RICHARD E. JONES, 3300 Guardian Bldg., Detroit 26, Mich.



PLUG TUNES

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

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

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

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

The World Wants PEACE
 You'll Want for your Programs
"PEACE OF MIND"
 DUBONNET MUSIC PUBLISHING
 1619 Broadway, New York 19, N. Y.

I'VE ONLY MYSELF TO BLAME

JEFFERSON MUSIC CO., INC.
 1619 Broadway New York 19, N. Y.

I'M MY OWN GRANDPAW

GENERAL MUSIC PUB. CO., INC.
 400 MADISON AVE., NEW YORK CITY

D.-J. RECORD RELEASED Mar. 1
"THE OLIVE SONG"

Pat Ballard Music Corporation
 Room 419, 1619 B'way, New York

BUT BEAUTIFUL

By
 JOHNNY BURKE
 and
 JIMMY VAN HEUSEN

From M-G-M's New Hit
"THREE DARING DAUGHTERS"

THE DICKEY-BIRD SONG

ROBBINS MUSIC CORPORATION
 799 Seventh Avenue • New York 19, N. Y.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The Musical hit "Brigadoon" is one year old this week and the two top tunes of the show, "Almost Like Being In Love" and "Come To Me Bend To Me" likewise seem to grow better with the passing of time. . . . Sam Fox Music, publisher of the hit score, is also clicking with its revival of the oldie, "You Turned The Tables On Me. . . . ● When colleges select a band to play their dances and proms, that band has 'arrived.' . . . Elliott Lawrence and his Orchestra, closing this week at Frank Palumbo's Click in Philadelphia, start a solid seven week tour of top-ranking seats of higher learning which should reward Elliott with a musical Magna Cum Laude. . . . ● Thanks to dee jay Graeme Zimmer's WCSIncore plugging for the March of Dimes, Southern Indiana went way over its quota. . . . ● Bill Todman and Ray Bloch, coffeeing at Colbee's were discussing give-aways. . . . said Bill, "I'm trying to find a new gimmick for musical give-aways" to which Bloch quipped, "Why not give the winning contestant a musician?" . . . ● They said it couldn't be done but Allan Roberts and Lester Lee wrote a lyric to (can't spell his name) "Sabre Dance" which the Andrews Sisters will introduce next week on their Campbell's CBSoup program. . . . Leeds is the publisher. . . . ● When Joe Sardi of the Da Cinta Dinery weds next month, comedian Jerry Lester will entertain at the reception. . . . ● Warney Ruhl and his Ork, currently aired from the Hotel Cleveland, has an arrangement of a new ballad "Come Back To Me My Love" which will zoom the ditty into the big time.

☆☆☆

● ● ● Visited Meyer Horowitz' Village Barn Tuesday and as usual the bistro was jammed with diners. . . . Meyer, a pioneer in the utilization of radio to advertise a restaurant, started back in the late twenties with the Village Grove Nut Club. . . . his maitre de, Lee Prince, has been associated with mine host for 20 years. . . . ● Duke Niles to take charge of the newly opened Hollywood branch of Regent Music. . . . firm is solidly behind "Trouble Is A Man," written by Alec Wilder. . . . ● Marge Kerr left for the Coast to take a gander at some radio and television ideas for N. W. Ayer. . . . ● A low bow to songstress Patti Clayton who will donate half her royalties on Bullet recording of "Nickels, Quarters and Dimes" to the 'Heart Fund.' . . . ● Radiolite Sandy Bickart is getting so much work since his return from the Coast, he has changed his mind about returning there. . . . ● Maestro Lenny Herman's Quintet will guest March 22 on Paul Whiteman's "On Stage America" and will give out with "Hey Goomba," which they introduced and recorded. . . . ● The Toppers, aired from the Mermaid Room of the Park Central, have that extra something which should land them in the big time.

☆☆☆

● ● ● **ON AND OFF THE RECORD:**—Disk Jockeys and Juke Boxes should grab Billy Eckstine's newest MGM platter of "Intrigue." . . . lad's vocal is supplemented by Hugo Winterhalter's orch. with strings offering velvety support. . . . reverse is the torchy "I'm Out To Forget Tonight." . . . ● Donna Records should do well with the pairing of "Colleen" and "Evening Bells," sung by Don Rodney with musical support by Donna's Singing Strings Orchestra. . . . ● Disk Jockey Denny Beckner of station KIXL is prey of Dude Records. . . . ● Patti Page turns in a creditable pair of vocals for Mercury in "The First Time I Kissed You" and "There's A Man In My Life," ably assisted by George Barnes' Trio. . . . ● Foster Brooks dee-jay at WRBW, Buffalo, was one of the first to recognize and latch onto Art Mooney's MGM waxing of "Baby Face."

☆☆☆

● ● ● **SHARPS AND FLATS:**—Just to keep the records straight, Max C. Freedman (not Ray) is the co-writer of the new hit "Heartbreaker." Other two collaborators are Morty Berk and Frank Capano. . . . ● Joe Ricardel and his Orchestra open a lengthy stay Tuesday at the Pelham Heath Inn. . . . Joe's Band is smooth and should go places. . . . ● Hal Tunis, WAAT disc-iple of waxed music may cop the announcing chores for the summer replacement of a top Sunday Nite variety program. . . . Bruce Hayes' Melody record of the ballad "Seven Days A Week," can easily skyrocket both Bruce and the tune to the top.

Two Ziv Disked Series Add 10 New Sponsors

Two Frederic Ziv ET's, The G. Lombardo Show and The Wayne K. Show, drew 10 additional sponsors this week and two others were added to additional markets.

Lombardo was picked up for local sponsorship by Purcell Department Store, for WLAP, Lexington, K. Utah Oil Co., Boise, Idaho; Drex Furniture Co., Morgantown, N. and Sears, Roebuck, Dallas, Tex. King's new underwriters are Tatu Chevrolet Co., Opelika, Ala.; KSI Stillwater, Okla.; KOGT, Orange, Tex.; Last Frontier Hotel, Las Vegas; Shenandoah Life Insurance Co., Roanoke, Va., and Dan Herder Co., Traverse City, Mich. "Favorite Story" was bought by Rimes & Hildebrandt, Benton Harbor, Mich.; KFRM, Cordia, Kan., and Harris Sample Furniture Co., Bay City, Mich. "Sincerely Kenny Baker" was bought by J. Eyerly Supermarket, Owosso, Mich.

UN Using Shortwave From Canadian Station

(Continued from Page 1)
 into Central Europe and Russia. U. broadcasts to the Antipodes have the past been carried to the United States West Coast and relayed from Hawaii. During the last week the broadcasts have been carried by wire to CBC studios here thence by wire to Sackville and then put out on the CBC beam.

Joins WTOP Sales Staff

H. Grant Theis joins the sales staff of Station WTOP, Columbia-owned outlet in Washington, D. C., effective March 15, it was announced by Maurice B. Mitchell, general manager of the station. Theis has been a member of the promotion department of Radio Sales, Radio Stations Representative, CBS, since the summer of 1946.

Takes CBS Audition Post

Appointment of Judith Abbott, actress-producer daughter of George Abbott, as director of talent auditions for the "Arthur Godfrey's Talent Scouts" program, was announced by Harry Ackerman, CBS executive producer. Miss Abbott succeeds the late Bessie Mack who died recently.

As sweet and appealing as
 "The Sweetest Story Ever Told"
"STORY TELLING"

Georgeoff Music Pub. Co.
 1650 Broadway, New York 19, N. Y.

**WATCH THIS "SLEEPER"
 IF YOU CARE FOR ME**

RAINBOW MUSIC CORP.
 156 W. 44th ST., NEW YORK 18, N. Y.

TELEVISION DAILY

Daily section of RADIO DAILY—Thursday, March 11, 1948—TELEVISION DAILY is fully protected by register and copyright.

RCA DOUBLES RIVALS IN TV SET PRODUCTION

TELE TOPICS

By JIM OWENS
Associate Editor

AMERICAN Tobacco Co. will come up with a new show on the NBC web within the next few weeks. It'll be a live studio vehicle, with a few angles new to tele. ABC brass huddling long hours re the b's video debut with the chances better in good it'll open in N. Y. months ahead schedule. . . . First 17 pix of Jerry Fairbanks' "Public Prosecutor" series nearing canned stage and will be in NBC's hands within the next 30 days. . . . Du Mont will make a super splash of its receiver line in Boston next month to break with the opening of the Hub's Electronics Exposition.

RCA Exhibition Hall (Radio City) will collect its millionth visitor around the first week in May—same time as the shop's first anniversary. . . . Elissa Landi joins the screen or trek to tele, via an exclusive pact with Video Associates. Elissa's one of the brightest of the pix alumnae, having penned two best-sellers, and is currently battling out a pay for next season. . . . Don Giesy, who's being a down-to-earth publicity job for the Du Mont web, on an airplane junket to Chicago this weekend. . . . WATV's Jim McNaughton will talk video production at the Television Workshop tomorrow nite.

"ELE-View: WABD-Du Mont has come forth with a programming gem in its Court of Public Opinion," (Tuesday, 8-9 p. m.) which has already set an uncommonly high standard in adult video fare the few weeks it's been before the ikes. This week's offering, which focused on a highly controversial topic "Is Our Present American Soviet Policy Wise?" indicated courageous difference to many of the controversial strains such a selection might suggest, while emphasizing an honest approach to life's in-the-flesh realism. Camera work is particularly good in this week's "Court," complemented by smooth production plus convincing, natural performances by the principals, of which Leo Cherne was the standout.

Inside Dope

"Jim Farley's Story: the Roosevelt Years," one of the most controversial books on the administration of Franklin D. Roosevelt, will be discussed on "The Author Meets the Critics" over NBC television Sunday, March 14 (8:00 p.m.). Defending the book, with Farley, will be columnist George Skolsky, Barnett Nover, Washington Post political columnist, will argue against the book, with John K. M. McCallory as moderator.

Tele—Good For The Soul

Schenectady—Impressed with the appeal of one of WRGB's most popular shows, "Moments of Meditation," which features informal chats with a minister in his study, the International Council of Religious Education has requested station execs to film-record the next program for use in other cities now having video service. "Moments" has been a WRGB feature for more than a year and is conducted by Dr. J. Edward Carothers, pastor of the Calvary Methodist Church in Albany.

Tele High On Agenda Of Boston U. Confab Ronson In 7 Cities With TV Spot Sked

Boston—James S. Powers, director of the Yankee Network Institute, has been named chairman of the radio section of the Boston University's Founders' Day Institute which opens here tomorrow.

Television, one of the chief topics on the agenda of the two-day meeting, will be discussed by Powers under the over-all title "Television Coming Up." Also scheduled to talk on video are David Sarnoff, RCA board chairman; P. G. Caldwell, General Electric, and Lawrence Phillips, DuMont network chief.

WABD Sports Series To Present Bowling

"Swing into Sports," a video series on DuMont's WABD (Mondays, 8:30 to 9 p. m.) will devote four successive programs to bowling, beginning March 15.

Sidney Greenberg, well-known bowling authority and instructor, and Pat McDonough, bowling editor of the N. Y. World Telegram, will be featured. Each program will include clips of a special film made by Greenberg titled "Fundamentals of Bowling."

WBAL-TV Start Marks Debut Of NBC Phila-Baltimore Link

Official opening of WBAL-TV, Baltimore, today marks the first use of NBC's new temporary relay link between Philadelphia and that city, thus making it the first network with access to independent relay facilities between New York and Schenectady, Baltimore and Philadelphia.

Part Of Relay System

New link is part of a relay system which, when completed, will permit full-time operation of the NBC East Coast web between Schenectady and Washington, entire distance to be covered by radio relay. Washington-Baltimore section of the link is ex-

pected to be in operation by the end of the month.

Through a special temporary authority issued by the FCC, three microwave transmitters have been installed between Baltimore and Philadelphia. They are at the site of the WPTZ, Philadelphia, transmitter; at Brandywine, Pa., 28 miles from Philadelphia, and at Elk Neck, Md., 28 miles from Brandywine. Distance between Philadelphia and New York is covered by Philco's microwave relay system, and between New York and Schenectady by General Electric's relay.

Post - War Output Exceeds Total Of Other Mfrs.

RCA's video set production since V-J Day has exceeded the total output of all other TV manufacturers combined, according to a statement made by the company in a full-page advertisement running in New York papers this week. Total post-war receiver production, according to industry figures, passed the 230,000-mark up to the first of this month.

Ad, which outlines RCA's activity in the medium since its beginning, says, in part: "More RCA Victor sets have been produced and sold than all other makes of television sets combined."

Production Estimated

RCA's video set production, therefore, would be in the neighborhood of 150-175,000. Total receiver sales, based on these figures, approaches the \$60,000,000-mark for the period since V-J Day, since RCA's best-seller among its current TV line is the \$375 model.

Further illustrating RCA's currently unrivaled video production is the unofficial estimate made at the close of '47 which held that the company's dollar volume in tele set sales exceeded that of its AM line for the first time in history.

Lektrolite Extends Spots To Para.'s KTLA, H'wood

Expanding its current television campaign to cover the Los Angeles market, the Lektrolite Corp. has signed with Paramount's KTLA (Los Angeles) for a long term spot announcement contract, it was announced yesterday. One-minute film spots, which feature Lektrolite Flameless Lighters, will be placed on Friday evenings over a twenty-six-week period.

The contract was negotiated by Donahue & Coe, Inc., agency for Lektrolite, and Cris Rashbaum of Paramount's New York video department.

Going Up

Milwaukee—Number of television receivers now in use in metropolitan area here is 1,666 according to the results of a detailed and authoritative survey announced yesterday. Check was made by WTMJ-TV, Milwaukee Journal video outlet, in co-operation with all tele set distributors up to and including the first of March.

EQUIPMENT

Conference Plans

The National Electronics Conference, Inc., which will hold its annual technical forum at the Edgewater Beach Hotel, November 4, 5 and 6, has selected W. C. White, of General Electric Co., Schenectady, New York, as chairman of the board of directors for the current year. A program of approximately 50 technical papers covering all phases of electronics, together with exhibits of manufacturers' new electronic equipment, is being planned. Larger space facilities than in former years will be available, both for exhibits and meetings.

Gets New Philco Post

Albert J. Rosebraugh, who has had nearly 20 years of diversified sales experience with Philco, has been appointed manager of small radio set sales, it was announced by John M. Otter, general sales manager for the Philco Corporation. A native of Charleston, Ill., Rosebraugh joined Philco in 1928 and was employed first in the service department of the company's Chicago wholesale organization.

AVCO Promotion

Promotion of John W. Craig to general works manager of the Crosley Division, Avco Manufacturing Corp., was announced by R. C. Cosgrove, Crosley general manager and vice-president of Avco. Since 1945, Craig has been works manager of the Crosley Shelvador refrigerator plant in Richmond, Ind.

Plan Australian Production

Bert Bertram of Wire Recording Corporation of America, manufacturers of Wireway Magnetic Wire Recorder, is flying to Australia this week to establish facilities for producing wire recorders in the "down-under" country. W. Curphey of Sydney, Australia, spent quite some time with WRCA engineers in New York studying the wire recorder which will go into production in Australia in the near future.

Takes Equipment Post

Eric R. Berglund, communications engineer, has been named vice-president in charge of management and engineering of Intercontinent Engineering Corporation, New York City, according to Edgar H. Smith, president. Mr. Berglund formerly was television facilities engineer for the NBC, which position he held for 10 years. Here he designed the latest television studio equipment which is now in use in NBC's New York and Washington, D. C. stations. Previous to this Mr. Berglund was radio and television engineer for RCA and Westinghouse Electric Company.

Emerson Promotes Light

Emerson Radio & Phonograph Corp. has named Gerald Light assistant to the sales manager. Light formerly served as assistant director of sales and advertising and service manager.

COAST-TO-COAST

WBEN Adds Hubbell

Buffalo, N. Y.—Ralph Hubbell, formerly with WGR, has joined the staff of WBEN as sports director. He succeeds Jim Wells, who has resigned to become direct assistant to the owner of the Buffalo Bills, All-America Football Conference team. In addition to his other duties, Hubbell will have seven early evening and five late sportscasts each week.

KGVO Inaugurates City Market

Missoula, Mont.—Melody Marketeria, this city's newest modern self-service neighborhood market, recently opened with a quarter-hour broadcast direct from the store. The station has also initiated a "Shopper's Quiz" for the market, which will be recorded and played back the following day so that participants may hear themselves on the air.

"Collegiate Notes" On WEAM

Arlington, Va.—A must program for all college students in Metropolitan area is WEAM's Collegiate Notes, aired each Sunday. Broadcast is exclusively devoted to the latest in campus news and personalities and is under the direction of Stan Telchin, student of George Washington University. Special feature each week is an interview with a campus celebrity or other well-known figure connected with college life.

Religious Shows Get Free Time

Wausau, Wisc.—WSAU is offering free time on Sunday mornings from 8:00-9:00 a. m. to all churches in this city. Former plan for religious broadcasts was revised in order that churches of all denominations would be given an equal chance to be heard at this time.

Don McNeill To Birmingham

Birmingham, Ala.—Don McNeill and his "Breakfast Club" show will broadcast from this city on the night of April 3 for the benefit of the Mercy Home. Show will originate from the stage of the Municipal Auditorium with WSGN and WSGN-FM, local ABC affiliates, in charge.

McMahon And Baldwin On WNHC

New Haven, Conn.—U. S. Senators Raymond Baldwin and Brien McMahon, are inaugurating a special series of reports to Connecticut over WNHC, key station for the Connecticut State Network. Each Senator will present a 15-minute talk on alternate Mondays, starting March 15th, with Senator McMahon introducing the series from the Nation's Capitol.

Lyle Becomes Night Editor

St. Louis, Mo.—Bob Lyle, former staff announcer at KMOX, has been appointed night news editor. He returned to KMOX two months ago, leaving WGBS, Miami, Fla., where he had been director of sports and special events since his release from the Navy two years ago.

Fred Kendall Gets Own Show

Detroit—Fred Kendall, WJR tenor on the "Anything Goes" show, now has his own program. The new show, heard every Saturday evening, features concert and musical comedy material. He has also been offered a chance for a role in "The Desert Song" by the musical director and general manager of the Civic Light Opera.

Wolff To Do Fla. Interviews

Washington, D. C.—WINX sportscaster Bob Wolff, is in Florida to do a series of special interviews with baseball stars who are now in spring training. He will record all interviews which, when he returns, will be incorporated in his nightly 6:15 sports broadcast over WINX.

Gets Pre-Game Feature Program

Phoenix, Ariz.—KRUX sportscaster, Ed de Forrest will handle a 10-minute pre-game feature program immediately preceding the "Dugout Dope" broadcasts of the N. Y. Giant training games in which he will introduce the visiting announcers, Frankie Frisch and Maury Farrell, for their part in the show. Sponsoring the broadcasts locally, will be Liggett and Myers.

Yankee Net Aims N. H. Primary

Boston, Mass.—The Yankee Network, sending Lester Smith and Leland C. Bickford to Concord, New Hampshire, last Monday aired the presidential preference primary in that state. The New Hampshire primary was the first in the country and was aired on two broadcasts by the network.

New Kid Show On KEX

Portland, Ore.—"Zoom Sky Patrol," a new idea in kid radio programs, was recently introduced by Fisher Flouring Mills over KEX. The novel quarter-hour show presents a dual feature for teen-agers, actual pre-flight instruction, plus a daily adventure script. Using this city as a testing ground, the new venture is produced locally by Portland radio talent with transcription being cut at the John Keating Studios. Under 13-week contract to KEX, "Zoom Sky Patrol" will be further released to Seattle and Spokane markets.

New Aired By Marywood College

Scranton, Pa.—This state's oldest Catholic women's college, Marywood, is expanding broadcasting work on a statewide basis, by presenting a new series of weekly 15-minute programs on "Women of Heaven and Earth," to be carried by seven stations in eastern and central Pennsylvania. The programs, a project of the class in radio technique, will be produced and transcribed at WARM under the direction of George Perry, education director at the station and instructor of the course in radio technique.

PROMOTION

New Prize Contest

Prizes valued at more than \$22,000 will be awarded winners of a new contest on ABC's "Terry and the Rates" program heard Monday through Friday at 5:15 p. m., EST., under sponsorship of the Quaker Oats Company. To compete for the 3,000 prizes under the terms of the contest, listeners must write a two-line rhyme starting with the words "My favorite breakfast." The last word of the first line must rhyme with the last word in the second line. The name and address of the entrant must be mailed with one box top from a package of Quaker Puffed Wheat or Quaker Puffed Rice to Chicago. Prizes include 2,001 Kelton wrist watches and cash prizes of one dollar each.

Charges Gov't Plans Curbing Information To Public

Washington Bureau, RADIO DAILY.—Washington—Nat Finney, correspondent of the Minneapolis Star and Tribune, told the House Committee on Expenditures in the Executive Departments that the administration is trying to place a "gag" on Government agencies last year. He broke the story last year of the plan to put all Government agencies under strict classification rules for documents.

The regulations, providing for classification of information as "classified," "secret," "restricted," "secret," or "confidential," were drawn up by the security advisory board of the State-War-Navy-Air Force Committee.

Finney charged that it is an attempt to set up rules as a substitute for patriotism, and said he believes the White House plans to proceed with the plan "despite the universal disapproval of the American press." He said it had been given a trial last year by the Veterans Administration.

Finney also repeated earlier testimony that Chairman Hamilton Robinson of the State-War-Navy-Air Force group had told him: "Public officials should have power to give or withhold information, deciding what the public should be told and what it should not be told." Robins has denied making such a statement.

Larry Puck Joins ABC

Larry Puck, formerly with CBS, has been named executive producer and talent scout for ABC, it has been announced by Charles C. Barry, vice president in charge of programs and television. Puck also previously was connected with the Keith-Albee circuit and Music Corporation of America.

Takes Production Post

Norman MacDonnell, who was assigned to CBS' West Coast production staff two months ago, has been named pointed producer of the network's "Doorway To Life." MacDonnell replaces William N. Robson who is being relieved in order that he may have more time to assist in the preparation of new program projects.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 49

NEW YORK, FRIDAY, MARCH 12, 1948

TEN CENTS

WEBS, KEY OUTLETS REPORT '47 SALES UP

CAB Endorses Action Of Planning Group

Quebec—The Canadian Association of Broadcasters, in annual meeting here, endorsed action of the Association's planning committee and reaffirmed support for the principles urged in its brief to the Parliamentary Radio Committee last year.

The meeting resolved that the planning committee be instructed to press for a fully established legal right to freedom of speech on the air in Canada, independent licensing and a regulatory body having jurisdiction over all radio in Canada.

This body would be directly responsible.
(Continued on Page 8)

Will Sponsor Kate Smith Co-op Over WOR In N. Y.

Hudson Pulp & Paper Co. will take over local sponsorship of "Kate Smith Speaks" on WOR, New York, starting March 22 when the show is dropped by Manhattan Soap Co. Program, a Mutual co-op, is broadcast Monday through Friday from noon to 12:15 p. m. Duane Jones is the agency for both sponsors.

Manhattan Soap bought "Kate Smith Speaks" on a co-op basis in
(Continued on Page 5)

FCC Denies WOV's Plea For AVCO-Rule Waiver

The FCC yesterday denied the petition of WOV for waiver of the AVCO rule in the projected sale of the station to Herman Bess and Richard O'Dea. As indicated Wednesday in RADIO DAILY, this action is expected to be followed by at least one, and possibly more than one, competing bids for the station as soon as it is advertised.

Friendship Gesture

New Orleans — The Ship of Friendship is scheduled to sail Monday, March 15, carrying half a million pounds of food and 50 head of cattle from New Orleans to old Orleans, France.

For it, the people of Orleans can thank the co-operative effort of scores of New Orleans civic groups and thousands of individual New Orleansians — particularly a disc jockey named Joseph Rosenfield, Jr., the "Big Joe" of WNOE's mid-night-to-dawn "Two Joes" show. "Big Joe" conceived the Ship of Friendship and, practically single-handed, carried the idea to completion.

Hope Program Grosses \$36,000 At Purdue 'U'

Chicago—Bob Hope, in his second week of a four-week personal appearance tour, played to more than \$18,000 Tuesday night in two shows at the Hall of Music auditorium at Purdue University, Lafayette, Indiana, and repeated the performance Wednesday night to the same gross. Originally booked for one night, the demand for tickets was so tremendous that Hope
(Continued on Page 8)

Macy Using 7 Stations For Institutional Spots

Institutional spot campaign will be inaugurated by R. H. Macy & Co., over seven New York stations on Sunday. Running through April 12, spots will be both live and trans.
(Continued on Page 5)

Three-Year FM Licenses To Be Issued By The FCC

Washington Bureau, RADIO DAILY
Washington—The FCC announced yesterday that it will hereafter issue three-year licenses for FM stations, as has been requested by the Frequency Modulation Association and other industry quarters. The new procedure will become effective May 1. The Commission, in its announcement, pointed out that it was 16 years before AM stations were given the three-

Amounted To \$72,352,636 For Year, 3% Jump, Says FCC; 3 Regionals Also Report Small Increase

Advertising Council Re-Elects Mortimer

Charles G. Mortimer, Jr., vice-president of General Foods, was re-elected chairman of the Advertising Council yesterday at the annual luncheon meeting of the board of directors. The number of directors representing radio was increased from four to five. Theodore S. Repplier, who received the Gold Medal Award last week from the Annual Advertising Awards, was re-elected president.

A. D. Willard, executive veepee of
(Continued on Page 2)

Program Positions Change With New Nielsen Ratings

The outstanding audience gain among evening shows on the Nielsen index for the week Feb. 1-7 was scored by Bob Hope who moved from 10th place into a tie for third on the average audience list. The comic's
(Continued on Page 5)

Frankie Carle Orchestra Gets Phil Spitalny Spot

Electric Companies' Advertising Program, sponsor of Phil Spitalny's orchestra over CBS every Sunday at 5:30 p. m., EST., will use Frankie
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The four national networks and their 10 key stations reported net time sales amounting to \$72,352,636 for 1947, preliminary FCC figures show. This represents an increase of three per cent over the 1946 totals, while preliminary time-sales figures for all nets and stations thus far re-
(Continued on Page 5)

Heavy Adv. Schedule Set By Philco For '48

Plans for the most extensive advertising program in the history of Philco Corporation were announced yesterday by John Ballantyne, president, in a letter to stockholders. "It may be of interest to stockholders to know that while increased competition is returning in the electrical appliance industry, Philco has fared relatively better than other companies when similar conditions prevailed
(Continued on Page 5)

Import Company Buying Radio For First Time

Using radio for the first time, Cosby Brush & Import Co., Inc., has signed for a 52-week campaign over WQXR, sponsoring a total of ten 15-minute programs weekly. Sked calls for two shows a day on Tuesdays, Thursdays
(Continued on Page 5)

Junior Judges

An on-the-air audition for a projected children's series will be broadcast by WNBC Monday, 6:30-6:45 p.m. Station will do a one-shot airing of "Renfrew of the Mounted," a Doug Storer package, and will ask listeners to send in their opinion of the show. If audience response is favorable, the NBC flagship probably will carry the program as a regular series.

Announcer's Guide

"World Words," the second and enlarged edition of pronunciations of names in the news, compiled by Professor W. Cabell Greet, CBS Speech Consultant and Professor of English at Barnard College, will be published April 5 by Columbia University Press. The new, authoritative guide has approximately 50,000 entries, or twice as many as the last edition of "World Words."



★ COMING AND GOING ★

Vol. 42, No. 49 Fri., Mar. 12, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd., Phone: Granite 6807
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Blvd., 135 No. Clark St.
Phone: State 2332

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

FINANCIAL

(March 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 7/8	7 7/8	7 7/8	+ 3/8
Am. Tel. & Tel.	148 1/2	148 1/2	148 3/8	+ 1/8
CBS A	23 3/8	23 3/8	23 3/8	+ 3/8
CBS B	23 3/4	23 3/4	23 3/4	+ 1/8
Farnsworth T. & R.	5 3/4	5 3/4	5 3/4	+ 1/8
Gen. Electric	32 3/4	31 3/4	31 3/4	- 1/8
Philco	29 1/2	28 3/4	28 3/4	- 1/8
RCA Common	8 1/2	8 1/4	8 3/8	+ 1/8
Stewart-Warner	12 3/4	12 1/2	12 1/2	- 1/8
Westinghouse	27 3/4	27 1/2	27 1/2	- 1/8
Westinghouse pfd.	95 3/4	95 3/4	95 3/4	+ 1/8
Zenith Radio	20 1/4	20 1/4	20 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8 5/8	9 1/2
Stromberg-Carlson	11	12 1/4

10 YEARS AGO TODAY

(From the files of Radio Daily)

"Get Thin to Music," women's exercise program, set over small Mutual web by General Mills through Blackett-Sample-Hummert. . . . Government allotment to BBC set at \$16,150,000, a jump of \$1,800,000. . . . Chicago local of AFRA listed membership at 540, representing 97 per cent of Windy City talent. . . . Heavy promotion by KLZ, Denver, placed station plug trailers in 19 movie theaters. . . . "Whistle While You Work" (Irving Berlin, Inc.) continued high among top web tunes.

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD FERRY & CO.

MARK WOODS, president of the American network; JOHN H. NORTON, JR., vice-president; IVOR KENWAY, director of advertising, and JIM CONLEY, station relations manager, are in Chicago for the midwest meeting of the ABC affiliates. They'll be back in New York Monday.

GEORGE M. BURBACK, general manager of KSD, outlet of NBC in St. Louis, is in Gotham on station business.

WILLIAM S. PIRIE, director of national sales for WFBR, American network affiliate in Baltimore, Md., is in New York visiting with network executives.

EDWARD R. FRISBIE, producer of the North American broadcasts of the French Broadcasting System, is back in the States and now is taking over his new duties as director of radio for the National Wallace for President Committee.

CARL DOZER is in town. He's the commercial manager of WCAE, American network outlet in Pittsburgh.

WILLIAM STARK, head of the radio and television package-producing organization bearing his name, is in Boston on business.

WILLIAM BENTON, chairman of the United States delegation to the United Nations conference at Geneva, Switzerland, which starts March 23, will sail today aboard the Queen Elizabeth. Also embarking will be BASIL O'CONNOR, chairman of the American Red Cross, and BENJAMIN COHEN, Assistant Secretary General of the UN.

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS, went down to Philadelphia yesterday to participate in the "Career Forum" on WCAU.

HARRY WISMER, who has been on the West Coast, is expected in New York momentarily. His American network show tomorrow will originate at Radio City.

DICK SWIFT, assistant to the general manager of WCBS, leaves today for some golfing at Pinehurst, N. C.

Advertising Council Re-Elects Mortimer

(Continued from Page 1)

NAB, was named a director, replacing Justin Miller. Edgar Kobak of MBS, a director at large last year, was re-elected but this time placed in another category, that of representing radio. Other radio reps re-elected to the board were Paul W. Morency, WTIC, Hartford, Conn.; Mark Woods, ABC; and Frank Stanton, CBS.

Total membership of the Ad Council's board of directors was increased from 40 to 52. Purpose is to broaden the base to advertising and to utilize more able people from advertising and business ranks.

Among vice-chairmen, Stuart Peabody of the Borden Co., was an electee while William Reydel, Newell-Emmett Co., and Kerwin H. Fulton, Outdoor Advertising, Inc., were re-elected as vice-chairmen.

Paul B. West, president of ANA, was named secretary and Frederic R. Gamble, president of AAAA, was elected treasurer. Allan M. Wilson and George P. Ludlam were re-elected vice-presidents.

Webs Wins Photo Awards

Chicago—Photos taken by press departments of Mutual and ABC yesterday won awards in competition sponsored by the Publicity Club of Chicago. Mutual took first and second prizes in the cheesecake class, with ABC placing second in the pictorial group.

EMMET HEERDT, of CBS Radio Sales, left yesterday on a business trip to WEEI, Columbia-owned station in Boston.

FATHER PATRICK PEYTON, producer of "The Family Hour" on Mutual, is in town from the West Coast for conferences at MBS regarding the special Easter Sunday program on March 28.

LOWELL THOMAS, commentator on CBS, and EARLE JANES, technician, are in Hanover, N. H., for the broadcasting of today's program from Robinson Hall on the campus of Dartmouth College.

ROGER FORSTER, radio and television announcer and narrator, is going down to Washington for Sunday's stanza of the Horace Heidt talent series on CBS. He'll be back Monday in time for his narration chores on the INS-INT video show, "Camera Headlines," on WABD.

ROBERT HUDSON, director of education and opinion broadcasts for CBS, will spend the weekend in Toronto, where he will address the Canadian National Advertising Council of School Broadcasts.

JOHN REED KING, newscaster on WCBS, tomorrow will go up to Spring Valley, N. Y., to aid in the fund-raising drive for the town's Memorial Park. Ceremonies in the local high school will be recorded and re-broadcast by King on Monday.

JANE FROMAN is in Coral Gables, Fla., for her marriage to John C. Burn.

WILMER C. SWARTLEY, manager of WBZ, Boston, an NBC affiliate, was welcomed yesterday at the Rockefeller Center offices of the network.

MARTIN F. MEMOLO, president of WARM, Scranton, Pa., is in town for conferences with officials of ABC.

EILEEN FARRELL, soprano now on concert tour, is expected back Sunday and will broadcast her CBS program from the New York studios of the web.

Frankie Carle Orchestra Gets Phil Spitalny Spot

(Continued from Page 1)

Carle's orchestra as a summer replacement, starting May 9. Sponsor recently announced that Spitalny would be dropped permanently after the current contract expires.

New summer show will be called "Carle Comes Calling," featuring male and female vocalists plus a vocal group. Latter will be the four boys and girls known as the "Starlighters" although that name may be changed. Show will originate in Hollywood. Agency for ECAP is N. W. Ayer & Son.



Know where this is?

It's one of the great drives of the world, this time drifted over with snow. It's known all over. It was, and probably still is, one of the good addresses to have. Incidentally, this picture was shot in 1938.

Do you know where it is? It's Riverside Drive.

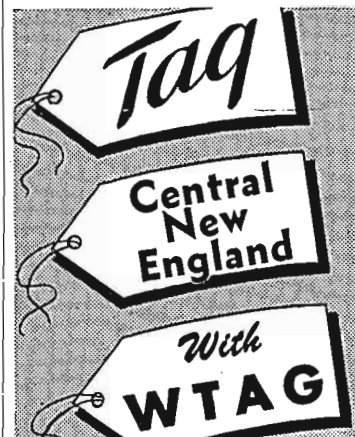
We picked this picture simply to prove a radio point. Fame and identification are fleeting.

There's only one payoff in radio advertising. Did it produce sales? How much did those sales cost?

Not what's my name . . . or how big is the power. None of that. Sales managers ask, "Did it work?"

Down here in Baltimore, W-I-T-H is good proof. This is the successful independent that delivers more listeners-per-dollar spent than any other station in this town.

For sales in this tremendous market with money to spend, it's W-I-T-H, the payoff station. . .



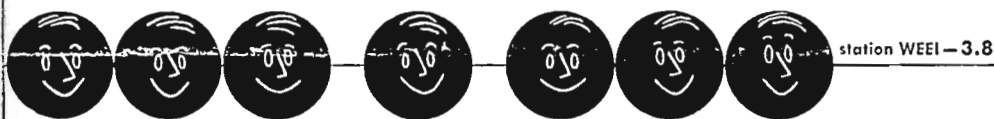
W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

the best news buy
in Boston is WEEI

--- best by 36%!



Between 6:00 a.m. and midnight,
seven days a week,
WEEI-originated newscasts
average 80% more listeners
than the average for
all Boston-originated news
on all seven competing stations -
36% more listeners
than the second ranking station
(Pulse, November-December, 1947).
For details about WEEI -
the best news buy in Boston -
get in touch with us or Radio Sales.

AGENCIES

NATIONAL OUTDOOR ADVERTISING BUREAU has elected to its board of directors: F. Bourne Ruthrauff, vice-president of Ruthrauff & Ryan; Milton H. Biow, president of Biow Co., Inc., and John B. Hunter, vice-president of N. W. Ayer & Son, Inc.

R. M. FANNING has been transferred from Seattle to the new Los Angeles office of Erwin, Wasey & Co., Ltd. He is account executive for the Albers Milling Company.

WILLARD SCHROEDER, formerly manager of WINS, now is associated with Ketcham, MacLeod & Grove, Inc., of Pittsburgh, as director of the radio and television department.

KENYON & ECKHARDT, Inc., has added to its media department as space buyers: Thomas Reilly, formerly of Foote, Cone & Belding, and Peter Marron, formerly of Campbell-Ewald Co., Inc.

YOUNG & RUBICAM, Inc., announces the association with that agency of Richard A. Halderman, former sales manager of the Great Atlantic & Pacific Tea Co., and Jack B. Peix, who had been with E. M. Frey-stadt Associates.

RUTHRAUFF & RYAN, Inc., has augmented its copy staff by the addition of Ruth McCarthy and James Bacharach.

JERRY SIMON, formerly publicity director for Majestic Records in its New York office, will join Arthur H. Miller Associates as account executive, starting March 15.

JAMES S. HART, former chief of the news section, Psychological Warfare Division of SHAEF, has joined the public relations firm of Mel Adams and Associates. For ten years Hart headed the political staff of the Providence (R. I.) Journal and later was executive secretary to the governor of Rhode Island.

W. MASON ANCKER, creative consultant to ad agencies, has joined the copy staff of William H. Weintraub & Co. Ancker was formerly associated with Maxon, Sherman K. Ellis and Ralph H. Jones.

Al Rickey, one of the finest musical conductors in the business, will soon be celebrating his fifth anniversary with the "Mr. Keen" radio airer, CBS, Thursday, 8:30-9 p.m. Al has been playing for, and listening to, so many murder mysteries all these years, that he is finally in the throes of writing a symphonette called "Murder On A National Hookup!"



Mainly About Manhattan. . . !

● ● ● This will no doubt bring screaming denials down on our gray-ing head, but come this June, Red Skelton, Ed Gardner and "People Are Funny" will be joining the ranks of the unemployed. (As a matter of fact, all three are up for sale right now). . . Lyons Toothpaste will be back in radio billing by August. . . Mad Man Muntz out to make himself a name in the video selling biz. (Understand he's sold out his auto interests on the Coast). . . What's this about Frank Morgan grabbing himself a vacation without even notifying the agency? . . . Ted Collins writing a col'm of television critiques for Television World. . . Newest kind of press agency: Men's clothing mfrs. trying to get television actors and announcers to set style trend while broadcasting—by serving as models. . . Benny Goodman telling pals he's organizing a new band. . . Employees of a local radio station are opposing move to sell station and are appealing to FCC for permission to purchase it as a co-op. . . Current talk is that the Petrillo ban will break about June 1st. . . Arthur Godfrey talking with the bigwigs about a video show. . . A kid causing a lotta comment along Radio Row these days is WNEW's ex-marine, Russ Emery.



● ● ● **MAIN STREET SEEN-ery:** Spencer Tracy voicing his oid at a 53rd St. auction house for a portrait of the late John Barrymore. . . Leonard Bernstein roaring at Frances Faye's antics at La Martinique. . . Embassy's Cass Franklin and Monica Moore singing their own version of "Happy Birthday" as the First Lady of the Theater, Helen Hayes, walks in. . . CBS' Jack Smith and John Carra-dine at Spivy's Roof. (Jack and the bean stalk?).



● ● ● **ONE MAN'S POINT OF (RE)VIEW:** The Jim Backus show on WOR is another comedy-lerium that makes you wonder what technique they use to get studio audiences so hysterical. (It certainly isn't the material on the show). . . "We won't make any claim for Coca-Cola being the "pause that refreshes" at your favorite soda fountain, but their Sunday Jane Froman-Percy Faith combo is a guaranteed pause to refresh at your radio dial. . . Never thawt we'd hail a commercial as funnier than a top comic, but for our ears those Sportsmen commercials on the Jack Benny airer walk right off with the Walking Man's honors. . . They mention Palmolive often enuf on the Kay Kyser stanza to use some of it to clean out the weak "Comedy of Errors" idea and let Kay and his ork carry the show as they have to do anyway. Show adds up to more errors than comedy the way it is. . . Elmo Roper, who is a research man and not an entertainer by trade, reveals surprisingly good delivery on his CBS Sunday session and keeps his subject moving at a lively pace.



● ● ● Looks like Ed (Break the Bank) Wolf has come up with another big one. At a preview on Mutual last Thurs., he preemed "The Talent Jackpot," a show geared to give the Johnny-come-Latelys a real lift. F'rinstance, a two-week winner grabs himself a week's engagement at a theater for a \$1,000 fee. A three-week winner walks off with the entire jackpot which runs into important folding money. Jack Rubin, who directs "Break the Bank," is welding this one together.



● ● ● **OUR HATS DOFF DEP'T:** Lenny Herman's solid crew which is making the Astor's B'way Cocktail Room a nitely favorite with us squares who like their music danceable. (And a special nod to those wonderful med-leys he dishes up). . . Johnny Desmond's singing on "Teen Timers." . . Jerry Lester's clowning at the Copa. . . Elisa Jayne's acrobaticks at the Harlem. . . Ziggy Lane's lilling DeLuxe recording of "I Remember Mama." . . Kasper-Gordon's brand new transcribed series, "Spice of Life," with plenty of variety rhythms and songs. (All written in rhyme, too).

CHICAGO

By NAT GREEN

MOTOROLA, INC., Chicago radio and television set manufacturer, is sponsoring weekly television programs over WBKB. Entitled "The Motorola Show," the telecasts each Tuesday show the boxing bouts staged at Michigan City, Ind. While supported mainly by Motorola, Inc., with some Motorola distributors participating, the program is set up to encourage further use by dealers in telecast sponsorship. Gourfain-Cobby, Chicago, is the agency in charge of the account.

The WGNB program booklet which formerly was distributed free to listeners upon request, will be available only through yearly subscriptions beginning with the April issue, it is announced by Marion Claire, director of the FM station. A notice announcing change of policy explains that the number of FM sets in the Chicago area has increased so rapidly in the last six months that the booklet service can not be continued longer without a nominal charge of \$1 a year. Circulation, the result of spot announcements on WGNB, has climbed to 14,500.

Glen L. Eckley, who has been associated with radio production and cabinet procurement since 1926, has been appointed manager of the cabinet procurement division of Zenith Radio Corporation.

WEAW, Evanston FM station, carried more than 1872 live remote broadcasts from Northwestern University during the station's first 52 weeks of operation, and claims that was more live programs than were broadcast by all the other Chicago area commercial FM stations combined.

Judith Waller, director of public affairs and education of the NBC central division, will take part in a panel discussion on radio of the Chicago Council for Social Studies on March 13.

It's Hot In Chicago!
NOW AVAILABLE NATIONALLY
Exclusively to One Station In Each City
"WHO'S TALKING?"

A Transcribed Telephone Quiz Program with celebrities giving clues about themselves in poetic form.

From RADIO DAILY, March 1, 1948:
"Hal Tate's new quiz show, 'Who's Talking?', on WAIT has caught on in a big way."

Write for Transcription
Packaged Exclusively by
HAL TATE RADIO PRODUCTIONS
20 E. Jackson Blvd. Chicago 4, Ill.
Phone Harrison 2222

Rebels, Key Stations Report 1947 Sales Up

(Continued from Page 1)

Early figures show a jump of 5.6 per cent. Three regional networks and 821 stations are included in the overall tally for the same 821 stations which accounted for 94 per cent of all net time sales in 1946.

"Net Time Sales" Defined

By net time sales, as reported for national nets and their key stations, the Commission referred to, is "the amount retained after payment to affiliated stations."

Early figures show total revenues of \$15,261,819 for 343 new stations licensed during 1947. These stations were in operation, the FCC said, a total of 2,572 months, so their average monthly take was about \$5,900.

The three regional nets reported a one per cent increase over 1946.

Net time sales reported by the four national networks and their 10 key stations (i. e., amount retained after payments to affiliated stations) was \$2,352,636, or an increase of three per cent over the amount reported for 1946. Reports from three regional networks indicate a one per cent increase over 1946.

821 Stations Show Gain

Preliminary reports submitted by the 821 other stations show an increase of 6.7 per cent over their net sales in 1946. This increase was due mainly to a 7.6 per cent rise in the sale of station non-network time. Sale of station time to nets fell slightly from 1946 (3.6 per cent) while commissions agencies, representatives, etc., dropped about nine per cent. With respect to total broadcast revenues, (i. e., net time sales plus incidental broadcast revenues, such as sale of talent, etc.), an increase of 6.6 per cent was indicated over 1946 for the same stations in total revenue—including talent sales, etc.

National network affiliates reported an increase of 5.7 per cent in net time sales, while an increase of 13 per cent was reported by independents.

Clear-Channel Outlets Included

Stations of various classes reported increases in net time sales during 1947 as follows: Forty-one clear channel, 50-kw., unlimited-time stations, an increase of 4.5 per cent; 27 clear channel, 5-20 kw., unlimited-time stations, 16.8 per cent; 270 regional unlimited-time stations, 5.6 per cent; 55 regional part-time stations, 2 per cent; 404 local unlimited-time stations, 7.3 per cent; 18 local day and part-time stations, 20.0 per cent.

At the same time the Commission released a volume of financial data for 1946 revenues of networks and FM stations. These are supplemental to the summaries released last November, showing aggregate broadcast income for all stations and net of \$6,466,246, compared with a 1945 tally of \$83,584,288.

Depreciation Reported

Aggregate depreciated cost of tangible broadcast property for all national stations was up 36 per cent over 1945, however, to \$56,425,566. This in-

Ready-Made Audience Greet New Baltimore Tele Station

(By Staff Correspondent, RADIO DAILY)

Baltimore—With a ready made audience of 5,300 television receivers in the Baltimore area and sets being installed at the rate of 100 a week, WBAL-TV, new NBC network link, went on the air yesterday with preview programs which included network pickups from New York.

The new "World of Tomorrow" station and studios is a replica of a Hollywood movie set and embodies the best features of studios and trans-

mission equipment as used in the RCA building in New York. Programming schedule calls for five hours a day with pickups of the NBC network programming from New York which will include the fights and other special events.

Harold C. Burke is general manager of the operation with Harold P. See serving under him as director of television. Harold W. Batchelder is commercial manager; James S. McMurphy, production manager; and George G. Jacobs, television operations engineer.

Program Positions Change With New Nielsen Ratings

(Continued from Page 1)

current rating or 24.1 is a gain of 3.1 over the previous report.

Nielsen ratings for the top 15 daytimers were four per cent higher than those for the corresponding group last report. The soap "Backstage Wife" moved from fourth to first, replacing Arthur Godfrey, who dropped to 10th.

Among the week-end daytimers, True Detective and The Shadow maintained their hold on first and second, respectively, and were followed, in order, by Grand Central Station, County Fair and Archie Andrews. In the two-to-five a week evening category, The Lone Ranger is again first and is followed by Bill Henry and Super Club.

Top 20 evening list, in order, follows: Lux Theater; Fibber McGee & Molly; Amos 'n' Andy; Bob Hope; Edgar Bergen; Truth or Consequences; Talent Scouts; My Friend Irma; Mr. D. A.; Fitch Bandwagon; Jack Benny; Fred Allen; Red Skelton; Big Town; Life of Riley; Aldrich Family; Kraft Music Hall; Duffy's Tavern; Screen Guild, and This Is Your FBI.

Schacht Show Changes Time

Al Schacht sports show, a Saturday feature on WOR, will be aired at 9 p. m., starting March 13, instead of 8:30 p. m.

cluded 124 stations added during 1946 as well as FM investment by AM licensees.

The new tables include cross-comparisons of broadcast operations, with particular attention to revenues from time sales and other broadcast revenues, expenses of operation (both total and in detail) by type of expenditure, broadcast income before Federal income tax, and the cost and depreciation associated with tangible broadcast property. The above information is variously related to geographical regions, states, size of community, designated metropolitan districts, class of station, time of operation (whether limited or unlimited), whether or not serving as a network outlet, volume of revenues, and number of stations licensed to the licensee.

A separate series of five pages of tables presents data on the 112 stations which reported losses in 1946.

Macy Using 7 Stations For Institutional Spots

(Continued from Page 1)

scribed and will plug the store's "six per cent policy."

Placed through Grey Advertising Agency, sked calls for participation spots on Walter Kiernan's early morning show plus 16 station breaks a week on WJZ; announcements on the Bob Smith and Norman Brokenshire stanzas on WNBC; station breaks on WCBS and WOR; participation spots in Mr. and Mrs. Music show over WMCA, and 30-second spots on WHN and WNEW.

Will Sponsor Kate Smith Co-op Over WOR In N. Y.

(Continued from Page 1)

New York and Chicago last year when the show started on MBS. Manhattan will continue sponsorship on WGN, Chicago.

Hudson Pulp & Paper Co., which takes over the series, is expanding its account with WOR. It began as a WOR sponsor six years ago and currently sponsors the 12:30 p. m. news three days a week. Hudson will drop the latter in order to take over Kate Smith.

Adelphi College Program To Be Broadcast On WHNY

A weekly program broadcast from the campus of Adelphi College by students of dramatic and radio courses, will be inaugurated Wednesday, March 24, over WHNY, the FM affiliate of WHLI in Hempstead, L. I. The program, "The Adelphi Hour," will be heard at 8 o'clock on Wednesday evenings. Most of the broadcasts will be dramatic programs, written, directed and produced by the Adelphi College students. Other programs will be forums.

MBS Show Honored In Calif.

The Mutual network's "Adventure Parade," children's program heard Monday through Friday from 5-5:15 p. m., on Tuesday will receive a citation from the California Congress of Parent-Teachers as "the outstanding radio program series for children." Presentation will be made in the auditorium of Hollywood High School.

Heavy Adv. Schedule Set By Philco For '48

(Continued from Page 1)

in the past," Mr. Ballantyne said. "One of our greatest assets is the Philco name and trademark which is a household word throughout the United States. Since the name 'Philco' was adopted, approximately \$1,000,000,000 worth of civilian products and \$400,000,000 of war materials have been sold, and \$68,000,000 has been invested in advertising Philco and its products.

"The most extensive advertising program in the company's history has been developed for 1948 to promote the sale of Philco products. Every important advertising medium, including radio and television broadcasting, magazines, newspapers, direct-mail and outdoor signs, will be used to call Philco merchandise to the attention of the public.

"Advertising is one of the great forces which have helped to raise the American standard of living by creating a demand for new products that make for better living and encouraging the American people to work and save to fulfill these wants," Mr. Ballantyne pointed out. "By stimulating the demand for goods, advertising makes it possible to achieve the economies of mass production, which result in lower costs and selling prices. In this way, our products are continually being brought within reach of more and more people.

"Tentative figures indicate that Philco sales approximated \$225,000,000 in 1947, an increase of \$148,000,000 or 192 per cent over pre-war 1941 levels. While part of this increase was due to the higher general level of wages and prices now prevailing, much of the gain was due to a larger output of radios, radio-phonographs and refrigerators, as well as the addition of television receivers, freezers and important government business. Our advertising plans have been formulated to help us maintain this expanded volume in 1948."

Import Company Buying Radio For First Time

(Continued from Page 1)

and Saturdays; one a day on Monday, Wednesday and Friday, and one stanza on Saturdays. All programs are recorded musical shows, with commercials for Kent-Cosby hair brushes. Effective April 5, contract was placed through Needham & Grohmann.

Two renewals also were announced by WQXR. Ricciardi Co., ice cream firm, returns to the outlet for the fifth consecutive year to pick up the tab on a 15-minute seg across-the-board for 26 weeks beginning April 5. Contract calls for sponsorship of the 12:30-12:45 portion of Luncheon concert, and was placed through Doherty, Clifford & Shenfield.

General Foods, for Birds Eye Frost-Ed Foods, renewed a six-week contract for two-minute weather reports thrice weekly effective April 2. Young & Rubicam is the agency.

UN Broadcasters Body To Meet In N. Y. Today

Standing Committee of UN Broadcasters, comprised of the four major networks and those stations which regularly originate programs from UN sessions, will meet this morning at NBC to discuss widening the organization to include foreign broadcasters.

John MacVane, of NBC, chairman of the group, said Bernard Moore, of BBC, has been invited to take part in today's meeting.

Also on the agenda are arrangements for coverage of the September meeting of the General Assembly in Paris, and radio facilities at the permanent UN headquarters in New York.

Among the foreign radio men at the UN are representatives of England, France, Canada, Australia, Sweden, Poland and Belgium.

Statements Re Masaryk Broadcast Over WMCA

Recorded statements by seven high government officials, including five foreign countries, were rounded up Wednesday by WMCA, New York, and aired late that night in a special quarter-hour broadcast in connection with the death of Foreign Minister Jan Masaryk of Czechoslovakia. Included in the list was Dr. Juraj Slavik, Czech ambassador to the U. S. who resigned last week. The recorded statements were gathered at the United Nations at Lake Success, L. I., in New York City and Washington.

General Electric Plans New Radio Mfg. Plant

Syracuse—A new radio set manufacturing plant at Clyde, N. Y., 40 miles west of here, will be placed in operation by General Electric's receiver division March 15, it has been announced by I. J. Kaar, manager of the division. Known as the Clyde Receiver Works and managed by Martin Hildenberger, the plant will make table model radios. Additional lines to cover the manufacture of other receivers will eventually be set up there, it was said.

McNeill Coming East

Chicago—Don McNeill and the "Breakfast Club" cast go to New York for a two-week showing there starting May 3. As on past trips to New York, a number of special stunts are being arranged. Place of broadcast has not yet been decided upon.

ANIMATED COMMERCIALS FOR TELEVISION

FLETCHER SMITH STUDIOS, INC.
1585 Broadway, New York City
Circle 6-5280-1

SOUTHWEST SIDELIGHTS

Sponsored in the interest of Better Vision, a quarter-hour program is being sponsored over KIXL, Dallas, by Dr. I. Brodsky each Sunday afternoon. Program features Bill Stern in sports news, songs by Vera Holly and the Frederick Antonini ensemble.

Alec Chesser, program director for KITE, San Antonio, has announced that a total of six and one quarter hours of station time was devoted to the March of Dimes campaign. A total of 13 one-quarter-hour, two full-hour and two half-hour programs were presented over KITE.

"Kings of the Keyboard" is the title of a new series of quarter-hour programs being heard over KRLD, Dallas, under the sponsorship of Cabells, each Sunday afternoon. In addition to the musical program there is a summary of the latest world news and weather reports.

Bill Shomette, farm and ranch editor of WOAI, San Antonio, has rounded out his first year of authorship of a column titled "Saddle Soap" which appears in a large number of weeklies in the WOAI trade territory. Column includes many facts from his daily broadcasts over WOAI.

Hugh Waddill and Bert Noyd, two piano artists, are being featured in a new series of programs each Sunday afternoon on WFAA, Dallas. Programs are titled "Stars in the Afternoon." Programs are sponsored by the Anchor Awning Co., of Dallas. In addition to the piano harmonies of the duo each week an outstanding amateur guest star of Dallas or the area is presented.

Ed Caruth has joined the staff of KABC, San Antonio, as a time salesman. He was formerly with KFJZ, key station of the Texas State Network in Fort Worth.

Robert Tobey, former promotion manager for KRIS, Corpus Christi, has rejoined the staff of KNOW, Austin, as a time salesman. He was formerly promotion manager of KNOW.

Bob Bradberry, former chief announcer for KGKL, San Angelo, has been promoted to the position of commercial manager for the station.

Delta Syrup is sponsoring a half-hour program each Tuesday over KFJZ, Fort Worth, and 18 member stations of the Texas State Network. Airings feature the music of Al Clauser and songs by the Oklahoma Outlaws.

The FCC has granted the Texas Star Broadcasting Co. license for a new standard broadcast station which will operate at Harlingen full time on 1530 kcs. with a power of 50,000 watts. Roy Hofheinz and W. N. Coper are principals. The duo also own and operate KTHT, Houston, and KOPY (FM) Houston. The new outlet will be silent for three hours each day to avoid interference with WCKY, Cincinnati, and KFBK, Sacramento, Calif.

A new quarter-hour program titled "Musical Bouquets" will be heard over KTSA, San Antonio, each Thurs-

day and will feature Joe Morin at the Novachord. Stan Nelson will announce. Program will originate in the shop of Kelly-Scherrer Flower Shop located in the Gunter Hotel, site of the KTSA studios.

Steve Wilhelm, head of a Houston Advertising Agency and heard as commentator of the Headliner Show heard over the Texas Quality Network, was principal speaker at a dinner given by the Dallas Advertising League. He spoke for an informed, interested public to ward off another international war.

"Music America Loves Best," the RCA Victor program starring Robert Merrill, the Metropolitan Opera baritone, originated for the first time in Dallas as part of the sponsor's new policy and experiment to originate the show in various key cities throughout the country. Russ Case directed the orchestra which was made up of members of the Dallas Symphony Orchestra.

Ira Marion, script writer for the ABC network was a visitor at Texas City where he secured recordings for a special ABC network presentation on behalf of the current campaign for the Red Cross.

Robert E. Rives has been appointed general manager of KRIG, Odessa.

Allan Dale, former announcer at KFH, Wichita, Kans., has been named production manager for KURV, Edinburg, Tex.

Hugh A. L. Half, president and general manager of WOAI, San Antonio, leaves this week on station business on a trip which will take him to New York City, Chicago and Washington.

Frank Lewis, formerly with the staff of KITE, San Antonio, has joined the sales staff of KSIX, Corpus Christi.

TELEVISION FM • RADIO • ELECTRONICS

Train in a School Established and Directed by Leaders and Executives of the Radio and Television Industry

PARTIAL LIST OF BOARD OF TRUSTEES

HERBERT PETTEY, Executive Director, WHN
WILLIAM B. DOLPH, Vice President, American Broadcasting Stations
HAMILTON HOGE, President U.S. Television Manufacturing Co. Inc.
JOHN SHEPARD III, Chairman of the Board, Yankee Network

Immediate Enrollment!

APPROVED FOR VETERANS

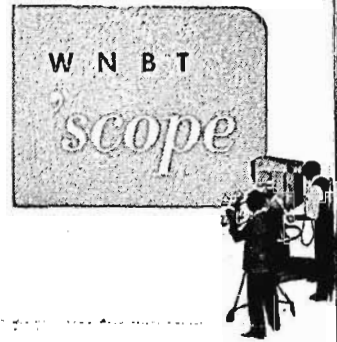
Morning, Afternoon and Evening Sessions

ACT NOW!

Visit the School or write for free catalog

RADIO-ELECTRONICS SCHOOL OF NEW YORK

52 BROADWAY, NEW YORK 4, N. Y.
Bowling Green 9-1120



ON THE AIR AT CHANNEL 4 . . .

FRIDAY, MARCH 12

1:00 Home Service Club—with Tex Jinx (Swift)
7:30 Musical Merry Go-Round
7:50 Newsreel Theater (Camels)
8:00 U. S. Royal Sports Time (U. S. Rubber)
8:15 Film—"Two Great Blizzards"
8:25 Film—"Sports Reports" (Kools)
8:30 Show Business, Inc.
9:00 NBC Television Newsreel (General Electric)
9:10 Cavalcade of Sports—Boxing—Madison Square Garden
10:00 Feature Bout—Marcel Cerdan vs. Laverne Roach (Gillette)
10:30 Televiews (Simon Ackerman)

SATURDAY HIGHLIGHTS

4:00 The Local Crowd—From Washington
5:00 Puppet Playhouse
7:45 U.P. and Acme News
8:00 Spring Gardening—Dept. of Agriculture—From Washington
8:30 Feature Film—"Scattergood Squires A Murder"

SUNDAY HIGHLIGHTS

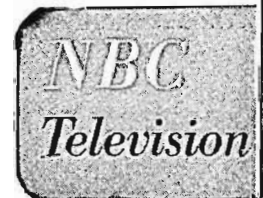
7:50 Review of the News (Oldsmobile)
8:00 Author Meets the Critics—"The Roosevelt Years"—Jim Farley
8:40 A. N. T. A. Play—"Brilliant Performance"

SCANNING THE HARVEST . . .

Sow your messages in television, reach your sales from the land. Such seems to be the promise, even now, of the American farmer's interest in, and ownership of, a television receiver. No discouragement of this interest will be found next fall when NBC telecasts the International Livestock Exposition at Chicago—a hallmark in the business of visual education for farmers at distance.

SCANNING THE MAILS . . .

"This much is certain: Department stores are interested in television not only as a potential traffic producer in the store, but perhaps even more as a producer of mail orders."—Printers' Int'l



A Service of Radio Corporation of America

TELEVISION DAILY

Daily section of RADIO DAILY — Friday, March 12, 1948 — TELEVISION DAILY is fully protected by register and copyright.

TELE IN LINK WITH LEGITIMATE THEATER

TELE TOPICS

By JIM OWENS
Associate Editor

LUCKY Strike ciggies, which with CBS made video history via that legit series started yesterday, will become one of the medium's top spendthrifts when it preems rather on NBC shortly. It'll be a detective thriller, with Dave Lewis slated to handle the megaphone. . . . And one of the major prizes to be kicked around at the CBS clinic at the end of this month is whether the web to get its affiliates to use Radio Sales as their national rep. . . . Two networks have had the Drew Pearson ailer skedded during the politico confabs, supposedly because of the Capital gabber's AM tieup. . . . Time magazine's piece on the video business situation, headed tele's "growing pains," is plump with facts and figures, and displays a definitely bullish attitude toward the medium.

JOHN OLSON, one of tele's earliest comedians, will bring his "Rumpus Room" to Baltimore tonite as part of the Advertising Women's annual shindig. It'll be on WMAR-TV. . . . Postmaster General Jess Donaldson, a gent who lugged a satchel the way from the prairie to Capitol Hill, makes his first appearance on the Monday nite on Walter Compton's FTG news show. . . . Does the Twentieth Century Sporting Club's new pact with St. Nick's arena—which runs to Sept. '49—include NBC and tele? . . . U. S. Television, which reportedly dropped a bundle in large-screen bar sets, now focusing on home sets, with 250 a day coming off the lines by mid-morning.

U Mont did well in another Hooper, this one on sponsor identification. Eight ABC shows are bankrolled by the sponsor identified. . . . Philly's WCAU-TV, setting set for a heavy program sked by next month, airs its first live-drama presentation on Sunday nite. It's a three-acter, and won ANTA prize last year.

Good "Sport"

St. Louis—Annual banquet of the American Wildlife conference at the Jefferson Hotel here, attended by 1,000 persons was televised for the first time by KSD-TV, the Post-Dispatch station. A huge poster, adjudged winner of a nation-wide contest sponsored by the Conference, hooped serve as prop for the telecast. Feature of the program was presentation of the annual award of Field and Stream magazine to Nash Buckingham, conservationist and author, of Memphis, Tenn., and an address by Gov. Phil M. Donnelly of Missouri.

Harmony On Capitol Hill

Washington—Vocal competition on WMAL-TV, ABC outlet here will be the order of a half-hour telecast tonight when a Democratic and Republican quartet vies with a foursome from the page boys' staff from Capitol Hill. Telecast (9:45 p.m.) is scheduled in conjunction with the Red Cross, D. C. chapter and will be emceed by Frank Harden of the station. Competitive arrangement includes each group singing Red Cross words to "I've Been Working on the Railroad."

British Thea. Await Gov't OK On TV B.O.

Large-screen tele planning by six Odeon theaters in London is under an experimental license from the British government, under which audiences are forbidden, J. Arthur Rank, English film magnate, disclosed at a press conference here yesterday. Rank said the industry is waiting for a government decision on whether private companies may charge admission to theaters for tele programs. He outlined hopes for a favorable decision this month and in that event would confine large-screen tele to two theaters for the time being. Tele in British homes is seen as not adversely affecting cinema attendance, Rank said.

Trammell And Mullen Host 31 Affil. Today

First meeting of NBC's video affiliates, opens at the network's headquarters here today with talks scheduled by Niles Trammell, web president, Frank E. Mullen, executive vice-president, William S. Hedges, vice-president in charge of planning and development, and Noran E. Kersta, director of tele operations. Sessions, which will be attended by 31 NBC affiliates which expects to begin video operations this year, will be held morning and afternoon. Former session will be devoted to NBC's video, plans and present status of the network in the medium.

Joins WFIL-TV Staff

Philadelphia—Announcement of the appointment of James Furness as a member of the production staff of television station WFIL-TV here has been made by Kenneth W. Stowman, director of television. Furness, a program producer, comes to the Philadelphia video station from New York City, where he was a member of ABC's television department and later a member of the WCBS-TV staff. Prior to joining the ABC television department, Furness served as a cap-

Motorola 26-Wk. Pact On NBC Eastern Web

Chicago—Motorola, Inc., video and radio receiver manufacturer, has bought a quarter-hour weekly show on the NBC eastern television network, titled "The Nature of Things," to debut Thursday, April 1. Series will run 26 weeks and is handled through the Gourfain-Cobb Advertising Agency here.

Program, which marks Motorola's entry into network video, will have live material plus one-minute film commercials now in production. Products to be plugged include home and auto radios, video sets, and radio equipment.

Sees Tele Strong Aid To Appliance Sales

Detroit—Television has become an important medium for the advertising of electrical appliances, Edward A. Ash, director of the appliance division, F. L. Jacobs Company, manufacturer of the Launderrall automatic home laundry, said yesterday.

"It has this distinct advantage," Ash said, "in that the prospective purchaser can see the appliance in actual use. Next to a personal demonstration, use of television is the best way to explain the merits of an electrical appliance. He pointed out that because owners of television sets are usually in high income brackets they can afford new and improved household items."

Ash pointed out that as a result of successful use of television in Chicago, where Launderrall sponsored wrestling shows, M. Mitchell Gruhn, New York distributor, had adopted television as a means for demonstrating the Launderrall. It will be shown on "Missus Goes A-Shoppin'" program (WCBS-TV) once a week, six weeks.

tain in the U. S. Army Signal Corps, spending two years in the South Pacific as a special services officer engaged in providing entertainment programs for troops stationed overseas.

Luckies To Sponsor B'way Pickups On CBS

Television and the legitimate theater, respectively, the newest and oldest of the major entertainment arts, will be physically linked together via a long-range series of programs to be televised over the CBS network, it was announced yesterday. Series, titled "Tonight On Broadway," will air portions of theatrical productions and their behind-the-scenes activities direct from their respective playhouses Tuesdays from 7 to 7:30 p. m., starting on April 6 with the current Broadway hit, "Mr. Roberts," starring Henry Fonda. Programs will be carried by WCBS-TV in New York, WCAU-TV, Philadelphia; WMAR-TV, Baltimore, and WMAL-TV, Washington.

Details of the project, which still involve some union clearances—although verbal acquiescence has been achieved for the most part among the major factions concerned—were disclosed in a press conference called by William S. Paley, chairman of the board of CBS; Emerson Foote, president of Foote, Cone & Belding, agency for Luckies; Martin Gosch, theatrical producer, and Clarence Derwent, president of Actors Equity Assn.

Described as "undoubtedly the most expensive television program venture to date," "Tonight" will serve to stimulate the public's interest in legitimate theater, and will, in effect, be a "half-hour advertising trailer," according to Gosch, who conceived the project and will produce it. "We want the television audience to know how and why a hit is born," he said, "and to give them an idea of what goes on behind the footlights." While the format will be such that all theatrical productions will be telecast, pickups of those having live music will be determined by future AFM action, he explained.

Add A Million

With the turn of a switch this week, a million more residents of a 50-mile area surrounding Philadelphia were added to the potential television audience of Philco's WPTZ, according to station execs. Increase was made possible by the inauguration of WPTZ's new 552-foot antenna tower at the station's transmitter in Wyndmoor, Pa. New antenna has over three times more height above the hill top site than the former tower, and also has more power gain, resulting in about four times as powerful a signal.

WMBL Covers Rescue Of Motorship Crew

Radio station WMBL in Morehead City, N. C., brought its listeners last Monday what is believed to be the first on the scene broadcast of a rescue at sea. This accomplishment was made by Bill O'Connell, news editor and chief announcer, with the assistance of Charles Markey, commercial manager.

The motorship "Norfolk" ran aground one and a half miles off shore from Morehead City on the deadly outer banks reefs. The "Norfolk," carrying a crew of 22, was enroute to Virginia from Louisiana when high seas and gale winds forced the 290-foot vessel to seek shelter in the harbor there. Before pilot boats could reach her, the "Norfolk" grounded Sunday afternoon.

When the Coast Guard made its successful rescue try at daybreak with a motor lifeboat from the nearby Ft. Macon Coast Guard station, O'Connell and Markey were aboard with permission to relay the broadcast to WMBL by short wave. The early morning broadcast lasted 55 minutes and covered the time the boat approached the "Norfolk" until the thirteenth man had been removed by buoy.

Another WMBL report was made by Grover Munden, station manager, from a press plane overhead. Earlier, when the story was first "breaking," WMBL's news department served as press coordinator, covering the entire story for United Press and making arrangements for the operation by other press representatives as they arrived. The success of the broadcast was credited largely to the organization of the staff of WMBL.

CAB Endorses Action Of Planning Group

(Continued from Page 1)

sible to and appointed by the government and removable only by the Parliament of Canada, holding deliberations and making decisions open to public and press.

Hockey Playoffs On WHN

Guy Lebow and Buddy Greenspan, veteran WHN sports announcers, will describe the amateur hockey league playoffs over the New York indie starting next Sunday at 2 p. m.

Defense Measure

Montreal—The CAB, in a move aimed directly at Communists, yesterday adopted a resolution recommending that known leftists be denied time on all Canadian radio stations. The measure urged that all radio stations refuse "either to sell or give time to speakers representing any party, group or association, whatever its name, or front, that advocates or approves of the overthrow of Government other than by peaceful, democratic or constitutional methods."

COAST-TO-COAST

Broadcast From Lion Cage
Hartford, Conn.—When the Shrine Circus visited Hartford, WDRS broadcast a wire-recorded show direct from inside the cage of one of the lions. Bob Ensworth, who is writing an article on lion tamers, joined trainer Joe Walsh inside the cage and broadcast his sensations as Walsh ordered the lions around.

KFBK Appointments
Sacramento, Calif.—New KFBK appointments include Dick Burdick as program manager and Joe Tomes, who has been added to the program staff. The former, who started his career with a station in Pittsfield, Mass., has written and produced the Kate Smith Show and the Lux Radio Theater among others. Tomes has a 10-year theater background, playing in *Bathsheba*, *Romeo & Juliet*, *summer stock*, etc.

New Tower For FM Station
Lanett, Ala.—Valley Broadcasting Company has a new 258-foot tower under construction for its frequency modulation station. During interim operations, since FM went on the air, a telephone pole was used.

WWJ Scores "First" In City
Detroit, Mich.—The duplication of a program on AM, FM and TV recently took place for the first time in this city when a roundtable discussion of Communism, "Communist Plot Exposed," was presented by WWJ, WWJ-FM and WWJ-TV. Appearing on the guest panel were Michigan's Governor Sigler, Attorney General Black and Police Commissioner Toy. Ted Grace, WWJ-TV's news commentator, acted as moderator.

WIRE Engineer Turns Author
Indianapolis, Ind.—WIRE staff engineer, Harold F. Ennes, has become a successful author with the publication of his "Broadcast Operator's Handbook." Published by the John F. Rider Publisher, Inc., New York, the book is based on a series of articles by Ennes in "Radio" magazine in 1943.

KCMO Airs Movie Premiere
Kansas City, Mo.—In connection with the world premiere of "Scudda Hoo, Scudda Hay," KCMO did an on-the-spot broadcast of the Sedalia Mule Parade, the Mule Show and an actual account of the premiere and the dignitaries in attendance. Ken Heady, station production director, and C. W. Jackson, director of agriculture, handled the broadcasts.

WBZ's Georgia Mae On Records
Boston, Mass.—Georgia Mae, the girl with the triple yodel, has joined the growing list of WBZ-WBZA talent whose air popularity has created a demand for records. Produced by the local Back Bay Record Company, and pressed in New York, Georgia Mae's first record consists of "She Taught Me How to Yodel" and "Rocking Horse Cowboy."

Nabisco Sponsors WOW Aired
Omaha, Neb.—The sponsorship of WOW's "Breakfast Bandstand," has been taken over by the National Biscuit Co. The program, a platter presentation featuring Ray Olson as emcee, is aired each Tuesday, Thursday and Saturday at 7:15 a. m.

Joins Bremer Broadcasting Corp.
Newark, N. J.—Doris Burke, formerly with WPDQ, Jacksonville, Fla., has joined the public relations staff of the Bremer Broadcasting Corporation in this city. They own and operate WAAT, WAAT-FM and television station WATV.

Student Production On KOAC
Corvallis, Ore.—New KOAC program series, "Fun At 4:15," recently made its debut over the station under the direction and production of students in the first year of radio speaking classes at Oregon State College. Show is designed especially to interest women and children and will emphasize major fields of study at the college.

New Musical Shows On WKXL
Concord, N. H.—Norm Messer, WKXL staff announcer, has inaugurated two new musical shows over that station. The first, entitled "The Haunted Ballroom," features musical favorites of yesteryear, while the other, "Music Hall Matinee," gives listeners a selection of music by America's favorite artists.

Saxon Gets Lead In Stage Play
Beaumont, Tex.—Jim Saxon, KTRM announcer, made his legitimate stage debut in the Beaumont Little Theater's production of "Arsenic and Old Lace." Taking the leading part, Saxon was the object of press raves.

Town Meeting Program To Observe Anniversary

America's Town Meeting, radio's oldest audience participation forum, will mark its 500th broadcast over ABC Tuesday, March 16, at 8:30 p. m., EST., with a discussion of the first topic aired on the series 13 years ago: "Which Way America—Fascism, Communism, Socialism or Democracy?" Two of the original speakers—Norman Thomas, Socialist party leader, and Raymond Moley, author and columnist for *Newsweek Magazine*, will be heard on the anniversary broadcast. Two other principal speakers will be Dr. Leon M. Birkhead, founder and director of the Friends of Democracy, and Martin Ebon, former OWI foreign news chief and author of the new book, "World Communism Today."

Income Tax Info

A representative of the Federal Bureau of Internal Revenue will answer last minute questions on the Federal Income Tax prior to the March 15th deadline in a special broadcast over ABC on Saturday, March 13, at 5:30 p.m., EST.

Hope Program Grosses \$36,000 At Purdue

(Continued from Page 1)

and his troupe agreed to a second night, and both were sellouts, with the two night grosses totaling \$36,000. The university auditorium, one of the finest in the country, seats 6,100, a few more than Radio Music Hall, New York, and Hope at first murmured at appearing in such a hall. But when he was assured the acoustics were perfect, he agreed to appear, and the show received tremendous ovation from the packed house. Hope and his entire cast: from Hollywood to Indianapolis, then to Lafayette, and then flew to Hollywood yesterday.

At the conclusion of the first show Tuesday, Hope was presented with a plaque by Robert M. Horn, veteran advisor of the Purdue Office of Student Affairs and advisor to the Indiana Veterans Association. The wood and metal plaque, bearing the seal of Purdue University, has the following inscription: "Distinguished Service Awards to Bob Hope for controlling most generously to the motto of America's armed forces over and at home, and for outstanding service to hospitalized G.I.'s of World War II." Hope also was presented an honorary life membership in the Purdue Veterans Association. Wayne Hart of Chicago, a member of the executive board and a friend of the executive board and a friend of the executive board and a friend of the executive board.

Next week Hope will take his show to St. Mary's College, Los Angeles, and the following week to the University of California.

Send Birthday Greetings To

- | | |
|----------------------|------------------|
| March 12 | |
| Herman Bess | Bill Edmond |
| Margaret Gardner | Leo Miller |
| Henry Peterson | Howard Phillips |
| March 13 | |
| Lily Pons | A. L. Ashby |
| Bob Stanley | Cecil H. Hackett |
| Arthur W. Ingoldsbey | |
| March 14 | |
| Robert Stanton | Al Cormier |
| Bill Green | Al Kavelin |
| March 15 | |
| Dave Alber | Earl Ferris |
| David Driscoll | Oliver W. Nicol |
| Philip Porterfield | Marian Jordan |
| March 16 | |
| Milton J. Cross | Les Tremayne |
| W. Wright Esch | George Ludlan |
| Jack Negley | Norman Weil |
| Joe McCauley | Joseph C. Meehan |
| March 17 | |
| Lawton Campbell | Margaret Espy |
| Jack Nedell | |
| March 18 | |
| Leopold Stokowski | Edgar Kobak |
| Muriel Haynes | Page Gilman |
| Chas. La Tarre | |



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 42, NO. 50

NEW YORK, MONDAY, MARCH 15, 1948

TEN CENTS

CODE DISCUSSION ENLIVENS MEETING

Sarnoff Links Radio With Atomic Energy

Application of atomic energy as the basic power for the electronics industry of the future was envisioned Friday night by David Sarnoff, president and chairman of the board of RCA. He spoke on "Science at New Crossroads" at Boston University Founders' Day ceremonies in Boston during which he received the honorary degree of Doctor of Commercial Science.

In exploring the future of nuclear (Continued on Page 3)

Special AWB-NAB Group To Meet In Capital Apr. 9

Washington Bureau, RADIO DAILY Washington—The special AWB committee appointed last month by NAB will work out joint AWB-NAB plans and policies will meet here April 9, has been announced by Pat Griffith, new NAB director of women's activities. Members include Ruth Crane, WMAL, Washington, AWB resident; Gertrude Grover, WHCU, Ithaca, N. Y.; Eleanor Hanson, WHK, Cleveland; Nell Daugherty, WSTC, Stamford, Conn.; Norma Richards, (Continued on Page 3)

Murrow And Mueller Cited By Overseas Press Club

Edward R. Murrow, CBS commentator, and Merrill Mueller, NBC overseas correspondent, will be presented with Overseas Press Club awards at dinner at the Waldorf-Astoria Hotel tomorrow.

Murrow, who last week won the Point award, will be cited by the Press Club for "The best interpretation" (Continued on Page 2)

Resuming Discussions

Network representatives will resume their conferences with James C. Petrillo, president of AFM, today after a week-end recess in their negotiations for new contracts covering radio and television musicians. Neither parties would comment on the progress of these negotiations on Friday. Likewise, "no comment" followed the meeting held a week ago today.

CBS Lampoons Giveaway Shows

Radio is burlesquing one of its own most famous practices—giant jackpot giveaways. "County Fair" on CBS held the "Sleeping Man" contest with a contestant purposefully given an unsolvable riddle. Unable to identify the "Sleeping Man," she received a consolation prize which included a 10 carat ring (made of carrots), airplane and car (toys), house full of furniture (doll house), washing machine (wash board) and a sea voyage for two (Staten Island ferry).

Alan Young (Texaco Star Theater on ABC) was called by "Truth or Catastrophe" and asked to identify the "Singing Man." Young immediately fainted and his wife shouted into the phone that he was in a coma. That's right, said the emcee, the "Singing Man" is Perry Coma. Jackpot included a television set fully equipped with Charley's Bar & Grill.

Rice CAB's Chairman; Other Officers Elected

Quebec—Canadian Association of Broadcasters elected officers here on the final day of its annual meeting. G. R. A. Rice, of CFRN, Edmonton, was named chairman of the new board of directors. He succeeds Harry Sedgwick, of CFRB, Toronto. Phil Lalonde, of CKAC, Montreal, was elected honorary president and T. J. (Jim) Allard, of Ottawa, was named general manager, succeeding Harry S. Dawson, of Toronto. No suc- (Continued on Page 3)

Employee And Salary Totals Show Increase, Says FCC

Washington Bureau, RADIO DAILY Washington—Employment in the nation's radio stations was up 15 per cent during the week ended October 11, 1947, from eight months earlier, the FCC reported on Friday. The seven networks and 1,260 stations for whom the information is reported employed 34,720 full-time workers, compared with employment of 30,100 by the same webs and 924 stations in February of last year. Earnings went

Industry Leaders Express Code Views At Boston University Conference; Justin Miller Presides

NAB Is Mailing Forms For L. A. Reservations

The NAB said Friday it will this week begin mailing to member stations the pre-registration and hotel reservation forms for its convention, to be held in Los Angeles May 17-21.

Other early convention planning includes a meeting to be held today in Syracuse, N. Y., by the FM executive committee of the NAB. Discussing plans will be Cecil D. Mastin, WNBFFM, Birmingham, Leonard L. Asch, WBCA, Schenectady, and Willard D. Egolf, WBCC-FM, Bethesda.

News Analysts Comment On Mayflower Decision

Members of the Association of Radio News Analysts, through Charles Hodges, secretary, issued a statement on Friday revealing the attitude of the membership on the controversial Mayflower decision of the FCC as it (Continued on Page 2)

NAB, RMA, JCC Reps To Plan Contest In N. Y.

A joint committee representing RMA, NAB and the Junior Chamber of Commerce will meet in New York Tuesday to make preliminary plans (Continued on Page 3)

Boston—The last full-scale public discussion of the revised NAB code, prior to the forthcoming NAB convention, was held here Friday during Boston University Founders' Day ceremonies. Justin Miller, NAB prexy, presided at the session, which heard divergent viewpoints expressed by Harold E. (Continued on Page 8)

Episcopal Relief Fund Gets Million By Radio

The nation-wide radio appeal for world relief made by the Rt. Rev. Henry Knox Sherrill, presiding bishop of the Episcopal church on Feb. 29 over 600 stations, resulted in thousands of donors contributing more than \$1,000,000 to the relief fund, it was announced yesterday by the National Council of the Protestant Episcopal Church.

It was the first time in the history (Continued on Page 2)

UN-Broadcasters Admit Tele And Non-U. S. Indies

Standing Committee of UN Broadcasters voted Friday to extend its membership to include tele stations and "independent non-American" broadcasters stationed at UN headquarters. Foreign radio outfits taken (Continued on Page 3)

AC Announcement

Announcement of the formation of the Industries Advisory Committee of the Advertising Council will be made at a press conference with Charles E. Wilson, president of the General Electric company in New York tomorrow. Mr. Wilson is chairman of this committee with Donald David, dean of the graduate school of business, Harvard, acting as vice-chairman.

Theater Group Hits Ban On Movie-Screen Tele

TURN TO PAGE 7



Vol. 42, No. 50 Mon., Mar. 15, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 8607
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 3, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(March 12)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, Philco prd., RCA Common, Westinghouse, Zenith Radio.

OVER THE COUNTER

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

10 YEARS AGO TODAY

(From the files of Radio Daily)

Fepsodent Co. renewed Walt Disney's "Mickey Mouse" for 26 weeks over NBC-Red, through Lord & Thomas. . . Official NBC title for Clay Morgan changed to director of public relations from director of promotion. . . WOR renewed three-year contract with Transradio Press. New pact gives station right to use news in fax airings. . . KRLLD, Dallas, applied for power boost from 10 to 50 kw. . . "At a Perfume Counter." (Donaldson, Dauglas & Gumble) made its debut on the list of top network songs.

STATION REP?

Experienced man who knows New York agency ropes will be personal, cooperative rep for not over five individual stations on modest, part-time salary.

Box No. 122, RADIO DAILY
1501 Broadway New York 18, N. Y.

COMING AND GOING

EDMUND CHESTER, director of shortwave broadcasts and Latin-American relations for CBS, is aboard the Queen Elizabeth en route to Europe. He'll visit London and Paris and also participate in the international radio conference at Geneva. He is a member of the U. S. delegation.

ELMER DAVIS, American network commentator, has left on a two-week vacation. Tris Coffin is substituting for him this week and Jack Beall will pinch hit during the final seven days.

KINGSLEY F. HORTON, sales manager of WEEI, Boston, is spending today, tomorrow and Wednesday in New York for conferences at the headquarters of CBS.

BOB KELLER is in Woonsocket, R. I., mapping out promotional plans with Mitchell Stanley, manager of the station, latest of the Keller clients.

RALPH HATCHER, sales manager of the Columbia network co-op program division, returned Friday from Kansas City.

HAROLD WHEELAHAN, manager of WSMB, New Orleans, paid a call last week at the New York headquarters of NBC, with which the station is affiliated.

R. E. DUNVILLE, vice-president and general manager of the Crosley Broadcasting Corp., and DWIGHT MARTIN, vice-president and assistant general manager, to New York this week on business.

HUGH M. BEVILLE, JR., director of research at NBC, will speak today before the Nassau County Mathematics Assn. in Glen Cove, L. I. His subject will be "Mathematics in Radio."

AL SCHACHT, KEYES PERRIN and PAUL GARDNER leave today for St. Petersburg, Fla., where they'll transcribe two Schacht shows with players and managers of the major leagues.

BARBARA KEATING, script writer for the Margaret Arlen program on WCBS, left Friday on an 18-day cruise to the Caribbean.

BOB HORWITZ, publicist, has returned from Montreal, where he transcribed interviews with prominent Canadians for spotting on Art Ford's WNEW all-nighter.

BILL SCHROEDER, new radio director for Ketchum, MacLeod & Grove, today is in Cleveland for confabs regarding programs of the East Ohio Gas Company.

ARTHUR GODFREY has left for a two-week vacation in Miami.

News Analysts Comment On Mayflower Decision

(Continued from Page 1)

relates to editorializing over the air. The statement, in part, reads: "Broadly considered, the Mayflower decision sets forth, first, a prohibition against the use by licensees of their broadcasting facilities to espouse candidacies or causes favored by the licensees; and, second, a positive obligation on the part of the licensee to present all sides of important public questions objectively.

"It is the sense of the Association that insofar as the Mayflower decision has impeded the dissemination of information in the public interest, such difficulty has arisen, not out of the decision itself, but out of either an honestly or wilfully mistaken interpretation of its purport. Fear of official retribution may well have moved some licensees to stifle the airing of constructive views on vital public issues over their facilities. On the other hand, it is distinctly felt that other licensees have employed the Mayflower decision as a mere excuse for their failure to perform their obligations to the listening public.

"We believe, too, that the Mayflower decision has been improperly used by some individual stations and networks as justification for their refusal to support non-political causes with which by far the major part of the audience served is fully identified. We refer particularly to causes of public interest which are neglected because of public apathy. We feel that in relation to such causes the owners of broadcasting facilities have an obligation to cooperate in rendering public service.

"We have concluded, furthermore, that in their interpretation of the Mayflower decision some licensees have been at fault in construing the mandate of the Commission as a foundation for the presentation, not of all sides of important questions, but of an anemic and undistinguished recitation of the news without appropriate analysis."

Episcopal Relief Fund Gets Million By Radio

(Continued from Page 1)

of broadcasting that such a message was broadcast on a country-wide scale with all Mutual outlets, some NBC, and regional stations of CBS and ABC carrying the Bishop's address as a public service feature. In most of the Episcopal churches throughout the country the program was heard as a part of the Sunday morning service on Feb. 29.

Murrow And Mueller Cited By Overseas Press Club

(Continued from Page 1)

tation of foreign affairs by radio." Mueller citation is for "the best reporting of foreign affairs from abroad by radio."

Other awards for foreign news reporting will go to Anne O'Hare McCormick, N. Y. Times foreign correspondent, and A. T. Steele, N. Y. Herald-Tribune correspondent.

Ladner Promoted At NBC

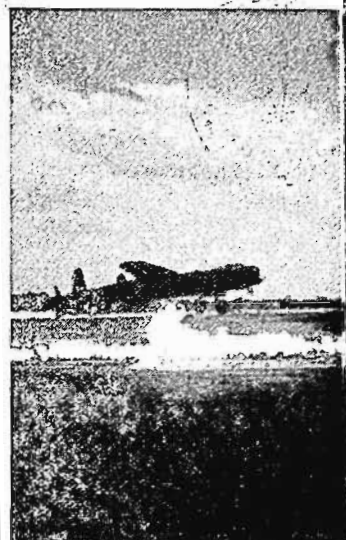
Henry Ladner, assistant general counsel at NBC since 1943, has been promoted to the position of assistant to John H. MacDonald, administrative vice-president. Ladner will assist MacDonald in the supervision of business management and service operations of the network.

Stork News

Mr. and Mrs. Francis X. Zuzulo are the parents of a girl, Christine Martin, born Thursday at Lawrence Hospital, Bronxville. The new arrival, their first child, weighed seven pounds, two ounces. Father is assistant director of publicity at Mutual.

Hitchcock On CBS Tomorrow

Alfred Hitchcock, film producer, will be heard tomorrow on CBS when he appears as guest of Radie Harris on her "Broadway and Vine" program, 3:55-4 p. m.



Operation F-I-D-O

This one reaches away back. It's known to the British as "Fog Investigation Disposal Operations." Therefore, Fido.

It burned off the fog on the runways. It helped crews off and on the runways. It saved many a bombing crew during World War II.

Not many in radio have a pilot's green ticket for blind flying when it comes to buying radio time. That's why we run ads like this for W-I-T-H. Some buyers need the fog burned away when it comes to making up a client budget list.

The clear-as-unlimited-visibility story in Baltimore is W-I-T-H. It's the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

For sales at the lowest cost, better put W-I-T-H on that list. You'll be astonished how the fog lifts on client's sales. They'll think you're smart, too!

W-I-T-H logo with a stylized face and text: AM, FM, W-I-T-H, Baltimore 3, Maryland, TOM TINSLEY, President, Represented by Headley-Reed

Voice CAB's Chairman; Other Officers Elected

(Continued from Page 1)

essor was named for G. D. Scott, of Toronto, who recently resigned as director of broadcast advertising.

Directors elected included Harry Edgwick, CFRB, Toronto; K. D. Able, CHML, Edmonton; Ralph Snellgrove, CFCS; Owen Sound and George Chandler, CJOR, Vancouver; R. A. Rice, CFRN, Edmonton; Phil Plonde, CKAC, Montreal; Paul Lege, CKCV, Quebec City; Malcolm Hill, CFNB, Fredericton, and F. W. Ends, CKCW, Moncton.

The meeting set up a technical and category committee under chairmanship of George Chandler of CJOR, Vancouver, to deal with problems arising from the North American Regional Broadcasting Agreement, under which broadcasting frequencies are allocated and whose signatories meet in Montreal next August.

It was felt that Canadian stations should be given treatment in regard to frequency allocation and concessions equal, at least, with that accorded Mexico.

The meeting also set up a standard committee whose members are to be named by the board of directors. It will consist of two representatives of Canadian stations, one United States representative, three members of CAB and one member of its executive board.

UN-Broadcasters Admit Tele And Non-U. S. Indies

(Continued from Page 1)

to the group are British Broadcasting Corp., Radiodiffusion Francaise, and the Australian Broadcasting System. The meeting was held at NBC.

Structure of the committee will be changed to include two vice-chairmen, one of whom will be a non-American. John MacVane, of NBC, chairman of the group, said the new officers will be chosen at a later date.

Members decided also to call a meeting with UN officials to discuss arrangements for coverage of the general Assembly meeting in Paris in September, and facilities to be included in the permanent UN home in New York.

Will Sponsor Crime Photographer

Toni Company will take over the "Crime Photographer" program when the Anchor-Hocking Glass Company drops out following the broadcast of Thursday, March 25, on CBS. The Toni sponsorship will begin with the 8:30 to 10 p. m. broadcast of Thursday, April 1.

Employee And Salary Totals Show Increase, Says FCC

(Continued from Page 1)

ployes was \$72.40 in October, compared with \$71.50 in February. For non-supervisory workers the figures were \$62.50 and \$61, and for non-staff program personnel \$60 and \$56.50.

Non-executive staff employes averaged 39.4 hours per week in October, compared with 39.1 hours in February.

Of the 34,720 workers for whom information is given, 1,819 are listed as general officers and assistants, 1,630 staff program supervisory and 10,936 non-supervisory; 1,454 technical supervisory and 6,448 technical non-supervisory; 740 commercial supervisory and 2,286 commercial non-supervisory; 269 promotion and publicity supervisory and 516 promotion and publicity non-supervisory; 7,010 clerical, 1,327 building service and 285 others.

The general officers and assistants drew \$295,624; staff supervisory \$66,451 and staff non-supervisory \$765,982; technical supervisory \$131,995

NAB, RMA, JCC Reps To Plan Contest In N. Y.

(Continued from Page 1)

for a 1948 "Voice of Democracy" contest. Robert H. Richards of Tulsa will represent the JCC, while Robert K. Richards will be on hand for NAB, along with Hugh Higgins, Odin Ramsland, KDAL, Duluth; Sam Levitan, WMIN, St. Paul; Edward P. J. Sherrick, Free & Peters; Joseph Creamer, WOR, and Louis Hausman, CBS. RMA will be represented by James Secrest of the Washington office, William Macke, Zenith; W. B. McGill, Westinghouse, and H. J. Quenin, RCA-Victor. Dr. Kerry Smith of the U. S. office of Education will also be on hand.

Dec-Jan. Tube Sales Below Last-Year Total

Washington Bureau, RADIO DAILY

Washington — RMA figures on receiver-tube sales in December and January showed them to have been far below January, 1947, figures. January, 1948, sales were 16,004,927 compared with 16,511,408 a month earlier and 20,203,409 a year earlier.

Of the January, 1948, totals, 11,492,090 were for new sets, 3,272,144 for replacements, 1,089,445 for export and 51,248 went to Government agencies.

Coast DST Switch

Hollywood — Effective Sunday, March 14th, when Pacific Standard Time switches to Daylight Saving Time in California, all programs broadcast over KHJ and the other 19 Don Lec stations in California will be heard one hour later than the Standard time schedule. Don Lec stations in Oregon, Washington, Idaho, Nevada and Arizona are not affected by this change.

Sarnoff Links Radio With Atomic Energy

(Continued from Page 1)

fission, Sarnoff forecast the use of "a mere speck of radioactive material" as power for radio and tele transmitters and receivers. "Such a miniature power supply in capsule form," he said, "may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera."

Simultaneous development of pocket-size radiophones for personal use also is probable, the RCA president added.

"These fascinating possibilities," he continued, "are not 'around the corner,' for much remains to be done before they can be realized. Nevertheless, if the world is at peace and science is unfettered we shall see these promises fulfilled."

Special AWB-NAB Group To Meet In Capital Apr. 9

(Continued from Page 1)

WSPD, Toledo; Violet Short, KTSA, San Antonio; Ann Holden, KGO, San Francisco; Vernice Irwin, KVI, Tacoma, Wash.; Nancy Grey, WTMJ, Milwaukee, and Linnea Nelson, J. Walter Thompson, representing associate members.

"Archie the Manager speakin'"

Last Wednesday a woman in Pittsburgh telephoned KDKA. To her amazement, no operator answered. Instead, a familiar male voice spoke: "KDKA . . . This is Archie the manager speakin'. Be sure to hear my program tonight at 9. Now, just a minute please . . ."

Then, the regular KDKA operator answered. The first voice, of course, was that of Ed Gardner, specially tape-recorded. Similar recordings answer other calls . . . with the voices of Fred Allen, Perry Como, Jimmy Durante, and other NBC favorites.

A stunt? A gimmick? Certainly; but this sonic sleight-of-hand has set the town talking. Talking about programs on KDKA, is yours one of them?

50,000 watts **KDKA**
PITTSBURGH

WESTINGHOUSE RADIO STATIONS Inc
KEX • WBZ • WBZA • WOWO • KYW • KDKA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

KGW

PORTLAND, OREGON

REGISTRATION INFORMATION

HERE IS YOUR BI

*Whether it be AM, FM or TV,
Here is broadcasting's best
business opportunity*

For radio stations, National Spot is the most profitable form of business. It pays the highest rate per unit of time. And for the future it has the greatest potential for new development. Its potential volume is practically unlimited.

For new stations and for established ones feeling the first pinch of competition, National Spot offers a vast field of new business prospects. There are thousands of such prospects, national, regional and sectional, now paying national rates in competing media. This vast reservoir of new business might be opened for radio stations if we had a little cooperation, coordination and a united front.

Even without cooperation National Spot has grown into big business. It has reached the amazing volume of \$100,000,000 a year. In ten years it has increased 276%, which is faster than any other competing medium. How much further and faster might it grow with some national cooperative effort? With all of this, there has been comparatively little national program business. Why? Since the days of the Chevrolet "Musical

Paul H. Raymer Company

NEW YORK • BOSTON • DETROIT • ATLANTA

BUSINESS

Moments" program twelve long years ago there has been no other program on a truly national scale. Out of the thousands of prospects there should be scores of such program advertisers. There should be big name, big talent, "Hooperated" programs on transcriptions or film that are expandable from station to station in the national market. This is the quality of business stations need and deserve.

National Spot is in itself one of the most important advertising mediums the country has ever known. It is a way, a system of doing business, of merchandising and selling goods. It has unique advantages not available in any other medium. It is basically competitive as a medium with national network, national newspapers, magazines and "outdoor." All of these competitors are well organized: all have national cooperative direction, promotion and research.

Our competition is busy—but our own great medium, radio's most profitable business, is still in a state of "every man for himself." We must have a united front to present to advertisers. If National Spot can show such an amazingly healthy growth without benefit of cooperation—how much faster might it grow with just a little of it? Whether your business be AM, FM or TV, the potential for National Spot is tremendous. We need a National Spot Business Association.

Inc. • Radio Advertising

CHICAGO • LOS ANGELES • SAN FRANCISCO

THE WEEK IN RADIO

Web Time Sales Show Gain

By VAL ADAMS

PRELIMINARY FCC figures show the four major networks and their 10 key stations had net time sales of \$72,352,636 in 1947, up three per cent over '46. Increase is 5.6 per cent (preliminary report) for all nets and stations reporting so far. Overall tally includes three regional webs and 821 stations.

Early figures show total revenues of \$15,261,819 for 343 new stations licensed in 1947, an average monthly take of about \$5,900. Sale of station time to nets dropped slightly from 1946 (3.6 per cent) and commissions to agencies, reps, etc., were down about nine per cent.

Seven out of ten Americans think radio is doing a good job and should be kept free of government control, according to the University of Chicago's NORC study, released through NAB. Only about nine per cent of persons questioned showed strong antipathy toward radio commercials.

FCC adjourned Mayflower hearing 'til April 19. . . . du Pont annual awards went to Edward R. Murrow, WFIL and WBBM. . . . Justin Miller and David Sarnoff got bronze medals from Annual Advertising Awards of 1947.

Colgate testing spots in 20 markets with its new product, Lustre-cream shampoo. . . . ABC chalked up \$250,000 co-op deal ("Gang Busters") bought by Philadelphia & Reading Coal & Iron Co. . . . Tucker Corp. (autos) starting Sunday quarter-hour on ABC with John B. Kennedy commentary.

CBC ruling prohibiting mention of price of products on the air may be relaxed, CAB convention delegates in Quebec were told by Harry Sedgwick. Since war's end public opinion in Canada has shown growing trend in favor of private ownership of radio. Heavy bidding expected in sale of WOV, New York. FCC denied a petition for waiver of AVCO rule in projected sale of station to Herman Bess and Richard O'Dea. . . . Ralph Edwards planning to continue big jackpot stunts, maybe five or six a year.

Preliminary reports from NBC affiliates show they donated over a million dollars in air plugs, plus over \$240,000 for paid newspaper ads, in promoting web programs last September, October and November. . . . AFM and networks resumed negotiations but made no comment on progress.

FCC regular meeting day shifted to Wednesday. . . . Bill Stern elected president of New York chapter of Sports Broadcasters Association. . . . Charles G. Mortimer, Jr., re-elected chairman of Ad Council. . . . Philco planning its most extensive ad campaign in history. . . . FM stations to be licensed for three years, effective May 1, FCC announced.

Ringling Bros. and Barnum & Bailey buying spots in New York for the April opening.



California Commentary. . . !

● ● ● A new Columbia Pacific network program that is attracting much attention is "The Padded Cell," which does not belie its title. It is a wild, zany affair, a 30-minute audience participation show, which Ken Niles emcees. It is being sponsored by the Shutter Candy Company on behalf of the Bit of Honey candy bar.

● ● ● Miss Rosemarie Lewis, president of the Vogarell Products Company, announces the appointment of Erwin, Wasey & Company, Ltd., Los Angeles, to handle the advertising of its various products. . . . John Minkowsky has taken over the post of Comptroller of KNX and the Columbia Pacific net from Charles D. Ryder, Jr., who has resigned to open his offices on Sunset Boulevard, Hollywood, for public accounting and a business management service for radio personalities. Ryder has been with CBS since September, 1936 when the network took over operation of KNX. A licensed public accountant, he has been controller since April, 1938. Minkowsky joined CBS in New York in 1933 and his last post in Gotham before transferring to Hollywood was handling talent contracts.



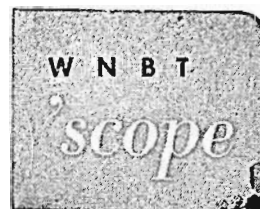
● ● ● Brown and Williamson Tobacco Co., makers of Wing cigarettes, and Signal Oil Company will co-sponsor KMPC's broadcasts of the Los Angeles home and out-of-town games, which sports director, Bob Kelley, will handle. Games will begin on March 30 and will be heard seven days weekly until conclusion on Sept. 30. Lou Place, of the Russel Seeds agency, handles the Wings account, while Art Gudelman, of Barton A. Stebbins, represents the Signal Oil Company. By the way, Marshall and Clampett, automobile dealers, will again sponsor KMPC's "Major League Baseball Re-creations" with Hal Berger, beginning April 12 and concluding Sept. 24. Smith, Bull and McCreery handle the account. . . . Amusement Enterprises has waxed a new program, starring Comedian Jack Paar. Utilizing a new format, audition record was cut with a cast including Hy Averbach as announcer, and Florence Halop, Hans Conried and Jerry Fielding and his orchestra. Script was written by Leo Solomon, Joe Quillan and Paar.



● ● ● ● ● An editorial in the Los Angeles Times denounced radio news hotly, charging radio is not primarily in the news business, but the entertainment field. But the editorial writer picked a bad day to throw rocks. On his "Ten O'clock Wire" newscast, CBS' Chet Huntley pointed out that the same issue, which carried the editorial, devoted only 20 per cent of its space to news (including recipes, comics, etc.) while KNX, CBS' key station in Los Angeles, devoted 30 per cent of its total air time the same day to news and information-type programs.



● ● ● When Bing Crosby brought one of his sons through the Freedom Train, he paused in front of Francis Scott Key's copy of the "Star Spangled Banner." As the two stared in reverence at the document, Bing rested an arm on his son's shoulder and said: "There's one song that didn't need any plugging." They smiled at each other and walked on. . . . Michael Watson, advertising and promotion manager of KMPC, became the father of an 8 lb., 11 oz. son, Michael David, at the Pasadena Lutheran Hospital on Feb. 24. . . . Benay Venuta, who recently returned to the air as quizmistress of "Keep Up With The Kids," heard over Mutual-Don Lee, is also launching careers in pictures, as a recording artist and as a painter. She plays a straight dramatic part in Republic's "I, Jane Doe," and just before the Petrillo ban was imposed, she recorded six sides for Mercury Records for an album, entitled "Record Gazette." Four artists submitted sketches for the cover for the album, but Benay's was the one selected.



ON THE AIR AT CHANNEL 4 . . .

MONDAY, MARCH 15

7:50 Newsreel Theater (Camels)
8:00 Feature Film—"Stormy Trails"
9:00 NBC Television Newsreel (General Electric)
9:10 Cavalcade of Sports—Boxing—St. Nicholas Arena
10:00 Feature Bout—Gene Boland vs. Frank Abrahams (Gillette)
10:30 U.P. & Acme News

TUESDAY, MARCH 16

5:00 Howdy Doody—with Bob Smith
7:50 Newsreel Theater (Camels)
8:00 Film
8:40 Wrestling—St. Nicholas Arena
10:30 U.P. & Acme News

TODAY'S STORY . . .

Whole masses of human beings, anguished by certain facts of life, have reared up of late to put forth their own presidential candidate on a fourth party ticket. These fourth party people are very promotion-wise. Up to 800 fan letters a week have arrived in his praise—without the backing of even one wealthy sponsor. But he has captured a public too young to vote. Candidate's name: Howdy Doody. Campaign manager: Bob Smith. Campaign headquarters: NBC Television Network, Tuesday, Thursday, Saturday, 5:00 p.m.



A Service of Radio Corporation of America

TELEVISION DAILY

Daily section of RADIO DAILY — Monday, March 15, 1948 — TELEVISION DAILY is fully protected by register and copyright.

THEATER GROUP TO OPPOSE BAN ON TELEVISION

TELE TOPICS

By JIM OWENS
Associate Editor

GILLETTE has pocketed the fites in Madison Square Garden thru June of '49. Current pact runs to June of this year. . . . Also anent the sports situation: Garden's Ned Irish is "offering" events to N. Y. stations, rather than putting 'em on the auction block. When a broadcaster asks for rights to specific events—such as basketball or hockey—Irish gives him a choice on a take-it-or-leave-it basis. And no options or film rights, suh. . . . Trade press mugs will kick around the poser "What's Wrong With Television?" at the ATS forum Thursday (Mar. 18) at the Hotel Victoria. Come and be confused.

THE Park Central will be the next Gotham hostelry to install tele, via an outfit called "Tele-Rent." . . . "Swing Into Sports" (WABD) tonite will have a collector's item as part of its series on bowling. Bob Loewi, seg's producer, has dug up an old film clip of "Beyond Tomorrow" in which such keglers as Mme. Ouspenskaya, C. Aubrey Smith, Chas. Winninger and the late Harry Carey strut their stuff. . . . Blanche Gaines has inked an exclusive pact with Don Mankiewicz for tele and radio scripts. He's a New Yorker mag scribe and son of the Hollywood movie biggie.

JOE Weed, the station rep, opens his television department in offices at 507 5th the end of this month. . . . Chick Allison, WLWT's sales director, hits the Big Town this a.m. to give the video situash the double-o. . . . Jerry Fairbanks, Larry Finley and Archie Mayo head a committee to discuss video with the H'wood Ad Club at Tom Breneman's restaurant on the 29th. . . . Steve Gibson and his "Red Caps," vocal-instrumental group, have been pacted for Rudy Vallee's "Tele-Art" film shorts. . . .

Young WPIX Pub. Mgr.

Frank Young has been named publicity manager of WPIX, The News station. Robert L. Coe announced Friday.

Young comes to WPIX from the broadcast staff of The News.

No Respite

Dennis James, one of the busiest sportscasters and emcees in video, has necessarily cut down on his AM mike activities the past several months. Last week, however, he got a call to do a radio part, considered it a breather from TV chores. Set included a scene in a taproom, cocktail shakers, etc.—and James' role that of a television announcer in the background!

Tele Shoots A Dead Duck

Cleveland—Tele's first coverage of a murder trial was completed by WEWS, Scripps-Howard outlet here Friday when a Cleveland jury found Harold A. Boach guilty of killing 8-year old Sholla Ann Tuloy last Nov Year's Day. Station filmed progress of the trial daily since Boach was apprehended in Baltimore on Jan. 12 and aired newsreels of each day's activities in the courtroom. WMAR-TV, Baltimore outlet, co-oped with WEWS during early part of the case via exchange of films and interviews with the killer when he was nabbed and held for extradition.

Stewart-Warner Skeds 200 Attend Opening 2500 Sets Per Month Of WOW's TV Clinic

Chicago—Stewart-Warner Corporation will hike its tele receiver production up to 2,500 per month — 10 times its current output of 250 for a 30-day period, it was announced Friday by Samuel Insull, Jr., vice-president. New line of video sets with "unique features and innovations" will be ready for trade showings by midsummer, he said. Company is approaching the end of its "pilot-run" phase of tele set production, Insull said, and has determined the models which will go into production in the third quarter of '48 at the Chicago plant.

Paramount's KTLA Sets 7-Day Week News Show

Hollywood—Paramount's KTLA introduced new techniques in news programs here last week following purchase of Acme News Pictures' telephoto service. Station will use "hot" news items on film but will write its own commentary to effect speediest transition to the video audience. Show is titled "News Look," aired 10 minutes each weekday.

Omaha—More than 200 agency and advertising execs attended the opening session of WOW's first commercial television clinic at the Hotel Fontenelle here last Friday, with representatives from such major cities as Des Moines, Kansas City, and Lincoln. Confab, which covered all phases of the medium's development to date, was conducted by John J. Gillen, Jr., president of the station. Next session scheduled by WOW, which will deal with equipment and commercial production, etc., will be held Friday at Creighton University auditorium.

WTMJ-TV Adds Sunday

Milwaukee—WTMJ-TV inaugurated a regular schedule of television programs for the Milwaukee area on Sunday afternoons with yesterday's broadcast. Station is able to expand its program schedule now that two new studio cameras have been assembled. Previously, WTMJ-TV had to depend on two field cameras and a film chain for all operations and Sunday afternoons were utilized for rehearsals.

The Week in Television

NBC Affiliates Mull TV Network

Thirty-one NBC affiliates met at the network's headquarters in N. Y. to discuss plans for future web video operations. . . . TBA asked the FCC to amend regulations providing a graduated scale of minimum operating hours in lieu of the flat 28-hr. requirement. . . . RCA's post-war TV set production doubles that of all rivals combined. . . . Philadelphia area now has 18,500 sets in use, thus WFIL-TV hiked its rates. . . . Video set manufacturers offering the public 40 different models, with further expansion due by mid-summer. . . . Pulse survey showed that 40 per cent of N. Y. sets are owned by lower-income group.

Baltimore got its second station, WBAL-TV. . . . Tele and the legit stage bridged the gap via announcement by Amer. Tobacco and CBS that segments and backstage of B'way productions would be aired live. . . . British theater group owned by J. Arthur Rank awaited nod from the Government re movie box office charge on video shows. . . . Motorola Corp., small-set mfr., bought quarter-hour weekly show on the NBC eastern net. . . . City of Dallas became first municipality to file for own tele station. City asked FCC to provide another hand to accommodate request.

Thirty N. Y. Indies Meet Wednesday To Map Plan

Entire question as to whether or not television broadcasters may "legally prohibit" the use of their programs on movie screens will be explored by an organized group of independent theater owners Wednesday, and a "test" case to force the issue may be made to resolve the problem "before it gets further confused," it was learned Friday. Issue will be discussed by 30 independent theater exhibitors in the offices of Joseph L. Greenberg, prominent film industry attorney.

Theater owners' decision to bring the situation to a head was motivated by the recent refusal of NBC and the Twentieth Century Sporting Club to RKO when the latter planned a demonstration - pickup of boxing events from St. Nicholas arena on Monday, Feb. 9, at the chain's 59th St. Theater (N. Y.) Demonstration was cancelled following the threat of NBC to bring legal action on the grounds that property rights were involved.

According to a source close to the theater group, video broadcasters have been "badly advised" in rebuffing this phase of the medium, and asserted that they are "choking off" a potentially lucrative source of income "if they continue to fail to recognize it."

Theater owners have consulted several attorneys in the matter, and it was at the suggestion of the latter that a meeting be called to decide "just how far the owners are willing to go to straighten out the situation," it was said. Heretofore there has been no "organized and progressive thinking" on the part of the exhibitors, and the popular attitude was to "let the other fellow make the first move."

One of the major points the group will reportedly discuss is the situation on the Coast where at least six theatres are showing video on a regular basis, with 20 more preparing.

This is How . . .

Philadelphia—New use of television will be made here today. For 20 minutes, beginning at 10:30 a.m., Philco station WPTZ will air a program sponsored by Pierce-Phelps, Inc., local distributor of the Proctor Never-Lift iron. Hundreds of dealers in this territory will tune in at their stores and receive a sight-and-sound demonstration of the technique of presenting the appliance to the public.

COAST-TO-COAST

Organizes Teen-Age Show

Stamford, Conn. — Nell Daugherty, WSTC commentator and national secretary of the AWB, did a bang up job last week in organizing a teenage contest and fashion show for a station account, the C. R. Miller department store. About 1,000 people were already in the audience a half-hour before show time and police had to be called to turn away crowds.

"Marshall Plan" Talks On KLZ

Denver, Colo. — A series of timely talks on "The Marshall Plan" is now being featured by KLZ each Wednesday night, with Lawrence C. Martin, well-known Rocky Mountain newspaperman and associate editor of the Denver Post, in the speaker's role. Emcee for the show is the station's public service director, Mack Switzer.

Special Easter Show On WCSI-FM

Columbus, Ind. — WCSI-FM will broadcast a special half-hour religious program on Easter Sunday. The show, "It's Easter, Doctor Jordan," will be presented by Indiana's own Vesper Players, under the direction of Mrs. Bert Pruitt, and will be aired at 12:30 p. m.

Mobile Unit Gets Radio-Phone

San Francisco, Calif. — In order to increase their coverage of news throughout the city area, KGO has installed a two-way radio-telephone service in its special events station wagon. The unit, operating through the Pacific Telephone & Telegraph Company's Mobile Service, is effective within a 30-mile radius of San Francisco. It is manufactured by Motorola and operates on 157.89 megacycles.

WACE Airs Series On Housing

Springfield, Mass. — WACE, of this city and Chicopee, recently launched a new Sunday series aimed at finding housing for needy families. Featured on the show is Mayor Daniel B. Brunton, who airs the stories of desperate families, bringing the principal victims into the studios for an interview.

To Head Boy Scout Circus

Minneapolis, Minn. — Bill Shepherd, WCCO assistant program director, has been named program director for the Boy Scout Circus to be held at the Minneapolis Auditorium May 4, 5 and 6. Shepherd will co-ordinate the many acts that are made up of city Boy Scouts and Cub Scouts, with Carl Word, station promotion director, doing the publicity.

Kearsarge Area Gets WKXL News

Concord, N. H. — WKXL now has a weekly newscast beamed to the famous Kearsarge area in this city. The broadcast is unique in that it is prompted by the Kearsarge Independent, weekly paper, which sends its news to the station a couple of hours before broadcast time. It is believed to be the only weekly in the state that gives such a service to its readers.

NAB's Code, Pro And Con, Discussed At Boston Univ.

(Continued from Page 1)

Fellows, general manager of WEEI; Craig Lawrence, general manager, WCOP, and Ted Cott, program director, WNEW, New York.

Fellows, a member of the Screening Committee which helped revise the code, said the new version will be distributed to the NAB membership at least 30 days before the convention.

"The proposed new document," he said, "contains a preamble and a creed, followed by a detailed guide for broadcasters in specific areas of operation. It incorporates the majority suggestions and criticisms of the originally proposed standards (and) is the reflection of all . . . who have had anything to do with, or to say about, the proposed standards throughout this last long year. It cannot—it will not—satisfy everyone. But it is rational, constructive, and, I believe, logical and acceptable to listener and broadcaster alike."

At the convention, Fellows continued, the code will undergo "further suggestions and criticism." He continued, "The Screening Committee will again list and weigh and consider and recapitulate, and by such a continuing and democratic process will radio emerge with a Standards of Practice which is workable, practical and constructive."

In discussing the major point of controversy at last year's convention—the section of the code dealing with commercial time allowances—Fellows said that in the new code, that section now represents "a constructive, fair set of provisions, reasonable and tolerable to listener and advertiser alike." "It allows," he said, "time enough to properly achieve the results which must be obtained to justify the advertising expenditure, not too much time to unduly aggravate or alienate the listener." He did not disclose, however, the amounts of time provided.

Gives Indies Viewpoint

Speaking on behalf of independent outlets, which, he said, "represent roughly one-third of radio," Cott reiterated the indies' stand on the commercial time provisions of the code as presented at Atlantic City last year. He further charged that "the entire code was too negative (and) delineated maximum commercial limitations without indicating minimum public service requirements."

Citing "certain of the networks" as major supporters of the code at the last convention, Cott said "they made headlines" by announcing their intention to "put it to work." He continued, "Yet, as of this date . . . they have not deviated one iota to bring their commercial copy limitations in line with the proposed code."

He expressed approval of current controversy on the code because "it all adds up . . . not as a flight on shorter or longer commercials, but to better service to the listener; to a greater awareness of the social re-

sponsibility of the broadcaster as the most vital leader of American life."

He warned, however, against "a great danger," which he said is "latent" in the code. "Neither the stations nor the public must consider its passage an answer to criticism or a passkey to better broadcasting. No station must allow its structure to be stereotyped by any code and no substitute for active community programming has yet been discovered."

Campbell Wants Flexibility

Campbell, in his address, came out strongly for a group of standards promulgated merely as recommendations or guides to broadcasters' actions rather than as a set of rules to be rigidly followed. Conditions peculiar to individual areas, he said, make it necessary for stations to adapt themselves to varied types of needs. Section 1 of the proposed standards, he said, should be re-written in a more positive tone, following a preamble which affirms observance of public service obligations by broadcasters generally.

In Section 2, Campbell believes, the prohibition of dramatization of political and controversial issues should be eliminated.

Standards of practice, said the WCOP manager, should reflect the good job now being done and should be designed solely with the broad public interest in mind.

ARS Seeking Quarters To Repair Vets Radios

Appeal for space suitable for a radio repair workshop was voiced yesterday by the Associated Radio Servicemen of New York on behalf of its program to supply receivers to hospitalized veterans.

The organization, which began its campaign Feb. 17, has received over 300 sets which must be repaired before distribution to the hospitals. The program has been temporarily held up, however, because of lack of space in which to perform the necessary work.

Radios are picked up, repaired and distributed by the association, with parts donated by the National Electronics Distributors Association.

Requests for receivers have been received from more than 800 vets, some in hospitals as far away as Florida.

Technical Subjects Set For RMA Meet With IRE

Washington Bureau, RADIO DAILY
Washington—Technical program for the RMA engineering department's meet with IRE, in Syracuse, April 26-28, has been announced by Virgil M. Graham.

FM transmitter and antenna developments, the New York-Boston microwave relay system and other new engineering developments are slated for full discussion.

AGENCIES

VICTOR A. BENNETT announced the formation of the Victor A. Bennett Company, Inc., as a general advertising agency, with offices at 51 Fifth Avenue, New York City. Following three years with the New York Sun, Bennett joined WOR as an account executive, leaving there in 1943 to join the Bremer Broadcasting Corporation (WAAT) as vice president and national sales director.

NORMAN GELLER has joined Carl Reimers Company, Inc., as assistant art director. Formerly, he was assistant art director of Harry Serwe Advertising, Inc.

W. H. FLEISCHMAN has joined Benton & Bowles, Inc., as an account executive. He was formerly associated with McKim Advertising, Ltd.

FRED FIDLER has rejoined J. Walter Thompson Company in the San Francisco office of the agency. During the past four years, Fidler had headed his own agency.

DAVID FACKLER has joined the media department of Lyn Baker, Inc. He was formerly with Benton & Bowles.

WILLIAM H. MARTIN, Jr., now is art director of Shappe-Wilkes, Inc.

NORTHEAST AIRLINES announces the appointment of Pedlar & Ryan, Inc., New York, as its advertising agency.

W. EARL BOTHWELL ADVERTISING AGENCY has elected to its directorate William R. Dahlgren, vice-president and account executive, and Clare Clen, production manager.

JAMES J. TENNYSON, formerly with Biow, has joined Duane Jones Co., Inc., as a member of that agency's copy staff.

FRANK D. DAVIES has joined the media department of Hazard Advertising Co. He had been with the McGraw-Hill Publishing Co.

Recording? Demand Universal on top of the OPERA-BUILDING

in chicago

TRANSCRIPTION MASTERS - REFERENCE RECORDING

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 51

NEW YORK, TUESDAY, MARCH 16, 1948

TEN CENTS

FAX ENGINEERING STANDARDS WEIGHED

Schedule President To Speak Twice Wed.

Two Presidential addresses will be carried by the four major networks tomorrow, one from Washington and the other from New York.

At 12:30 p. m. President Truman will address a joint session of Congress on the critical foreign situation. He is then scheduled to fly to New York to review the St. Patrick's Day parade. His second speech will be at a dinner of the Friendly Sons of St. Patrick, 10:30 p. m.

Second address has been skedded also by most New York indies, in-

(Continued on Page 2)

Unity Corp. Given CPs For 2 Ohio FM Outlets

Washington Bureau, RADIO DAILY

Washington — Award of FM construction permits to the Unity Corporation for Springfield and Mansfield, Ohio, was announced yesterday by the FCC. At the same time, the Commission denied the application of the Mansfield Journal for rehearing on the ground that the Commission had gone beyond its authority in considering the editorial and business practices of the Mansfield paper.

Dropping Web Affiliations To Develop Rural Network

Claiming that network affiliation handicaps the development of the California Rural Network, W. L. Gleeson, president of Broadcasting Corporation of America, announced yesterday that they were not renewing their ABC affiliation contracts for KROP, Brawley, and KREO, Indio, Calif.;

(Continued on Page 3)

New Campaign

Launching of a campaign to aid the National Tuberculosis Association was announced yesterday by the Advertising Council. The campaign which has as its slogan — "Check your chest . . . Get an X-ray today" — will include spot radio announcements, network program announcers, and a newspaper advertising display campaign.

Title Fight

Milwaukee—Legal battle for the radio name of "Heinie" entered its second round in Circuit court here last week when Judge Roland J. Steinie in Circuit court denied the Milwaukee Journal a temporary injunction restraining Jack Bundy from using the name "Heinie" when he opens on WMAW, new AM station. The Milwaukee Journal plans to carry its legal fight higher if a permanent injunction is granted. They claim full contractual rights to the title "Heinie" as originally used on WTMJ.

Calif. DST Schedule Hits Webs Hardest

San Francisco — California's new daylight saving time has caused a scramble in network station schedules. Adopted here six weeks ahead of the Eastern change, the network stations are continuing to broadcast network programs on standard time, and shifting local originations to new spots. The independent stations are

(Continued on Page 3)

Two Coast AM Stations Merge In California

Washington Bureau, RADIO DAILY

Washington — Merger of two California stations, KFRE, Fresno, and KTKC, Visalia, has been approved by the FCC. Outlets will be joined into a new 50-kw. station on 940 kc., using call letters KFRE. Frequency is currently used by KTKC.

Licensee of new station is California.

(Continued on Page 3)

Early Settlement Expected In Web-AFM Negotiations

Negotiations for new contracts covering network musicians will be completed within the next two weeks and in addition contracts of musicians covering network television will also be signed. RADIO DAILY learned from an authoritative source yesterday.

Network officials meeting with James C. Petrillo, president of AFM, are reported to have practically reached an agreement on the new contract for network musicians and

Hogan And Finch, In Testimony At FCC, Stress Adaptability And Economy; Hearing To Conclude Today

Comedian Crusading On Giveaway Cycle

Currently the subject of heavy criticism from many quarters, giveaway shows were given a merciless going-over by Fred Allen on his NBC show Sunday night.

Art Linkletter, he said, is giving away a Diesel locomotive, a roundhouse, semaphore "and a glorious twenty-minute stopover at Fond Du Lac, Wisc."

Sharpest dig came in response to

(Continued on Page 2)

Visiting Broadcasters Cover Basketball Series

Following the fortunes of their local college hoopsters, several out-of-town stations are airing live descriptions of contests in the 11th annual National Invitation Basketball tour-

(Continued on Page 6)

Public Service Programs Create Problems For MBS

Dozens of protests via telegrams and letters have been received by Mutual following a four-line routine announcement buried last week in the web's press bundle which re-

(Continued on Page 3)

Washington Bureau, RADIO DAILY

Washington—John V. L. Hogan and W. G. H. Finch, facsimile leaders, were in the spotlight most of yesterday as the FCC opened hearings on the advisability of setting engineering standards for the fax service. It is expected that the hearing will be wound up today, with the Philadelphia Inquirer, the Miami Herald, WCAU, Philadelphia; Rural Radio, Inc., and Alden Products Company still to be heard.

Hogan, head of Radio Inventions.

(Continued on Page 3)

Heavy Sales Increase Reported By Admiral

A sales increase of 32 per cent for 1947 over the 1946 total was announced yesterday by Ross D. Siragusa, president of the Admiral Corporation, Chicago manufacturers of radios, television and appliances. He predicted further substantial increases in sales for 1948.

Total sales for 1947 were \$47,898,938 compared with \$36,169,850 for the year 1946. Net profits, after taxes.

(Continued on Page 6)

Zenith FM Relay Set For Wisconsin Stations

Chicago—High fidelity music from WEFM, operated by Zenith Radio Corporation, will soon be heard through central and southern Wisconsin by direct radio relay through

(Continued on Page 3)

Anniversary

Columbia network's "Adventures In Science," oldest coast-to-coast radio program devoted to the discussion of scientific subjects, celebrates its 18th anniversary over CBS on Saturday, March 27 with the same speaker who launched the program on March 28, 1930. The speaker is Dr. Warren S. Thompson, of Miami University in Oxford, Ohio.



★ COMING AND GOING ★

Vol. 42, No. 51 Tues., Mar. 16, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahloona 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.

JOHN F. ROYAL, vice-president of NBC, returned yesterday from Cuba, where he attended the opening of the new Cuban radio center.

ROBERT H. RANKIN, agency and newspaper man who since 1942 has served in London as production director of the joint U. S. A.-British Offices of War Information, will arrive in New York Thursday aboard the America for eight weeks in the States, during which he'll introduce several British-made products to this country. He's the son of William H. Rankin, agency head.

A. B. CHAMBERLAIN, chief engineer at CBS, and HOWARD A. CHINN, chief auidial engineer, are in Syracuse for the General Electric seminar.

NORMAN PAIGE, vice-president of the Philippine Broadcasting Corp., arrived in San Francisco from Manila on Friday. He's expected in New York in about 10 days.

JAMES CASSIDY, director of publicity and public relations at WLW, Cincinnati, is in Gotham on business.

BERT LOWN, director of station relations for Associated Program Service, and CLIFF GREENLAND, commercial manager of the transcription service, back from Quebec where they attended the convention of the CAB.

LEW DANIS, producer for Radiodiffusion Francaise, has returned from a short trip to Hudson, N. Y.

ROBERT HUDSON, director of education and opinion broadcasts for CBS, has returned from an extended trip which took him to the Pacific Coast.

TED KOOP, director of the CBS news office in Washington, to New York for the Dinner of the Overseas Press Club.

WINSTON BURDETT, veteran CBS war correspondent, leaves today for Italy on permanent assignment as head of the Columbia news staff in that country.

JOSEPH A. McDONALD, vice-president and general attorney of the American network, is in Syracuse, where today he will speak on "The Legal Aspects of Television" before the General Electric seminar being held at Electronics Park.

LAWRENCE WEBB, assistant to the president of WJW, American network outlet in Cleveland, is in New York on a short business trip.

JACK CARNEY, director of the Arthur Godfrey Talent Scouts and "Give and Take" programs on CBS, leaves today for Evansville to set the stage for the origination of the latter show from the Indiana city on April 3. He'll be back Thursday.

GENE HAMILTON, concert commentator and announcer, is in New Haven for today's broadcast of the Boston Symphony on the American network, which will originate at Yale University.

SOULARD JOHNSON, assistant station manager of KMOX, St. Louis, who has been in town on business, leaves tonight on the return trip to the home offices.

GEORGE DUNHAM, account executive for CBS Radio Sales, left yesterday on a trip to Washington, D. C.

WILLIAM STARK, vice-president of Charles Stark Productions, is back from a business trip to Boston.

GORDON GRAY, vice-president of WIP, Philadelphia, is spending this week on the road, with stops scheduled for Detroit, Milwaukee and Chicago.



Dumb Pigeon

Honest . . . this is a true story according to Wide World Photos. Here's what they say:

"Mama Pigeon stands guard over her unhatched progeny in the home she and her spouse built over a fanlight of a building here. The nest is made of old razor blades, wire and other material the birds got from a dump in the rear of the adjoining building."

No soft string? No downy grass for the nest?

Those two pigeons are like the time buyer who's too prone to take what is close. You who buy time know there are kilocycle-happy fellows like that. If it's in the backyard, why fly farther?

If you're feathering your client's nest with old and broken-down razor blades, just because it's easy . . . may we tell you something?

Just a little farther out beyond the familiar call letters is a bunch of soft-as-duck feather bedding. It's the independent in Baltimore, W-I-T-H.

W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

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

FINANCIAL

(March 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	75 3/4	75 1/2	75 3/4	- 3/8
Am. Tel. & Tel.	148 3/4	148 1/2	148 1/2	+ 3/8
CBS A	23 3/4	23 3/4	23 3/4	+ 3/8
CBS B	23 3/4	23 1/2	23 1/2	+ 1/4
Farnsworth T. & R.	6 5/8	6 1/4	6 1/4	+ 1/2
Gen. Electric	32 7/8	32 1/4	32 3/4	+ 1/2
Philco	29 7/8	29 3/4	29 3/4	- 1/2
RCA Common	9 3/4	9 1/4	9 1/4	- 1/2
RCA First pfd.	65 1/2	65 1/2	65 1/2	+ 1/2
Stewart-Warner	13 1/2	12 7/8	13	+ 1/8
Westinghouse	27 3/4	27	27 3/4	+ 5/8
Westinghouse pfd.	89 3/8	89	89 3/8	- 1/2
Zenith Radio	22	21 1/4	21 1/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8 3/8	9 1/4
Stromberg-Carlson	13 1/4	14 1/2
U. S. Television	1 3/4	2 1/8
WCAO (Baltimore)	29	32
WJR (Detroit)	12	12 3/4

10 YEARS AGO TODAY

(From the files of Radio Daily)

Addressing the National Association of Performing Artists, James C. Petrillo, head of the Cht AFM local, promised AFM and AFL cooperation in helping NAPA establish "property rights" and collection of fees from stations playing records. . . . Webs aired total of 17 shortwave pickups from Europe covering Hitler's Austrian coup, from resignation of Schuschnigg to the German dictator's entrance into Vienna.

PRESTO MODEL L PLAYBACK AMPLIFIER FOR SALE. PERFECT CONDITION.

PRICE 175.00

CALL . . . MURRAY HILL 9-4076

Comedian Crusading On Giveaway Cycle

(Continued from Page 1)

Portland's feed-line to the effect "that you can get almost anything in radio today."

"Anything but entertainment," Allen cut in. "With everybody trying to get something for nothing," he continued, "radio is in the hands of the receivers." When everything has been given away, "somebody will have a program with nothing on it but a refrigerator, and the refrigerator will give away people."

Allen said he is working on an idea for his own contest. "Every week," he said, "a man will come to the mike and wink one of his eyes. Over the air, as he winks, you will hear the two wet lids meet." Title for the contest will be "Who Is Mr. Wink?" with first prize "anything you can lift at the motorboat show."

Schedule Pres. Truman For Two Speeches Wed.

(Continued from Page 1)

cluding WINS, WNEW, WHOM, WNYC-FM and WWRL. WOV and WNYC will record and air the speech later.

Talk by Francis Cardinal Spellman, preceding the President, will be aired by WMCA, 10:03-10:30 p. m.

Silver Anniversary

Joe Kelly, quizmaster of the "Quiz Kids" program heard over NBC from Chicago, and Mrs. Kelly will celebrate their silver wedding anniversary tomorrow.

Jablons Appt'd Director Of N. Y. Fund Spec. Events

Mike Jablons has been appointed director of special events for the Greater New York Fund's 11th annual campaign, which extends from April 26 through June 11th, it was announced yesterday by Bruce H. McClure, director of publicity for the Fund. Jablons also held the post last year.

Campaign this year will make heavy use of radio and television, it was said, comprising ET's for AM and film shorts for N. Y. video stations. Raymond Massey, Lucille Ball, Ray Milland and John Garfield will donate time to the drive.

WTAQ GREEN BAY
5000 CBS 1360
WEED'S our class-mate

PROMOTION-WISE!
WTAQ awards three four-year College Scholarships annually

FCC, Fax Execs. Talk Technical Standards

(Continued from Page 1)

... and Facsimile, Inc., said fax will of great value to small town independent FM broadcasters because it is a unique service which can begin to pay from the beginning. Complete transmitter equipment could be provided for as low as \$25,000, he said, and home receivers at low prices are not far off. A pilot model of an AM-FM-Fax console has been made at a cost of about \$900, he said. Mass production would cut the cost of such a set to just two or three hundred.

Fly Is Finch Attorney

Finch, accompanied by former FCC chairman James Lawrence Fly as his attorney, spoke of the color facsimile system developed by Finch Telecommunications, Inc. It uses the same channels as black and white, and receivers for the black and white service could pull in the colored service as well—although reception would be better in black and white.

Elliott Crooks, for Radio Inventions, said publishers throughout the country have been enthusiastic about fax, and indicated that there would be strong support for the service within a short time.

Assignment to FM bands not otherwise assigned in the immediate vicinity was satisfactory to the witnesses, with Hogan proposing that some use tele channels not otherwise used in the vicinity might also be in order.

Straus To Address AVC On Radio Editorializing

Nathan Straus, president of WMCA, New York, will speak tonight, Tuesday, before the Press, Advertising and Radio Chapter, American Veterans Committee, on the subject, "Should Radio Have the Right to Editorialize?" Straus is expected to reiterate and expand on his suggestion, made two weeks ago during the Mayflower hearings, that broadcasters should have the right to editorialize up to 15 minutes a day. Meeting will be held at the Hotel Claridge.

Wedding Bells

Baltimore—Ruth Shipley, secretary and director of WMAR-TV-FM, Baltimore, was wed to John K. Doenges on March 13th.

Narrow Escape

Art Holzman, Mutual correspondent in Jerusalem, narrowly escaped possible death or injury last week as a result of the explosion in Jewish Agency headquarters. He was only a block and a half away from the building when the blast occurred, and was on his way there to interview an official of the Agency. His eye-witness description of the scene was aired over MBS at 9 a.m., the next day.

Zenith FM Relay Set For Wisconsin Stations

(Continued from Page 1)

university stations WHAD in Delafield and WHA-FM in Madison, it is announced by Ted Leitzell, manager of the Zenith station. Tests have been in progress for a month and a regular relay schedule will begin before April 1.

Programs broadcast by the Chicago station's 45.1 mc. transmitter will be picked up and rebroadcast by the Delafield station, 90 miles away, and by the Madison station, which is 50 miles from Delafield and 125 miles from Chicago. Temporarily, Delafield will serve as a relay point.

Leitzell said one purpose of the Zenith-Wisconsin relay is to gain further experience in long range transmission over the 45-50 mc. band. For the past three years Zenith has led the fight to save the 50 mc. band for FM, he said, and is vigorously supporting the Lemke farmer radio bill, now in hearings, to provide good rural radio service by retaining a portion of the 50 mc. band for FM.

Two Coast AM Stations Merge In California

(Continued from Page 1)

nia Inland Broadcasting Co. J. E. Rodman, present owner of KFRE, is president and largest stockholder. All the other officers and stockholders are partners in KTKC. They are: Homer W. Wood, vice-president; Percy M. Whiteside, secretary; Morley M. Maddox, treasurer; Charles E. Witmore, and J. E. Richmond.

According to Rodman, present offices and studios of KFRE in the T. W. Patterson building will house the new outlet. Construction of new transmitting plant near Dinuba is expected to begin at once and should be completed in eight months, Rodman said. Both KFRE and KTKC will continue independent operation until the high-power outlet goes on the air, he added.

New station "will be a logical companion to the 70,000-watt FM station we are now constructing at Meadow Lakes," Rodman said. Both AM and FM outlets will be operated by California Inland.

St. Pat's Day Greeting

Special St. Patrick's Day message to the U. S. by John A. Costello, newly-elected primate minister of Eire, will be broadcast by NBC tomorrow, 9:30 to 9:40 a. m. The exclusive broadcast will originate from London.

Public Service Programs Create Problems For MBS

(Continued from Page 1)

ported a scheduled debate by two Congressmen. Uproar stems from the fact that Rep. John Rankin (D., Miss.) and Rep. Vito Marcantonio (ALP, N. Y.) are booked to debate the Fair Employment Practices Code over MBS tomorrow night, Wednesday, from 8-8:30 p. m., EST. Those protesting claim there is little to be gained from a debate by the two Congressmen who represent the two most extreme views on the proposed issue. Also, co-chairmen of the national permanent Fair Employment Practices Committee have written Edgar Kobak saying they reject Marcantonio as their spokesman in favor of the bill.

The Mutual broadcast is an outgrowth of a challenge made recently by Marcantonio at Rankin on the House floor. At that time the American Labor Party representative challenged Rankin to a debate on FEPC. Broadcast tomorrow night will not be carried by WOR. Show will originate from Washington over WOL.

Another individual who has protested to Mutual for scheduling the broadcast is the mayor of Minneapolis.

Southerners Get Free Time

Meantime, MBS has come to an agreement with the 21 Southern Congressmen who requested time to answer the civil liberties report which is being broadcast over the network in a series of four broadcasts. The Congressmen will be given a series of three half-hour broadcasts on Wednesday nights, 10-10:30 p. m., EST, starting March 23. Five Southern Senators will be heard in the first program and four governors in the third. Contents of the second broadcast, reported to be a surprise package, will be announced later by the Southern Congressional bloc in Washington.

Mutual's deal with the Southern Congressmen necessitated two trips to the nation's capital by Jack Paige, web director of special events, from New York. Paige spent endless hours with the Congressmen, discussing the format of their series. They originally asked for four half-hour periods but finally settled for three.

Dropping Web Affiliations To Develop Rural Network

(Continued from Page 1)

contracts for these stations expire on April 14.

Explaining their action, Gleason said:

"Our stations are situated in five highly agricultural areas. Through our ABC affiliations which involved the selling of one station at one time and another at a different time period in order to take care of network commitments, we were handicapped in consistently rendering such vital services as local frost warnings, weather reports, wind velocities, etc. Through establishment of the California Rural Network we are able to program all five stations uniformly and thus better serve the needs of our local rural communities."

Web-AFM Contracts For Musicians Near

(Continued from Page 1)

of much discussion is the status of musicians when the television network elects to televise a network commercial radio show. Petrillo, it is said, has sought compensation for musicians in case this duplication occurs.

Petrillo's concern, more than the radio and television musicians' contracts, is the future of musicians in the recording industry, it is said. He is hopeful that satisfactory legislation can be enacted which will give musicians a slice of the revenue obtained from the commercial usage of recordings. This portion of the recording business, according to AFM sources, is about 25 per cent of all records made.

California DST Schedule Hits Networks Hardest

(Continued from Page 1)

having no difficulty, however, but are shifting everything to daylight saving time. One network station, KNBC, is going off the air one hour earlier, signing off at midnight instead of the usual 1:00 a. m., to help in the electric power conservation program.

Zenith Reports Profit

Chicago—Estimated net consolidated operating profits for Zenith Radio Corp. and its subsidiaries amounted to \$2,116,324 for the first nine months, ended Jan. 31, of its current fiscal year, it was announced yesterday by E. F. MacDonald, Jr., president of the firm. This is after federal income tax provisions of \$1,289,027, depreciation, excise taxes and reserves for contingencies.

Profits for the third quarter of the fiscal year amounted to \$895,307, after federal income tax provisions of \$543,956 and the other reductions.

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. 46 St.
BENNY GREENFIELD, Mgr Director N.Y. 19

WIBW
SALES DOLLARS TRAVEL FAR
Ben Ludy, GEN'L. MGR. .. when you use them on
The Voice of Kansas TOPEKA

CHICAGO

By NAT GREEN

DON HERBERT has taken over as director of the radio department of the Chicago Community Fund.

James Murphy has joined the ABC news and special events department as a writer.

Shell Oil Co., sponsor of the John Holtman news program on WMAQ, has distributed driveway posters promoting the show to more than 900 Shell retail dealers in the Chicago area.

On April 9 the "Ladies Be Seated" show will originate from WREN, Topeka, Kans., as a feature of the opening of the station's new transmitter and studios.

For the third consecutive year Darice Rich, seven-year-old "Quiz Kids" pianist, is a "superior winner" in the annual piano student competition conducted by the Illinois Federation of Music Clubs.

Hal Totten, WGN farm director, has completed half a dozen tours to surrounding states since the first of the year and brought back with him 112 recorded interviews with farm authorities, which he will use for his early morning "Farm Hour" and news broadcasts.

Jim Hamilton, disc jockey on WIND's afternoon show "The Record Shop," is handling the station's new morning (8:05-8:30) platter show "Chicago's Top Tunes."

Chicagoan Jerry Lester, who recently smashed records at Ciro's in Hollywood and is now doing likewise at New York's Copa, is in line for his own "Jerry Lester Show."

Larry Alexander, recently of the WLS announcing staff and a free lance actor, joined the WBBM announcing staff March 14. He is the third WBBM announcer who started at WJLS, Beckley, W. Va. The other two are Dick Slade and Bill Duane.

The CBS "Spotlight Revue" with Spike Jones and Dorothy Shay will return to Chicago for two broadcasts, April 30 and May 7.

The March 2 debate on "Are Co-operatives Unfair to Other Businesses?" over WGN has drawn nearly 10,000 letters and postal cards from listeners, and they're still coming. Program was carried over WGN and WIBC and 43 other Mutual stations covering the Midwest, South and Southwest, and two Hawaiian stations.

A new contest which began March 8 on ABC's "Terry and the Pirates" program is offering 3,000 prizes valued at \$22,000. Contestants must write a two-line rhyme starting with the words "My favorite breakfast."



Mainly About Manhattan...!

● ● ● A Washington news commentator is offering his capital colleagues 5 to 4 that no General will be elected President of the U. S. this year. . . . Radio Row upset by news that many of the Sweepstakes tickets purchased by air personalities were phony. . . . Radio has reached the berling point, it seems. Following word that Milton Berle is being dropped by Philip Morris April 13th, comes report that Burl Ives will prob'ly be dropped also by Philco. Incidentally, it's more than mere rumor that Philip Morris would like the Fanny Brice show as a fill-in for the departing Berle. . . . "Leave It To The Girls" thinks that finding a sponsor should be much easier in H'wood, so will remain in movietown indefinitely, with Geo. Brent becoming permanent emcee. . . . When Bing Crosby starts cutting four programs in N. Y. April 18th for the wind-up of the season, his gueststars will be Fred Allen, Ethel Merman, Henry Fonda and Alec Templeton. . . . Higher-budgeted shows in for axing unless they deliver rating-wise. . . . Edgar Bergen planning to tour Europe this summer, no doubt entertaining GI's in Germany. . . . AFRA's "Command Performance" being revived with a commercial deal in the offing. . . . Internal Revenue Dep't has a surprise up its sleeve for radiolites who incorporated for tax purposes. . . . Louis Prima can remember all the way back when you tuned in a radio you got entertainment.



● ● ● Writing a column isn't always a case of brickbats, dead-lines and ulcers crowding the tape for first place. Once in a while, it pays off in a lot of satisfaction, too. For instance, when you call a long shot—or supply a little boost when it's needed most. You see, now and then, somebody'll call you for some advice and sometimes they'll be silly enuf to follow it. We're thinking right now of Ken Lyons, who some years ago was one of the town's more glib and prolific exploiters. It used to make us slightly ill watching Ken waste his bon mots and superior talent on ungrateful clients who merely wanted to know "what's in the papers today." We finally prodded Ken into tackling dramatic and comedy scripts for the air and even offered to introduce him to our pal, John Sinn, of the Ziv office. Today, we just happened to be glancing over the Hooper chart and found another favorite had come in. Three of Ken Lyons' shows—Arthur Godfrey's Talent Scouts, Boston Blackie and Philo Vance—all wound up in the money. Former is 22.9, second highest on the CBS web. Blackie is 14.5, leader on WOR, and running neck-and-neck with Vance out of town. It's little things like this that make column-writing a lotta fun.



● ● ● AROUND TOWN: Ted Lloyd just set deal with radio actor Pete Capell with Universal-International Pictures: (1st actor to be signed since studios let out some 398 people recently). . . . A low bow to Eddie Cantor and Vick Knight (who penned the lyrics) for a truly great show last week when Eddie presented his open letter to Joe Stalin tagged "Are You Listenin', Joe?" . . . N. Y. U. psychology students have voted Allegro's singing star, Lisa Kirk, as "the most distracting influence of 1948." . . . Symphony Sid sez Jack Benny is the Walking Man because his Maxwell finally broke down. . . . Kermit Schaefer handling radio, television and personal appearances for Guy Kibbee, who's in town for several guest shots. . . . Now's the time for all good Congressmen to watch what they say. Allen Funt's off for Washington with his Candid Mike to eavesdrop on the nation's capital. . . . This week, Alan Young was offered \$7,500 for a week at the Palladium in London. (A little over four years ago, he was bounced off a Vancouver radio station where he wrote, acted and directed, because he wanted a raise from his \$15 salary). . . . Is Rexall dropping James Durante? . . . Jerry Seelen, who author'd some 1,400 special songs for such clowns as Joe E. Lewis and Danny Thomas, penned the tune, "When You Are Playing With Fire," which Greer Garson will warble in her next film, "Julia Misbehaves."

LOS ANGELES

By RALPH WILK

R. M. Fanning has been transferred from Seattle to the new Los Angeles office of Erwin, Wasey & Company, Ltd. Mr. Fanning is account executive for the Albers Milling Company.

Hollywood Star Records has signed contracts with Turhan Bey and Mari Wilson to transcribe personality interviews at International Recording Studios next week.

Jimmy Wakely, this week, transcribed an interview for Carl Post's "Behind Studio Gates" radio program, which was heard over KLAC Sunday night.

George Falkenstein, now in ABC shipping department, will be moved up to head KECA's Transcription department on March 20th, replacing Sam Bensussen, who has resigned to accept a position as announcer at KIEV, Glendale.

Jack Carlson has been enjoying a brief vacation from picture making between his Thursday NBC broadcasts but it ends March 22, when he steps before Warner Brothers' cameras for Mike Curtiz' Technicolor picture, "Your Dream Is Mine," co-starring Doris Day.

Fred Schneller, general merchandising manager of Lever Bros., is in Hollywood from Cambridge for a three-week visit.

General Electric is so pleased with the first week of "G-E Hour" on A. Jarvis' "Make Believe Ballroom" over KLAC, that they have added another day to the show, with Barker Bros. taking over the whole hour on Saturdays, on a co-op deal with G. E.

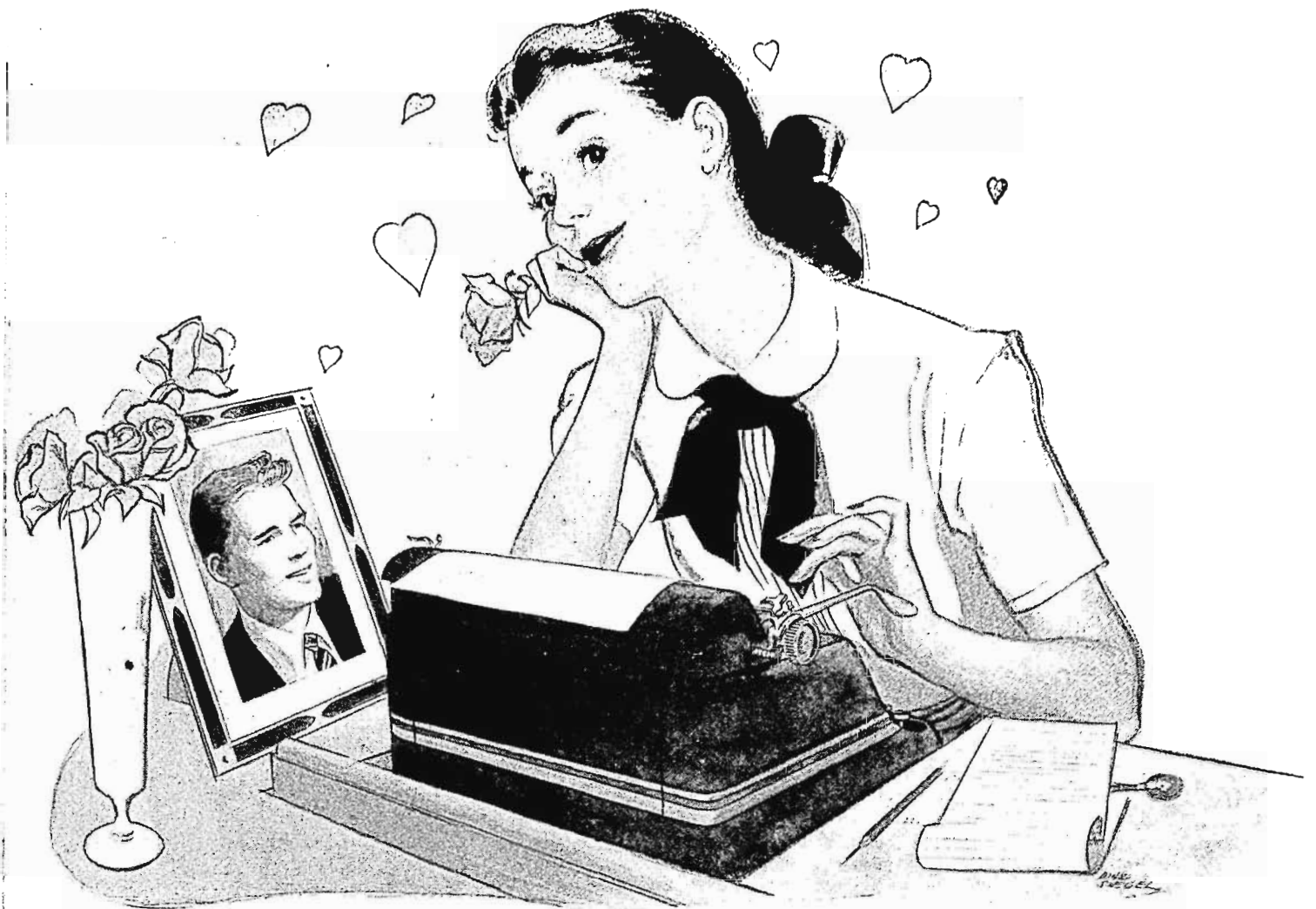
Mayfair Transcriptions Co., announced addition of four foreign and three domestic stations to the Alar Ladd "Box 13" show. It is now being heard in Canada over CFAC, Calgary; CJCA, Edmonton, and CJOC, Lethbridge, all in Alberta; and in the Philippines over KZPR, Manila, WGST, Atlanta, Georgia, WJSJ, Winston-Salem, North Carolina, and KYSC, Yreka, California, complete the domestic additions.

Bob Shannon took over emcee spot on KMPC's "Let's Have a Swell Time," program beginning March 13. Program, which is for youngsters between seven and 14 years of age, is broadcast each Saturday with youthful participants competing for valuable prizes. Emcee slot was held by Hal Gerard and Ge Ge Pearson.

Town Meeting Forum

Lyman Bryson, CBS counsellor of public affairs, was announced as the moderator of a special "Town Meeting" discussion to be held immediately following the broadcast of the CBS Documentary Unit production, "Report Card," on Wednesday, March 24, 10:00-11:00 p. m., EST. The "Town Meeting," which will not be broadcast, will have Bryson moderating a special forum in which noted educational leaders will consider the Documentary presentation dealing with the U. S. school system.

THERE'S ONLY ONE
Lord Tasleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs



TO YOUNG WORKING GIRLS — WHETHER IN LOVE OR NOT

When a young girl goes to work, she is apt to look on her job pretty much as a fill-in between maturity and marriage.

Whether in love or not, she's confident that a handsome breadwinner will come along . . . to provide her with a nice combination of bliss and security.

"So why," she may ask, "should I save money out of what I make?"

There are a number of reasons why—all good ones. For example:

- (A) The right man might not happen along for some time.
- (B) He might not be able to provide quite

all the little luxuries a young married woman wants.

(C) Having money of her own is a comfort to *any* woman, no matter how successfully she marries.

So we urge all working girls—if you're not buying U.S. Savings Bonds on a Payroll Plan, *get started now.*

It's an easy, painless, and automatic way to set aside money for the future. In ten years, you'll get back \$4 for every \$3 you put in—and a welcome \$4 you'll find it!

Remember, girls—having money of your own may not make you *more* attractive, but it certainly won't make you *less!*

P.S.
Women not on pay-rolls, but who have a checking account in a bank, should buy their Bonds on the simple, automatic Bond-A-Month Plan.

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



This space contributed by RADIO DAILY

RADIO DAILY

AGENCIES

FRANK L. WOODRUFF has joined Lennen & Mitchell as a radio director and has been assigned to the West Coast office at Beverly Hills, Calif., where he will assist Mann Holiner, first vice-president in charge of radio. Woodruff was with J. Walter Thompson from 1932 through 1940, producing such shows as "Lux Radio Theater" and "Kraft Music Hall." From 1940 to 1942 he was with RKO Pictures, Inc., as director. He also directed for Columbia Pictures and Universal Pictures before entering the Army in 1942.

DONALD C. PORTEOUS, formerly with The Quaker Maid Company, Inc., food manufacturers, and Norman Bradford, recently of P. Archard & Gunther, New York Agency, have joined Paris & Peart.

FRED GARDNER COMPANY, Inc., New York advertising agency, is telling its story in a weekly series of advertisements now running in the advertising trade press.

ALFRED A. CHANCE, Chicago and St. Louis network radio producer, will be the director of the Gridiron Dinner show "Between The Lines" to be staged April 1, 1948 at Hotel Jefferson by the Women's Advertising Club of St. Louis, Miss Kate Carroll, general chairman announces. Chance has had musical comedy, dramatic stock and Shakespearian experience. He directed last year's Boy Scout circus, has done Telequiz Calls for KSD-TV, and has been producer of the Tom Mix and Lone Ranger shows.

EDWARD ROGERS has been named an art director for Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency. From 1937 to 1942, he was in the art department of MacManus, John and Adams, Detroit advertising agency.

SAMUEL BISCHOFF PRODUCTIONS, releasing through United Artists, announces the appointment of Buchanan and Company to handle the national newspaper, radio and magazine campaigns for its forthcoming release, "Pitfall," starring Dick Powell and Elizabeth Scott. The account will be handled through both the New York and Hollywood offices of Buchanan.

NETWORK SONG FAVORITES

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

Survey Week of March 5-11, 1948

TITLE	PUBLISHER
All Dressed Up With A Broken Heart.....	E. B. Marks
An Old Sombrero.....	Shapiro-Bernstein
Ballerina.....	Jefferson
Beg Your Pardon.....	Robbins
But Beautiful.....	Burke & Van Heusen
Don't Call It Love.....	Famous
Gentleman Is A Dope.....	Williamson
Golden Earrings.....	Paramount
Hooray For Love.....	Melrose
How Lucky You Are.....	Peter Maurice
How Soon.....	Supreme
I'm A Comin' A Courtin' Corabelle.....	Dreyer
I'm Looking Over A Four Leaf Clover.....	Remick
I'm My Own Grandpaw.....	General
I've Got A Feeling I'm Falling.....	Santly-Joy
Let's Be Sweethearts Again.....	Campbell-Porgie
Love Is So Terrific.....	Mellin
Manana.....	Barbour-Lee
Now Is The Hour.....	Leeds
Passing Fancy.....	Broadcast Music
Pianissimo.....	Santly-Joy
Sabre Dance.....	Leeds
Saturday Date.....	Southern
Saturday Night In Central Park.....	T. B. Harms
Serenade Of The Bells.....	Melrose
Tell Me A Story.....	Laurel
What'll I Do.....	Berlin
When You're Smiling.....	Mills
Whiffenpoof Song.....	Miller
You Don't Have To Know The Language.....	Burke & Van Heusen
You Were Meant For Me.....	Miller
You're Gonna Get My Letter.....	London

Second Group

TITLE	PUBLISHER
A Few More Kisses.....	Patmar
Almost Like Being In Love.....	Sam Fox
At The Candlelight Cafe.....	Wiltmark
Big Brass Band From Brazil.....	E. H. Morris
Bye Bye Blackbird.....	Remick
Feathery Feelin'.....	Beverly
Haunted Heart.....	Williamson
I Wish I Knew The Name.....	Leeds
I'll Dance At Your Wedding.....	George Simon
In A Little Book Shop.....	Triangle
Oooh Look-a There, Ain't She Pretty.....	Leeds
Shauny O'Shay.....	Chappell
Teresa.....	Duchess
Toolie Oolie Oolie.....	Southern
Treasure of Sierra Madre.....	Remick
What's Good About Goodbye.....	Melrose
Who Put That Dream In Your Eyes.....	Stuart
With A Hey And A Hi And A Ho Ho.....	Bourne

Copyright, 1948, Office of Research, Inc.

PROMOTION

Outdoor Campaign

OUTDOOR ADVERTISING, INC., has donated hand-painted 24-sheet poster boards in thirty-five key center cities for the message "The Family That Prays Together Stays Together." This is being done as a gesture to the Rev. Patrick Peyton and the Mutual network. The program from which the slogan is derived is "The Family Theater" and is heard weekly on the Mutual network.

FM Set Campaign

Frequency Modulation association is campaigning to have member FM stations throughout the country adopt a slogan, "Be Sure Your New Radio Has FM." Idea behind the campaign is to increase the FM audience in the various communities and to aid manufacturers who are turning out combination AM-FM table model and other types of receivers.

Visiting Broadcasters Cover Basketball Series

(Continued from Page 1)

named at New York's Madison Square Garden.

Last night's semi-final, between Western Kentucky and St. Louis, was carried to the hinterlands by WEW, St. Louis, and WHAS and WGRC, Louisville, the Garden reported. In New York, the entire tourney is being broadcast by WHN.

KVET, Austin, Tex., came into the arena Saturday night to air the NYU-Texas game. The North Carolina State-DePaul encounter that evening was carried by WRAL, Raleigh, which also fed several other stations in its area.

For Thursday's night's opener, the St. Louis and Louisville outlets were joined by WLB, Bowling Green, Ky.

Heavy Sales Increase Reported By Admiral

(Continued from Page 1)

were \$2,248,186 compared with \$1,888,625 in 1946, an increase of 19 per cent.

The company's recent entry into television was cited by Siragusa as the main reason for his prediction of greatly increased sales this year. Shipments of television consoles have reached 200 a day and are expected to reach 400 a day by May 1. Admiral also will be on the market this spring with a new low priced table model television receiver.

Radio Sponsorships

Continued sponsorship of Bing Crosby and Don McNeill's Breakfast Club on ABC during 1948 was indicated last week by John Ballantyne, president of Philco, in a statement to the stockholders. Crosby is heard Wednesday nights at 10 p.m., on ABC and the McNeill show five times weekly at 9 a.m., EST. Ballantyne praised the merchandise value of both programs.

UNPARALLELED SERVICE FOR PRODUCERS
cutting—screening—recording studios

VELAZCO
INCORPORATED
773 Seventh Ave. New York 19 PL 7 8530

TELEVISION DAILY

Daily section of RADIO DAILY — Tuesday, March 16, 1948 — TELEVISION DAILY is fully protected by register and copyright.

TELE SET PRODUCTION REACHES ALL-TIME HIGH

TELE TOPICS

By JIM OWENS
Associate Editor

TBA's hearing on the Lemke Bill, in which the association will oppose re-allocation of channel 7, will probably not be held till after Easter. Congressmen want to head for the home fires during the holidays. . . . Adam Young, the station rep, is handling sales for Storevision, Inc., the intra-department store tele organization. First store to be tested will be Thalimer's in Richmond, Va. . . . One of the bigger N. Y. agencies is said to be unhappy with its tele department, and heads may roll any payday. . . . Gotham b'casters are in the midst of writing a code regarding remote pickups, which Mayor O'Dwyer's office is expected to okay. It will slash most of the red tape currently strangling one of tele's most important phases.

HAL BOCK, NBC's West Coast tele manager, has been elected a director-at-large of the Television Academy of Arts & Sciences in the film capital. Likewise Edgar Bergen and Rudy Vallee. . . . Clair Bee, Long Island U's basketball mentor, will join Bob Edge and Gil Fates on CBS' coverage of the NCAA and Olympic hoop tournaments at Madison Square Garden. . . . F. L. Jacobs Co., mfr. of the "Lauderall," insist they're NOT sponsoring "Missus Goes A'Shoppin'" on WCBS-TV,—they're merely giving 'em away as prizes on the show's current contest. Or how much sponsor-identification can you get?

ZENITH Radio Corp. sez the movie moguls are swooning over its "Phonevision" (get it right!) because of the possibilities of first-run films in the home, etc. Company will debut the system this fall. . . . Paramount's KTLA (Hollywood) has gotten a Zoomar lens, will use it on all remotes and sports this summer. . . . Tex McCrary may be back on the air with a weekly news program when he winds up on the Swift show. . . . Television Fashions on Parade, Inc., has packaged a new seg titled "Rackets Are My Racket," based on gambling tricks.

Lady Longhair

Washington — Edna Galmon Cooke, well-known Negro spiritual and folk music soloist, will be featured in a regular weekly quarter-hour series on WTTG, Du Mont Capital outlet, starting tomorrow at 8:30 p.m., EST. Mrs. Cooke, who is a graduate of the Temple University School of classical music, will offer her interpretations of widely-known classic selections, coupled with informal chit-chat about the art, under the title "A Visit With Edna." Show will also feature The Sunset Harmonizers, Negro singers.

The President Sets A Precedent

President Truman and NBC will set a record tomorrow when the network covers two appearances of the Chief Executive in as many cities within a matter of hours. Truman's address to a joint session of Congress at 12:30 p.m., will be aired on the web and later the same night NBC will televise his talk at the dinner (10 p.m.) of the Friendly Sons of St. Patrick at New York's Waldorf-Astoria. Web will also cover the sons of Erin as they parade up 5th Ave., starting at 1:15 p.m.

WBAL-TV To Carry 9 NBC Web Comm'ls

Nine regular commercial shows now aired on the NBC network will be added to WBAL-TV, Baltimore outlet, within the next three weeks, it was announced yesterday. Several of the programs are already on the station's schedule.

Programs are: Sport Films (U. S. Rubber Co.), Sports Reports (Brown & Williamson Tobacco), Newsreel (General Electric Co.), "Camel Newsreel Theater" (R. J. Reynolds Tobacco), "In the Kelvinator Kitchen" (Nash-Kelvinator), "Kraft Television Theater" (Kraft Foods Co.), "The Swift Show" (Swift & Co.), "You Are An Artist" (Gulf Refining Co.) and "The Author Meets the Critics" (General Foods Corp.).

Wright Joins Magnavox As Chief Tele Engineer

Fort Wayne—Anthony Wright has joined the Magnavox Co., here, to head the company's television engineering department. Frank Freimann, executive vice-president, said that Magnavox is now making room for a "very sizable" television production schedule. Firm expects to start television receiver production in Fort Wayne in May. Wright has been with Radio Corporation of America for 17 years.

Nine Apply for New Stations, Commission Approves 2 CP's

FCC reported yesterday receipt of nine new applications for commercial television licenses, and the approval of construction permits to applicants in Minneapolis and Birmingham, Ala. New applicants are: Don Lee Broadcasting System, for La Jolla, Calif.; New Orleans Television Company for New Orleans; Monumental Radio Company, for Baltimore; Independent Merchants Broadcasting Company for Minneapolis; Radio Diablo,

Self Is Program Chief At Boston's WBS-TV

Boston — Lucian Self, veteran theatrical exec and recently an NBC producer, has been appointed program supervisor of WBZ-TV, Westinghouse outlet, to debut here this spring, it was announced yesterday by W. C. Swartley, station manager. Self, in addition to Iran Berlow who has been added to the station's production staff, is currently in New York training with NBC's video personnel.

Self has been active in dramatic productions for the network's tele department during the past year and for 18 years previous has been in the theater. He's directed road tours of "Joan of Lorraine" and "State of the Union," as well as other major hits.

Meier, Parr Appointed To Staff Of WCBS-TV

Harold Meier and Allen Parr, both experienced in CBS radio operations, have joined the staff of WCBS-TV, reporting to operations manager Robert Wood in preparation for contemplated program expansion.

Meier has been named night supervisor of operations, while Parr will handle operational schedules and assignments. Wood, while continuing to manage overall operations, will concentrate on network feeds and program routings.

Output In February Passed 35,000, Says RMA

Television receiver output by major manufacturers reached an all-time peak during the month of February when 35,889 video sets rolled off the production lines, it was announced this week by the Radio Manufacturers Association.

Video receiver production during the past month was 5,888 more than the total output of RMA members during January, and the February figure was an increase of 141 per cent over '47 average monthly production.

Total post-war TV set output, according to RMA, is now 250,937, and the production performance in February represented an annual rate of "more than 430,000, it was said.

More than two-thirds of the February output, or 25,594, were table models, according to RMA, the remainder comprising video consoles and television-radio-phonograph combinations.

Whitaker, ABC Exec., Forms Own TV Agency

Ralph H. Whitaker, former ABC executive, has formed his own advertising agency under title of the Ralph H. Whitaker Co. New agency, starting April 15, will specialize in television. He has been associated with ABC for the past two years, and previous to joining the network was an executive of Kenyon & Eckhardt.

Two Apply To FCC For Fla., Iowa Station

Washington Bureau, RADIO DAILY
Washington — The FCC yesterday reported receipt of new television applications from WFLA, Tampa, Fla., and Tristate Meredith Broadcasting Company, Des Moines, Iowa.

Another "First"

St. Louis, Mo.—For the first time since its inception, the Greater St. Louis Flower and Garden Show was televised Sunday night by the Post-Dispatch station, KSD-TV. For one hour, beginning at 8 p.m., two cameras dollied to the prize winning exhibits which included among other features a roadside park, and an electrically pumped spring which coursed through the scene. Show displayed flowers valued at \$1,000 from Sassenheim, Holland, which were flown to this country last week.

BEHIND THE MIKE

By SID WEISS

JULES ZIEGLER'S office, with Bob Ferris heading up the radio dept., is getting together an Eddie Dowling pkg. called "Dowling Is Casting," which will cover all phases of a B'way revue including writers, composers, actors and singers. It's Dowling's plan to actually produce a B'way revue with talent coming from the air show after 26-week cycle has been reached. Office is also submitting a show called "The 13th Juror" with Otto Kruger in the lead.

Canada Lee's getting together a dramatic singing act with a new gag singer, Sara Lou Harris.

The Merrill E. Joels expecting their 2nd visit from the stork.

Jay Jostyn has been made honorary D.A. by 23 states.

Jerry Simon, formerly publicity director for the N. Y. office of Majestic Records, joins Arthur H. Miller Associates as account executive.

Aside to Jack Perlis: Nice drum-beating on the "Quizdown" show. Current Newsweek story is a lulu.

Bret Morrison currently rounding out his 4th year as the Shadow.

Newest sensation of television is Bob Smith's Puppet Playhouse, which has been extended to three a week on WNBT.

The Three Suns being picked up from Barsalino's in Cleveland by NBC.

Rumors flying about Percy Faith taking over Leonard Bernstein's chores at the City Center.

Another 10,000 sellout to hear Igor Gorin in Toronto March 19th.

Street Scene: Sonja Henie almost flopping on her what-have-you on the icy pavement at 45th & Lexington.

Tommy Morton, featured dancer in "Make Mine Manhattan," readying a song-and-dance show for television and looking for a femme partner.

Pola Negri launching a new career in the vocal dept. The one-time film siren has been taking singing lessons and will start off with a concert tour.

Heads CBS Theaters

Albert Raymond has been named supervisor of all theater Operations for CBS, it was announced yesterday. Raymond formerly was assistant to Walter A. Pierson, manager of building operations for CBS.

Charles Holden, formerly supervisor of theater operations, has been transferred to WCBS-TV operations, effective immediately.

Cancer Society Names Runyon

Mefford R. Runyon has been appointed national director of field organizations of the American Cancer Society, Douglass Potat, executive vice-president, announced. Runyon left the post of executive vice-president and director of Columbia Records, Inc., to join the Society. He was with the Columbia Broadcasting System from 1931 to 1942, serving the last five years as vice-president and director.

COAST-TO-COAST

"Pet Parade" On KFOX

Long Beach, Calif.—"Pet Parade," a new show devoted to pets and their welfare, is now being heard on KFOX. Presented under the auspices of the Southern California Humane Society, the program features Irene Maness in pet stories, interviews with prominent people in the animal world, poetry and philosophy and news of interest to animal lovers. Honorary grand marshal of the show is Barty, pet of KFOX owner and manager, Hal Nichols, and performer on the nightly Memory Room program.

WAUD Airs Audition Shows

Auburn, Ala.—WAUD has been selected to broadcast audition shows for the Radio Talent Scouts of America in East Alabama. Tryouts are broadcast weekly on Saturdays and will continue through April under the sponsorship of local business firms.

CJAD Newcomer

Montreal, Can.—New addition to CJAD's staff is Tracey S. Ludington, who has taken over as public relations counsel and news supervisor. A veteran of twenty years in the newspaper business, Ludington has been associated with the Montreal Gazette and since December 1st has been broadcasting The Story Behind the News over that station. Program is now sponsored by the Northern Electric Co.

Hawkins Contest Heard On WSBT

South Bend, Indiana—The Erskine Hawkins Song Title Promotion Contest which was beamed at choosing a name for Hawkins' latest tune was recently carried by WSBT on its nightly Sandman's Serenade program which features Sandy Reece. Winner of the grand prize received an RCA radio.

New Offices For KWSC

Pullman, Wash.—Construction of new offices, doubling KWSC's present space, and to be occupied by April 1st, has started. Occupants will include station manager Blake, assistant chief engineer Myers, station secretary Nuttall, chief announcer Concie, station stenographer Wood and continuity writers. Present office space will be converted into enlarged record library, audition room and offices for traffic and music sections.

Talent Scout Series On WLAD

Danbury, Conn.—WLAD in collaboration with the Lions Club, is airing a Talent Scout Contest, final winner of which will be awarded \$100.00 and an audition for Arthur Godfrey's CBS show in addition to many other prizes. Program will run for 10 weeks, with a different winner chosen weekly. Arrangements are being made to obtain an auditorium for the show, proceeds from which will be used to pay part of the cost for a new city ambulance and for the development of the Lions Club playground.

Appointed Honorary City Mgr.

Wheeling, W. Va.—Jim Whitaker, announcer and newsmen for WWVA, has been appointed to the honorary position of "Sunday Night City Manager." Whitaker's duties in his new job will be to advertise the city of Wheeling to the nation on his Sunday night record show which is heard from 11:30 p. m. to 1:00 a. m. The appointment was made when the City Council unanimously passed a resolution by Mayor Carl G. Bachman which created what is said to be the first job of its kind in the nation.

Unique Contest Run On KAYX

Waterloo, Iowa — KAYX recently ran a unique contest in which it asked its listeners to guess how many Mercury records would equal the weight of the recording star, Tiny Hill. The winner received a radio-phonograph combination, an album of Tiny's Mercury records, personally autographed, and 25 passes to the Paramount Theater, where Tiny was weighed on the stage. Contest was kicked off via wire recorder with Ray Starr and "Jorgy" interviewing Tiny in Cedar Rapids and explaining the contest.

WTTM Show Used In Classrooms

Trenton, N. J.—Members of the Trenton Zonta Club, who are sponsoring "Career Clinic" over WTTM, have been advised that their broadcasts are being used in local classrooms. Students are given two periods of "in school" listening throughout the area with a pre- and post-broadcast discussion of the specialized vocations aired weekly.

Basketball Tourney On KCKN

Kansas City, Mo.—KCKN recently presented the N. A. I. B. basketball tournament held in this city. Broadcasting the play-by-play of each night's feature game was Larry Ray, station sports director. Ford, Mercury and Lincoln dealers sponsored the tournament, which presented 32 college basketball teams from all over the nation.

WCPS Presents New Quiz Show

Tarboro, N. C.—WCPS announcers Eck Wall, Welcome Stanton, and Johnny Mims are taking traveling microphones down the aisles of local theatres in an attempt to quiz the audience on the station's new question and answer show, "Quiz Time." Valuable prizes are given away at each show.

David Niven To Sample Prize Cake

Buffalo, N. Y.—WKBW's conducting a cake contest whereby the best recipe submitted to Helen Neville on her Kitchen Party program will be sent to a famous Hollywood baker, who will bake it for David Niven's approval. Winner receives an autographed photo of Niven eating the cake, a personal phone call from him, telling how he liked it, plus a 17-jewel wrist watch. The four runners receive Parker "51" pens.

EQUIPMENT

Converters For Telesets

Special converters which it is claimed will make it possible for millions of persons in direct current metropolitan areas to have television receivers in their homes or offices were shown for the first time recently at a sales meeting at Electronic Laboratories, Inc., Indianapolis. Sale representatives from all parts of the country attended the two-day session at which Norman R. Kevers, newly elected president of the company, and Walter E. Peek, vice-president in charge of sales, disclosed details of the company's streamlining under a recent financial reorganization plan.

The converters, one for table model television receivers, selling for \$80 and one listed at \$120, for console models, have been tested for the past two weeks in 100 retail outlets in the New York area and, according to Peek, have met with unanimous acceptance. "The new converters for television, the first available on the market, will open up untouched fields for television in DC areas of New York, Chicago, Boston, Washington and Philadelphia, and many other large metropolitan areas, as well as in hundreds of hotels and large buildings which manufacture their own direct current," said Peek.

Name Distributors

The Arvid division of Noblitt Sparks Industries, Columbus, Indiana, announces the appointment of four new wholesale distributors in the New England area for Arvin radios and electrical appliances. Those appointed are B. H. Spinney Co., Springfield, Mass.; Hunt-Marquardt, Inc. Boston; Franklin Supply Co., Providence, R. I., and Nelson & Small, Inc. Portland, Maine.

David Smith Honored

David B. Smith, vice-president in charge of research and engineering for Philco Corporation, has been named a Fellow of the Institute of Radio Engineers. He will receive the Fellowship award at the banquet to be held on March 24 during the National IRE convention in New York.

Edison Names Factory Manager

Thomas A. Edison, Inc., instrument division, West Orange, N. J., announces the appointment of Andrew A. Priest as factory manager. Priest brings to his new duties the benefit of 20 years of management experience with such firms as General Electric, Westinghouse, National Union Radio and RCA.

S. A. Rep. For Dawson

Ronald Dawson Associates, script library service, has appointed a Latin American agent. He is Dr. Hugo Lifesiz of the International Editors Co., Buenos Aires, who will translate the scripts into Portuguese and Spanish. Biggest demand shown by Latin American stations is for mystery programs.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 52

NEW YORK, WEDNESDAY, MARCH 17, 1948

TEN CENTS

ASCAP DENIES MUSIC-FIELD MONOPOLY

Width Of Fax Paper Discussed With FCC

Washington Bureau, RADIO DAILY
Washington—With the only point of difference the width of the fax papers, several more witnesses called upon the FCC yesterday to set commercial engineering standards for facsimile. Milton Alden and Alexander Nyman, for Alden Products Company, argued for the 4.1-inch width, while the Philadelphia Inquirer and the Miami Herald were strongly in favor of the 8.2-inch width. In fact, the Miami Herald told the Commission through Lee Hills, its managing editor, that if standards are set only for the narrow width and not the 8.2-inch width the paper will abandon its facsimile. E. Z. Jones of WBBB, Burlington, (Continued on Page 3)

DeMille-AFRA Dispute To U. S. Supreme Court

Washington Bureau, RADIO DAILY
Washington—Cecil B. DeMille, motion picture producer, yesterday asked the Supreme Court to review the decision of the California Supreme Court upholding AFRA's right to ban him from the air because he refused to pay a dollar assessment leveled against him by the union during the 1944 election campaign.

Ream Will Address REC Luncheon Tomorrow

Joseph H. Ream, executive vice-president of Columbia Broadcasting System, will address the Radio Executives Club luncheon at the Roosevelt Hotel tomorrow on "Radio's Right to Editorialize." On April 15 the REC luncheon will be devoted to the announcement of the annual Peabody Awards.

British Strike Threat

London—Musicians' Union with the support of the British Dance Band Directors' association has agreed to defer their projected strike from March 31st to April 30th. The musicians are seeking a high pay scale from the BBC. They are asking an increase from the present minimum rate from 10 to 12 dollars per musician.

New Rating Service For Political Field

Political candidates are now being given popularity ratings. It's a special service conceived by Radio Reports, Inc., and consists of a "report on the treatment of candidates by radio newscasters and commentators." Survey gives station audience impressions (mentions) of candidates, both official and potential, with mentions by commentators separated into three categories — favorable, unfavorable and impartial. There is also a col- (Continued on Page 8)

Two Daytime Serials Renewed On Columbia

Two daytime serials have been renewed on CBS. They are "Perry Mason" and "The Second Mrs. Burton." The Perry Mason program is aired Monday through Friday, 2:15-2:30 p. m., EST., under sponsorship of Procter & Gamble, and "The Second Mrs. Burton," 2:00 to 2:15 p. m., EST., Monday through Friday, with General Foods sponsoring the program.

Commercial Radio Programs Planned For French Radio

By IRWIN ROSTEN, Staff Writer, RADIO DAILY
Plans are being completed for the inauguration of advertising on Radio-diffusion Francaise, the French government-owned broadcasting system, Pierre Crenesse, recently-appointed director of RDF's North American Service, declared in an interview yesterday. Under the plan, which is expected to go into operation in the near fu-

Report Government Suit Against Society Being Settled By Pact With D. Of J.; BMI Seen Removed From Case

Italian Election Apr. 18 To Get Network Cover

With the outcome of next month's elections in Italy viewed as having direct effect upon the entire world, the four major networks are slated to do a special reporting job and two web veepees are going over from New York to line up operations for their networks. Election day in Italy is Sunday, April 18.

Winston Burdett, who covered the war for CBS in Europe and the Mid- (Continued on Page 5)

Special Web Campaign For "Stop The Music"

ABC is using extensive on-the-air promotion, fed out of New York to the full network, to help launch its new full-hour Sunday night feature, "Stop the Music," which starts March 21 at 8 p. m., EST. Web airs frequent (Continued on Page 3)

Radio Listeners Hear Result Of NORC Survey

Dallas, Tex.—In order to give the local listener an idea of what the general public thinks of radio, Ralph Nimmons, assistant director of WFAA. (Continued on Page 2)

Federal anti-trust suit against the ASCAP will not come to trial and the society's request that BMI be named as a defendant in the case will, in all probability, be turned down by the courts, an authoritative source reported yesterday.

The case will be resolved by a settlement between ASCAP and the Department of Justice, the RADIO DAILY informant said, probably through the medium of a "modified" consent decree.

BMI was brought into the case (Continued on Page 3)

Retail Stores To Use More Advertising

An increase in retail store advertising budgets for 1948 was forecast yesterday by Howard P. Abrahams, manager of the National Retail Dry Goods Association's sales promotion division, as a result of a nation-wide survey of department and specialty stores. "Taken generally, an overwhelming percentage of the stores surveyed plan to increase their expenditures (Continued on Page 2)

KING, Seattle, To 50 Kw.; Other Activities At FCC

Washington Bureau, RADIO DAILY
Washington—The FCC has okayed the requested power boost from 10 to 50 kilowatts of KING, Seattle, and granted the application of Frank Gandia, Rio Piedras, P. R., for a new (Continued on Page 8)

French Spokesman

Pierre Crenesse, war correspondent and French radio commentator, was introduced as the new director of the French Broadcasting System in the U. S., at a cocktail party Friday at the Hotel Plaza honoring the six American broadcasters who will go to Paris on March 20 as guests of the French radio. Crenesse gave an overall picture of radio in France.

Plant Broadcasting

Plans for the development of "Plant Broadcasting" were announced yesterday by the Muse-Art Corporation of Philadelphia. The company proposes to install inter-department radio facilities in manufacturing plants for the purpose of furnishing recorded music and other entertainment to workers. Plan is patterned after the wired music idea.



★ COMING AND GOING ★

Vol. 42, No. 52 Wed., Mar. 17, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wink, Manager
6425 Hollywood Blvd. Phone: Granite 8807
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

(March 16)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

New Prichett Show For WOR

Florence Prichett, commenting on fashions and famous people, starts a Saturday quarter-hour over WOR, New York, March 27 which will be sponsored by Berkley Furniture Co., of Newark. Levy agency placed the account.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Commercial phonograph records were produced for the first time, with two discs cut bearing 25-word commercials for Chesterfields and Canada Dry. . . Oscar Katz joined CBS research department, which is headed by Frank Stanton. . . Harry James left the Benny Goodman band to join Gene Krupa's newly-formed ork. . . Charles Crutchfield, radio director for National Air Mail week, began cutting series of 20 discs for distribution to 748 stations participating. . . Network bands kept plugging "Tipitin" (Leo Feist, Inc.).

HARRY C. KOPF, administrative vice-president of NBC, and SYDNEY EIGES, vice-president and manager of the press division, are in Chicago for the Stations Workshop Clinic. Other officials of the network making the trip include: EASTON C. WOOLLEY, director of the stations department, SHELDON C. HICKOX, manager of the station relations department; THOMAS McRAY, national program manager; JAMES H. NELSON, director of advertising and promotion, and JACOB A. EVANS, audience promotion manager.

JAMES D. SHOUSE, president of the Crosley Broadcasting Corp., who has been vacationing in Florida, is expected back in Cincinnati today. He's coming East very shortly on business.

BILL MURPHY, a service head of V.I.P., is back from WMAO, Raleigh, N. C., after placing his company's package, "Cinderella Week-end," in its eighth market area.

HOWARD K. SMITH, chief of the CBS European staff with headquarters in London, has left for Paris, where he'll cover the conference of 16 ERP nations.

PAUL KAPP, president of General Music Publishing Co., Inc., arrives in Hollywood tomorrow to handle exploitation of "I'm My Own Grandpaw" and a new catalogue of novelties and special material.

PETER LYON, chairman of the strategy committee of the Radio Writers Guild, returns today from the West Coast.

BUDDY BASCH, publicist, has returned from Philadelphia, where he handled the details for Johnny Long's opening at the Click Restaurant.

ARMANDA BEGLEY, wife of Ed Begley, radio and film actor, is back in town following a visit with her husband in Hollywood. She was on the West Coast three weeks.

BILL WAGNER, president of the Alaska Broadcasting System, is on an extensive three-week survey of the network stations in Anchorage, Juneau, Ketchikan and Fairbanks. While in Fairbanks, he'll make plans for the opening on April 2 of KFRB, new CBS affiliate.

MICHAEL R. HANNA, general manager of WHCU, Ithaca, a visitor yesterday at the New York offices of CBS, with which the station is affiliated.

PARKS JOHNSON and WARREN HULL are in Beacon, N. Y., for tonight's broadcast of their "Vox Pop" program over the American network. They'll interview Secretary of National Defense James V. Forrestal, a native of Beacon.

FLETCHER WILEY, general manager of the Housewife's Protective League, conferred yesterday at the headquarters of CBS.

GEORGE LEWIS, director of the National Lough Foundation, tomorrow goes out to Newark to appear on Dave Steinberg's "Around the Town" over WNJR. The Foundation will hold its convention at New York's Dixie Hotel on April 1.

JIM MURRAY, station manager of KQV, Pittsburgh, Pa., and BILL BURNS, program director of the station, are in Syracuse attending the GE Television Clinic at Electronics Park.

HERBERT FAUST, Central division manager for the Mutual network with headquarters in Detroit, is visiting web officials in New York. He'll be here until Saturday.

ERWIN C. CANHAM, editor of the Christian Science Monitor and newscaster over 75 stations of ABC on Tuesday nights, is aboard the Queen Elizabeth en route to Geneva, Switzerland, as a U. S. delegate to the conference on freedom of information. He'll broadcast from Geneva for five weeks.

Retail Stores Will Use Increased Advertising

(Continued from Page 1)

over last year; a substantial number will hold to last year's increased amounts, while there are a few which will decrease their sales promotion. A 10 per cent increase is the amount generally referred to by stores although many retailers indicate as much as 15 per cent and 20 per cent extra dollar expenditures."

Abrahams Issues Statement

In commenting on the radio aspects of the retailers' planning, Abrahams said:

"Radio presents a varied picture. General increases are shown by stores which have been strong users of this media while many of the recent users of radio are decreasing their activity. Perhaps this is because many stores, which recently turned to radio, used it as a temporary fill-in for other unavailable promotion tools. Increases in radio range to as much as 50 per cent although the greatest emphasis is on 5 per cent."

The report also revealed that newspapers will gain most in increased expenditures. Some decreases are shown, Abrahams reported, but larger budgets are indicated by a huge share of stores reporting.

Conte On CBS Today

Richard Conte, film actor starred in "The House on 92nd Street" and more recently in "Call Northside 777," will be heard today on CBS when he appears as guest of Radie Harris on her "Broadway and Vine" program from 3:55-4 p. m.

Radio Listeners Hear Result Of NORC Survey

(Continued from Page 1)

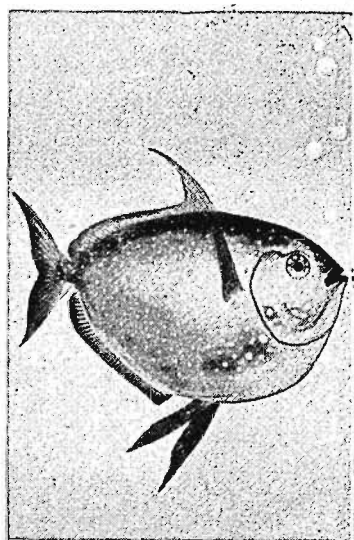
spoke in a special broadcast on "The Public Looks at Radio."

The talk was based on a survey made recently by the National Opinion Research Center of the University of Chicago. According to the poll taken by the group, three-fourths of the nation's radio listeners would rather have broadcasting as it exists in this country in preference to payment of an annual fee, and an overwhelming majority of Americans do not want government control of radio.

Nimmon's talk also pointed out that the radio programs heard today are pretty much the result of the radio industry having learned by polls what the American people want to hear, and what they will actually listen to when the broadcasts are offered.

ABC Dropping Marx Show: After April 21 Broadcast

ABC will drop the Groucho Marx show, for the time being at least, when the current sponsor, Elgin-American Division of the Illinois Watch Case Co., pulls out as sponsor after the broadcast of April 21. Elgin-American is reportedly dropping sponsorship because its production cannot keep pace with sales. Account is handled by Weiss & Geller of Chicago. The Marx show, broadcast Wednesday at 9:30 p. m., EST, is owned by John Guedel Radio Productions of Hollywood. No replacement has yet been decided upon by ABC.



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 5-station town.

To keep down the cost of doing business in this 6th largest city . . . in radio, pick W-I-T-H!



W-I-T-H Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

Report Ascap, D. Of J. Reaching Settlement

(Continued from Page 1)
 Monday when ASCAP, in an amended answer to the Government's complaint, asked that the industry-owned firm be named a defendant on the grounds that it serves to stifle competition.

BMI said it has "no statement" regarding ASCAP allegation. After denying the charges made in the Government complaint, the ASCAP brief "for a separate and distinct defense" alleged that it is the intention of BMI "to destroy all associations of composers and authors and to make the composers and authors of the world subservient to the American broadcasting industry." Although the Government charges that ASCAP is a party to cartel agreements, the society does not make a similar charge against BMI. It is believed in some quarters that BMI was brought into the case to pave the way for an increase in fees paid ASCAP by the industry. Present radio contracts with ASCAP state that such an increase may be requested to go into effect Jan. 1, 1950.

Should a request for increased fees be rejected by the industry, ASCAP music presumably would be taken off the air, as was the case in 1941. This situation apparently is anticipated by the society, which states, in its brief: "The ultimate issue, and the only real issue, in this action is whether the Government can compel ASCAP to retire from the foreign field and thus surrender to BMI a large volume of foreign music which BMI can use the next time the radio industry shuts down ASCAP music off the air."

Radio Receiver Production Shows Increase In Canada

Production of radio receiving sets in Canada was 47 per cent higher in 1947 than in the preceding year, totaling 836,400 units as compared with 568,300 in the preceding year, according to the Dominion Bureau of Statistics. Sales were higher in all provinces, ranging from 31 per cent in Saskatchewan to 61 per cent in British Columbia. Producers' inventories at the end of 1947 totaled 108,774 sets.

Producers' sales in 1947 were as follows, by provinces, totals for 1946 being in brackets: Maritimes, 62,178 (41,433); Quebec, 174,261 (111,386); Ontario, 380,782 (262,781); Manitoba, 24,298 (48,947); Saskatchewan, 36,483 (28,212); Alberta, 47,490 (31,534); British Columbia, 70,918 (44,027).

Little Gets New RCA Post

J. R. Little has been named Eastern regional manager of the RCA Victor division of the Radio Corporation of America, Frank M. Folsom executive vice-president, announced. In his new position Little will supervise all activities of the RCA Victor division in the Eastern region which extends from New England to the District of Columbia.

★ AGENCY NEWSCAST ★

ROY WILSON, after an absence of five years during which he was manufacturing airplane parts, has returned to the personal management field and has re-opened his offices in the same building he previously occupied at 444 Madison avenue. Composer-conductor Leith Stevens, who was with Wilson before the war, and who is under contract now to Universal-International in Hollywood, has rejoined Wilson for bookings in radio, television and recordings.

THE ASSOCIATION OF ADVERTISERS OF CUBA, in their 11th National Contest of Cuban Advertisements has awarded second prize in the "A" Poster Board competition to McCann-Erickson's Havana office, for a poster entitled "Inalterable," prepared for the Standard Oil Company of Cuba. In addition to this, McCann-Erickson received five honorable mentions in various categories for locally prepared advertising.

ELIZABETH PIERCE, formerly of Sidney Ascher Associates, has joined the staff of Joan deBey Associates, radio and television publicists.

GRIDIRON DINNER given annually by the Women's Advertising Club of St. Louis, has been a traditionally feminine affair (except for one Leap Year eight years ago when a few male guests attended). This year, as a special concession to Leap Year, one man will be elected by popular vote of the members to attend the dinner, sit at the head table next to President May Kohler and watch the show, which annually roasts both national and local personalities. Invitations to this fourteenth annual Gridiron Dinner, which will be held in the Gold Room of Hotel Jefferson on April 1, 1948, are now in the mails.

Special Web Campaign For "Stop The Music" Show

(Continued from Page 1)

live announcements throughout the day plus ETs up to one-minute in length featuring such personalities as Cliff Edwards and Liza Morrow.

Charley Haywood, multi-lingual singer of popular songs and assistant professor of music at Queens College, has been added to the cast of "Stop the Music." Haywood produces a comedy effect by singing tunes in a foreign tongue.

Announce NBC Promotions

Margaret Cuthbert, who joined WEAf in 1925, a year before it was bought by NBC, has been named director of public affairs, according to announcement by Sterling Fisher, newly appointed manager of the public affairs and education department. In a realignment of other key posts Doris Corwith was named director of talks and religious broadcasts and Jane Tiffany Wagner was appointed director of education.

HIRSHON - GARFIELD, Inc., announce the appointment of Rose Toth as director of cosmetic and fashion publicity. Formerly publicity director of Ann Haviland perfumes, and more recently associated with Geyer, Newell & Ganger, Inc., Miss Toth will take up her duties immediately.

ARABY GILMORE joins the staff of the advertising and sales promotion department of Radio Sales, Radio Stations Representative, CBS, effective immediately, it was announced yesterday by Carl J. Burkland, general manager of Radio Sales, Radio Stations Representative, CBS. Miss Gilmore replaces H. Grant Theis who has joined the sales staff of WTOP, Columbia-owned station in Washington, D. C.

WILLIAM ZERWECK, former sales supervisor for Paris and Peart, has been named head of the production department at William H. Weintraub & Co.

SIMULTANEOUSLY with the appointment of the Bolling Company as national representatives, WOV has announced the inauguration of its "Time-Buyer's Quiz" in Chicago. Questions are similar or identical to those currently teasing but no longer stumping the New York experts.

Width Of Fax Paper Discussed With FCC

(Continued from Page 1)

N. C., said his FM-FX operation is ready to go on a commercial basis, and that other FM broadcasters in North Carolina are very much interested in fax.

Roger Clipp, for the WFIL (Philadelphia Inquirer) fax operation, said his station was considering supplying paper to owners of receiving sets. An alternative under consideration would call for advertisers to supply rolls of paper already imprinted in part with their advertisements.

Nyman had admitted that paper for two hours would cost about 25 cents to the consumer, and Commissioner C. J. Durr has pointed out that the paper cost will be extremely high.

Merrill Panitt, editor of the Inquirer's fax edition, stressed the nature of his publication as "supplementary to, not competing with," the regular newspaper edition. He would not attempt to put the entire Inquirer on the air, he said, but said resume editions in the early and late evening are very well received in Philadelphia.

Stork News

Irwin Lewis, of the WINS continuity department, and his wife are the parents of a son, David, born at Mercy Hospital, Rockville Centre, L. I.

★

By every measurement

WTIC

dominates the prosperous

Southern New England

Market

★

Paul W. Marency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
 WTIC's 50,000 watts represented nationally by Weed & Co.

LOS ANGELES

By RALPH WILK

THE "Summer Electric Hour"—Carle Comes Calling — will be aired as the replacement series for Phil Spitalny's "Hour of Charm," starting Sunday, May 9, over the CBS network. Series, to originate from Hollywood, will feature Frankie Carle's orchestra and featured singers Nan Wright and Gregg Lawrence. Glenn Taylor will produce and direct the series for N. W. Ayer & Son, Inc. The program is sponsored by America's business-managed Electric Light and Power Companies.

Radio Actor Mel Blanc, who plays "Foreman Haukins" on Jack Carson's Thursday NBC funfest, has revealed another talent—song-writing. His "Ug Ugg Boo," recorded by Spike Jones, which will be released nationally March 25.

Will Fete Weitman At B'nai B'rith Dinner

Robert M. Weitman, retiring president of New York's Cinema Lodge of B'nai B'rith, will be feted at the Lodge's Presidents' Dinner at the Hotel Astor, Wednesday evening, April 14. The new president of Cinema Lodge, yet to be elected, will be inducted at the dinner.

Appointed to the dinner committee are Harry Levine and Robert K. Shapiro of the Paramount Theatre, Marvin Kirsch of RADIO DAILY, Albert A. Senft, of Sterling Sign Co., attorneys S. Arthur Glixon and Malvin T. Davidson and Milton Livingston of Universal Pictures.

Folsom Will Address Brand Names Foundation

Frank M. Folsom, executive vice-president, Radio Corporation of America, RCA-Victor division, and vice chairman of the board of directors of Brand Names Foundation, Inc., will speak on brand names on the second annual Brand Names Day program at the Waldorf-Astoria Mar. 30. It is expected that 800 business men will attend the conference which will have as a theme: "Reinforcing America's Faith in Brand Names and Advertising."



Mainly About Manhattan. . . !

● ● ● Radio Row is applauding the courageous stand of Fred Allen in using his stanza as a soap box to help stamp out the growing menace of giveaway shows. Reasoning behind the expose is that name radio performers in bygone days got healthy ratings by virtue of their entertainment standards while today the program with the largest giveaway gimmick stands to cop the highest Hooper. Allen, like many others, believes that radio should banish the giveaway cycle and return to programming meritorious entertainment. What do you think? . . . Gen'l Eisenhower holding up publishing of his memoirs until after the elections. Doesn't want it to influence the voting. . . . Nice Timing Dep't: Hear that CBS plans to hit the kilocycles with a special documentary on the U. S. presidency just around ballot time. . . . Film version of ABC's "Fat Man" series in the dicking stage. . . . Kay Kyser's got the look these days of a guy with a new idea for a radio package. . . . AFRA reported to be opening negotiations with the nets regarding 10 per cent "cost of living" increase incorporated in last contract. . . . Peter Donald hears that Gov. Folsom's booked for a guest shot on Radio Theater to star in "Kissmet." . . . Betty Garde and Jimmy Stewart will be back together again on "Reader's Digest" this week. (They were co-starred in the 20th Century-Fox click, "Call Northside 777," which drew rave attention to our Betty). . . . Bob Hilliard claims he actually heard a song on the air the other day that wasn't a revival.



● ● ● SMALL TALK: Neat parlay by exploiter Al Wilde—three major magazine breaks (Esquire, Collier's & New Yorker profile) all landed on Dizzy Gillespie within a four-month span. . . . Herb Sheldon and Maggi McNellis will air the Easter Parade from a 1910 Buick driving up 5th avenue. . . . Nat Abramson, head of WOR's entertainment dep't, back from a huddle with Washington biggies. . . . Aside to Hank Sylvern: What's cookin' on that secret audition up at ABC? . . . Dwight Weist has narrated a new "This Is America" film documentary dealing with amateur photography. . . . Les Tremayne guesting on "Big Story" tonite and Ford Theater Sunday. . . . Tommie Wright rates a nod for his piano'ing on Bret Morrison's "Song of the Stranger." . . . "Charade Quiz" fan mail finally went over the ten thousand mark for one week, which ain't bad for television. (Understand first television Hooper gave series the sensational rating of 33.6). . . . Ted Steele, debuting his new ork March 27th at the Essex House, will shortly embark on a new humanitarian campaign.



● ● ● AROUND TOWN: One of radio's top prestige shows (Electric Hour) grabbed off by Frankle Carle, who starts May 9th. No wonder they call it the Golden Touch. . . . Asked how old she was, radio's grand old gal, Nellie Revell, quipped: "You should live so long!" . . . News drama ed, Bob Sylvester, signed by Martin Gosch as writer of new television series, "Tonight On B'way." . . . Terrific shakeup due at WMCA, we hear. . . . Bob Hope recently heave-ho'd a producer of his air show for good old American reasons. . . . Bob Shepard signed to announce the Henry Morgan show. Bob's also emceeing the "Gimmie, Gimme" quiz on WHN and "Models on Parade" via WINS. . . . Recommended reading: Paul Denis' new tome, "Your Career in Show Biz," a gold-mine of info for newcomers anxious to crash the entertainment field. . . . Sandy Becker doing such an outstanding job subbing for Red Barber Sat, nites we don't even miss the old Red-head. . . . B'way gave Lee Myers, the fabulous publicist, a royal welcome when he deserted H'wood for the Main Stem, a switch these days of departing New Yorkers. . . . Chas. Buck, NBC producer, became father of twin girls not long ago, and Harold Stein, the mad photogger, couldn't resist the tag "Two Buck Charlie."

CHICAGO

By NAT GREEN

JAMES MELTON and Bob Hope, each of whom has adopted children through the Cradle Society of Evanston, Ill., took part in a special program marking the Cradle's silver jubilee March 13 over CBS network. Melton spoke from New Orleans, and Hope from Hollywood. In addition to broadcasts from Chicago, cradle parents were heard from New York, Boston, Philadelphia, Washington, Ithaca, N. Y., Hollywood and Detroit. Program was produced by Lee Bland, CBS director of special events, and producer Bill Seymour handled all the local portions of the program.

This week's "First Nighter" drama, "The Green Leprechaun," was written by Raymond Chan, a Chicago writer.

Paul McCluer, NBC network sales manager of central division, and A. W. Kaney, division's station relations manager, visited Peoria, Ill., for the first anniversary of NBC affiliate WEEK.

Patricia Stevens, Inc., models finishing school, is sponsoring the "Career Girl" program which started on WGN March 7, for 52 weeks.

A recent WBBM survey indicates that during the morning hour between 5 and 6 o'clock 50 per cent of all radio listeners in the area are tuned to Harry Campbell, Gladys Blair and Bob Atcher on the "Country Hour."

Jules Herbuveaux, NBC central division program and television departments manager, back from a vacation in Phoenix, Ariz., and Los Angeles.

Jim Hurlbut, NBC news man, scored an air scoop following the naming of Mrs. Florence Hubbard, Chicago woman, as winner of the "Walking Man" contest. On hearing the winner announced, Hurlbut grabbed an engineer and a wire recorder and sped to Mrs. Hubbard's apartment, arriving a few minutes ahead of reporters and photographers. His interview was broadcast on the 10:15 and 11 p. m. news shows.

Admiral Buck Named Pres. Of Radiomarine Corp.

Rear Admiral Walter Albert Buck, U. S. Navy (Ret.), former paymaster general and chief of the bureau of supplies and accounts in the Department of the Navy, has been elected president of Radiomarine Corporation of America, it was announced by David Sarnoff, president and chairman of the board of Radio Corporation of America. Voluntarily retiring on March 1, Admiral Buck ended a distinguished career of thirty years in the Navy. He had served as paymaster general and chief of the bureau of supplies and accounts from October 1, 1946, to his retirement. For his wartime services, he was awarded the Legion of Merit and other honors.

1966 1948

Henri CONFISEUR

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

Famous French Candies 15 East 52nd St. AIR CONDITIONED

Italian Election Apr. 18 To Get Network Cover

(Continued from Page 1)

East and has since been stationed in Washington, sailed from New York Tuesday, on permanent assignment to Italy as head of the Columbia news staff in that country. He'll lay the groundwork for CBS coverage of the crucial elections next month. Davidson Taylor, CBS vice-president and director of public affairs, will sail for Europe on the latter part of March and will join Howard K. Smith, chief of the CBS European news staff, in Rome.

Edward R. Murrow will fly from New York April 10 and his nightly 10:35 p.m., EST., newscast on CBS will be heard from Rome beginning Monday, April 12. John Secondari, CBS special correspondent now in the Italian capital, will also assist in election coverage.

Velotta Leaving Saturday

Thomas Velotta, ABC vice-president in charge of news and special events, will leave for Paris March 20 with U. S. broadcasting officials to visit Radio Diffusion Francaise, will go on to Rome to confer with Walter Weisbecker, network correspondent who is also editor of the Rome Daily American. Margo Atwood, currently on ABC assignment in Athens, will leave shortly to join and assist Weisbecker in Rome. During his European trip, Velotta plans to confer with Frederick B. Opper, ABC London chief, and Robert Sturdevant, head of the network's Paris bureau.

Mutual will get special coverage on the Italian elections from James Bellard, its Rome correspondent.

Henry Cassidy, NBC's European news director, plans to arrive in Rome three days before the election. In addition, NBC will have on the scene Jack Begon, Rome correspondent, and Leon Pearson, the network's roving European newsmen. NBC television is making arrangements with Italian photographers to service it with pictures of the elections.

Organizational Meeting Set For Region 4, FMA

Washington Bureau, RADIO DAILY

Washington — The FMA has announced that it has called an organizational meeting for Region 4—District of Columbia, Delaware, Maryland, Virginia and North Carolina—to be held here May 5 and 6. Ben Strouse of WWDC-FM, Washington, has been named temporary chairman, with permanent officers to be elected at the meeting.

Serving with Strouse will be John Hayes, vice-president and general manager of WINX-FM, Washington; Sidney Alpert, general manager of WHIP, Silver Spring, Md.; Theodore Frankin, general manager of WHMB, Washington; L. L. Altman, general manager of WBUZ, Bradbury Heights, Md.; Hudson Eldridge, general manager of WASH, Washington; Hope H. Carroll, vice-president, WFBR-FM, Baltimore; Thomas Tinsley, president,

Commercial Radio Programs Planned For French Radio

(Continued from Page 1)

in France in addition to the government system. Taken over by the Germans during the war, all broadcasting facilities were placed under government control after the liberation.

At present, Crenesse said, RDF is completely divorced from partisan politics. There is no political censorship of any kind, and all shades of opinion are presented in news and forum programs. It is hoped that the revenue received from advertising will make the system financially independent, he said.

Youthful Veteran

Although only 29, Crenesse has been in radio since 1937. A year later he was sent to Spain to cover the civil war. At the outbreak of World War II, he was assigned to cover the British campaign in Belgium.

Escaping across the Spanish border from occupied France in 1941, he was arrested in Barcelona and after a year's imprisonment was sent back to France and a Vichy jail. Freed at the end of 1942, he served with underground forces until the liberation of France. After helping in the re-establishment of French radio, he served as a war correspondent until the end of hostilities.

Crenesse arrived here to take over his new post toward the end of last month. He is currently broadcasting a semi-weekly commentary program to France and plans to institute a daily roundup of U. S. news. This would be transmitted via shortwave to Paris and re-broadcast simultaneously on medium-wave.

Plan New American Programs

Five new programs transcribed in France will be made available to American stations beginning April 1, he said. At present, more than 200 outlets in 46 states, Alaska, the Philippines, Panama and Canada are carrying RDF shows.

Radio listening in France has gone up considerably in recent years, Cren-

esse said. This is attributed to habits developed during the war when broadcasts by underground forces, the Voice of America and BBC were the country's only contact with the outside world. There are approximately five million receivers in France, all capable of picking up both medium and short wave transmissions. There is very little production of new sets which, when available, range in price from 3,000 to 30,000 francs (\$10 to \$100). There is an annual tax of 500 francs on each set.

RDF Has 37 Stations

Domestically, RDF is comprised of 37 stations which form three networks. A national web, which covers the entire country, is on the air from 6 a. m. to midnight. The Parisian net operates from 6 a. m. to 2 p. m. and from 6 p. m. to midnight. Newest of the three webs, called Paris Inter, is devoted mainly to airing of music, with American pops and jazz leading in popularity. (The French preference for jazz is reflected by one of the most popular songs there. It is titled "Armstrong, Duke Ellington, Cab Calloway.")

Television Progressing

Television in France, Crenesse said, is conducted mainly on an experimental basis, although technically it is "the best in the world." RDF maintains one video station which is on the air about two hours a day. Antenna is located atop the Eiffel Tower.

French citizens, he said, are interested in American radio which is explained to them through articles in the radio press and broadcasts from the U. S. The government, he added, is looking forward to the forthcoming visit by six American broadcasters and hopes are high that "through radio and an interchange of cultural, educational and entertainment programs, the people of our two great nations will achieve a better understanding of each other. . . ."

CBS Show Starting In Mar. Features Mickey Rooney

"Shorty Bell," a newspaperman played by Mickey Rooney, becomes a Sunday night feature over CBS from 9:30-10 p. m., EST, starting March 28. Series, which has week-to-week continuity, will be written by Frederick Hazlitt Brennan and Richard Carroll. William N. Robson will direct, assisted by Norman MacDonnell.

Eternal Light Series

To mark the festival of Purim, which celebrates the defeat of a plot to exterminate the Jews of ancient Persia, the Eternal Light will present a radio play by Morton Wishengrad entitled "Esther" on Sunday, March 21, 1948 (NBC, 12:30-1 p.m.).

WITH-FM, Baltimore, and Thomas F. McNulty, president, WMCP, Baltimore.

"Program Idea Exchange," Stanza 2, Started By NAB

Washington Bureau, RADIO DAILY

Washington—The NAB program department is beginning work on the second feature of its new program library, a comprehensive "program idea exchange," it has revealed by the association.

Designed to compile tested program ideas, formats, scripts, and case histories, the exchange is expected to serve as a reservoir of material for member stations. The first section of the program library, already mailed to members, was a brochure listing open-ended transcribed programs available for local sponsorship.

Pillsbury Buys Trout Show

Pillsbury Mills will sponsor Bob Trout's five-minute newscast on NBC, Sunday, 4:30 p. m., EST, starting April 4. Agency is Leo Burnett Co., Inc.

To Reach
a RICH
Market...
Economically

BUY

WGAL
WGAL
WGAL
WGAL
WGAL
WGAL
WGAL
WGAL

LANCASTER, PA.

Established 1922

REPRESENTED BY
ROBERT
MEEKER
ASSOCIATES



New York • Chicago
San Francisco • Los Angeles

A STEINMAN STATION

WATV
COMING SOON!
FIRST
 in
POST WAR
Television
 serving
NEW JERSEY
 and
METROPOLITAN
NEW YORK

KEEP YOUR EYE ON
CHANNEL
13
WATV

ASK YOUR
WAAT
 MAN ABOUT

New Jersey's 1st Station
WATV
 CHANNEL 13
NEWARK-NEW JERSEY

SOUTHWEST SIDELIGHTS

HUGH A. L. HALFF, president and general manager of WOAI, San Antonio, was re-elected a member of the executive committee of Associated Employers, Inc., at a recent meeting here. The association, which deals exclusively with industrial relations, has just concluded its most successful and effective year and has attained the highest membership in its 12-year history.

Among the Dallasites on the agenda of the recent Oklahoma City Radio Meeting held at the University of Texas was Martin B. Campbell, general manager of WFAA, who presided over one of the dinner sessions. Others included Monty Mann, Charles F. McDowell, of ASCAP, and Bernard Smith.

A full hour of "Western Noonday Jamboree" is being broadcast Monday through Friday over KABC, San Antonio. The entire group of western entertainers of the station join for a program of melody and mirth. Included are the Texas Top Hands, Bill Lister, Del Dunbar and Jim Wiggins as announcer. Various western artists are guests on the airings.

Louis Smith has been named merchandising and promotion director for WOAI, San Antonio, replacing Ben J. Kernan who has resigned. Smith is a business administration graduate of Trinity University of San Antonio.

Charles "Bud" Lutz, manager of KYFM, San Antonio, is now able to listen to FM while riding around in his car. Through the efforts of the station's chief engineer, Richard Hayes, a Pilotuner was wired into the car radio of Lutz. This is the first auto radio hereabouts which has been converted to also pick up AM and FM.

"It's Your Business," an ABC network public interest broadcast, will originate in Dallas and be aired over WFAA, Dallas, with William S. Henson, president of the William S. Henson Printing Co., of Dallas, as a member of the panel. William S. Rainey is moderator.

First reports of a slight earth tremor were reported by KHUZ, Borger. The tremor was felt in a five-city area. Wayne Philips is manager of the outlet while the report was made by Jack Roberts who was on duty at the time.

A report of the 12th District, Association of Women's Broadcasters' Conference, held in Oklahoma City, was made by Violet Short, continuity chief of KTSA, San Antonio, at the regular monthly meeting of the San Antonio Chapter AWB. Miss Short, as chairman of the 13th District AWB, spoke before the Oklahoma Conference on the "Meaning of the AWB," and gave a report on the national convention in Washington. Other members of the 13th. (Texas) district attending the Oklahoma meeting were Ray Ann Colchinsky of San Antonio and Peggy Williamson of KGNC, Amarillo.

Boyce House, Fort Worth commentator, author and newspaperman, will be baccalaureate speaker for the Hillsboro High School Senior Class on May 28. There will be 100 students in the class.

Texas was given a salute on the transcribed "Anchors Aweigh" program which is aired each week under the sponsorship of the U. S. Navy. The airings salute a different state each week. Interviewed on the program were Texas' top gift to the Navy, Fleet Admiral Chester W. Nimitz, and Seaman Bill Savell of Houston.

Approval Of Johnson Bill In 164 Out Of 165 Letters

Washington Bureau, *RADIO DAILY*
 Washington—Of a total of 165 letters received up to Friday by the Senate Interstate Commerce Committee, 164 registered approval of the Johnson Bill to rule out superpower and break down clear channels, committee officials said. All AM licensees have been invited by Acting Chairman Charles Tobey to write their views to the committee.

Only dissent was from KSL, Salt Lake City clear-channel station—which did not go into details but simply indicated its intention to be represented at the hearings early next month.

Great bulk of the letters are from low-powered stations, with a handful from five-kilowatt outlets. The letters come from all parts of the country—few thus far from the Far West but the disparity might be accounted for by the delay in the mails.

Although the arguments vary, there is frequent complaint that superpower will simply bring network programs from distant stations to people who can get them now from closer stations,

Final Ballots Dispatched For NAB Directorships

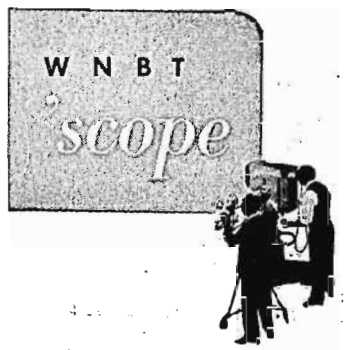
Washington Bureau, *RADIO DAILY*
 Washington—The NAB has sent final ballots with 157 mail-named nominees for 16 NAB directorships representing eight districts, large, medium and small stations, and two classes of FM stations.

The mailing is one of the final steps in the election of new directors to the NAB board from even-numbered districts, and board members at large. The officially-checked ballots are to be returned to Ernst & Ernst, New York accountants conducting the mail election under NAB by-laws, by midnight, March 30.

The ballots can be signed only by officially certified member station representatives.

and that such a development would be very beneficial to the nets in making their costs lower but would be of no value to lower-powered affiliates whose facilities would no longer be needed.

Other letters spoke of interference, and of a resultant loss of localized service, with little discussion of FM.



ON THE AIR AT CHANNEL 4 . . .

WEDNESDAY, MARCH 17

- 12:15 President Truman—Address To Joint Session Of Congress
- 1:15 St. Patrick's Day Parade
- 7:44 Television Press Releases
- 7:50 Newsreel Theater (Camel)
- 8:00 Americana—Ben Grauer
- 8:30 In The Kelvinator Kitchen—Alma Kitchell (Kelvinator)
- 8:45 Richard Harkness—Interview with George C. Kenney—From Washington
- 9:00 Television Theater—"No Way Out" (Kraft)
- 10:00 President Truman—Sons of St. Patrick Dinner—Hotel Astor

THURSDAY, MARCH 18

- 5:00 Howdy Dooday—Bob Smith
- 7:50 Newsreel Theater (Camel)
- 8:00 Eye Witness—Ben Grauer
- 8:30 Television Screen Magazine—Variety
- 9:00 You Are An Artist—Jon Gnagy (Gulf)
- 9:30 NBC Newsroom
- 9:45 The Nature of Things—Dr. Roy K. Marshall

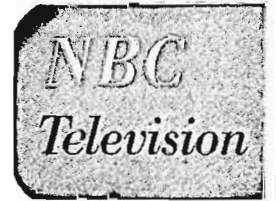
FACT-AND-FIGURE SCANNING . . .

SLIDE NO. 1. Still more encouraging figures this week from the Radio Manufacturers' Association, to wit: Video set production in February hit six thousand more than in January—35,889, to be exact. And . . .

SLIDE NO. 2. Of the nineteen stations now on the air that bring television to a rapidly growing audience, more than half are NBC affiliates, with five of them already operating on a continuous network basis. And . . .

SLIDE NO. 3. By the end of 1948 NBC television affiliates on the air will number 31.

SLIDE NO. 4. Logical conclusion: more stations, finer programs, biggest audience.



A Service of Radio Corporation of America

TELEVISION DAILY

Daily section of RADIO DAILY—Wednesday, Mar. 17, 1948—TELEVISION DAILY is fully protected by register and copyright.

VIDEO "ARRIVES" AS SPUR TO SPORTS' GATE

TELE TOPICS

By JIM OWENS
Associate Editor

CBS has its TV ball rolling fast, has added about a dozen associate directors and program men. Web's staff will vacate the Vanderbilt Ave. suite by May 1 so the carpenters can get to work on the new studio. WPIX has nabbed the N. Y. Rangers hockey sked from Madison Square Garden. Next season News' station will also do the Golden Gloves 'cause they merely own all rights to 'em. . . . N. Y. C.'s Dept. of Commerce will go all-out to help local broadcasters snip red tape while doing remotes, special events, etc. Judge E. C. McGuire, Mayor's right-hand man has assured station men the City will go to bat for them—'cause they don't want tele to go west the way the movies did.

ONE of the networks is dickering for the old Edison Biograph studios in the Bronx, which has \$150,000 worth of props and two huge sound stages. . . . Charles Stark Productions will dry-run a new TV idea this week which has some of the better features of a recent AM favorite. It'll be tested in a local studio under the tentative tag "Dream Girl." . . . "Stage Door," the legit hit of some years back, will be the Easter Sunday offering of the Theater Guild on NBC.

PHILLY's WFIL-TV has pacted with Du Mont to pick up four shows each day, including Bob Emery's "Small Fry Club." . . . New Jersey apartment house owners are now mixing roof-top video antennas, and for the most logical reason in the world—don't N. Y. landlords do it? . . . WCBS-TV's Paul Wittlig will discuss the headaches of a remote b'cast today at GE's tele seminar in Syracuse. . . . The Screen Actors Guild is also represented on the 4-A's tele committee, a coast exec reminds us. And he sez the SAG will have an important voice in matters regarding performance for films in tele. . . . Espey Co.'s video training kit now a part of standard equipment at the DeForest Training School in Chi.

On The Bandwagon

New and complete line of television station equipment will be manufactured by Raytheon Manufacturing Co., Waltham, Mass., it was announced yesterday by Ray C. Ellis, vice-president. Raytheon will manufacture both low power (500 watt) and high power (5 kw) television transmitters, similar in appearance and design to Raytheon's FM transmitters. Distribution of the new television equipment will be made through Raytheon's established representatives now handling broadcast equipment.

Up Kerry!

London — BBC Television has scheduled an impressive array of variety programs tonight in observance of St. Patrick's Day. All Irish TV fare features Kerry's Rory O'Connor, 19-year-old youngster who is one of Ireland's leading dancers; Leo Dowson, famous for his ability on the bag-pipes; and Maurice Kearey, Celtic baritone. BBC will also present J. M. Synge's one-act play, "Shadow of the Glen."

NBC Names Blackburn Nat'l Program Chief

Norman Blackburn, former vice-prexy of J. Walter Thompson's Hollywood office, has been appointed national program director of NBC's video department, it was announced yesterday by Noran E. Kersta, director of operations. Appointment of Warren Wade to the post of production manager was also announced, both being effective April 1.

Blackburn, who had been with JWT since 1938, and has been motion picture, production exec and talent buyer for the agency, will head over-all program planning for the web. Wade will supervise program production of NBC's owned and operated stations.

WPIX Sets Film Dept., J. S. Pollak To Direct

Establishment of a film department at WPIX, The News outlet, was announced yesterday by Robert L. Coe, station manager.

James S. Pollak, former Hollywood film executive, who joined the WPIX staff last month, has been named manager of the department. Coe said the film department will cover all phases of motion picture operations, the procurement of film, the making and processing of newsreels and all relations with film making companies.

Universal Int'l Reported Planning Plunge In Tele

Universal International, one of the major film companies, will be the next to become an active participant in the video industry, with a financial investment running into the six-figure bracket, it was learned yesterday. Universal directly, and its subsidiary, United World Films, have

ABC Pushes Plans, Adds Holden, Brooke

ABC's plans to hasten on-the-air operation this year are rapidly taking shape with the web adding two execs to key spots this week.

Network has lured Charlie Holden, former production manager of WCBS-TV, into its fold and yesterday announced the appointment of John W. Brooke, formerly eastern spot sales manager to the eastern web sales staff to "concentrate primarily" on tele. Further to indicate accelerated planning is the report ABC will debut its New York outlet in early summer—six months ahead of the scheduled December date.

RCA Readies TV Debut In Richmond, Va., Area

Richmond — More than 100 radio and television retailers from this area attended an all-day RCA Victor dealer meeting last week, preliminary to the introduction of RCA Victor television receivers to the Richmond market.

In conjunction with the meeting, a special program of NBC television films was telecast by Havens and Martin's local television station, WTVR, and presented for the dealers on television receivers installed at Station WNBG by RCA.

CBS Files With FCC For Channel In 'Frisco

Washington Bureau, RADIO DAILY

Washington — CBS has filed for a commercial tele license in San Francisco, it was reported yesterday by the FCC. Network has asked for Channel 9 in that city.

Commission also reported receipt of TV applications from Murphy Broadcasting Co., Des Moines, Iowa, and Topeka Broadcasting Association, Topeka, Kans.

Fight Prom. Avers Game "Benefits" From Video

Television's ability to whet the public appetite for sports events and its resultant favorable effect on box office was endorsed this week in one of the optimistic appraisals of the medium to date by a prominent sports figure.

Sol Strauss, acting director of the Twentieth-Century Sporting Club, which promotes all major boxing in New York City, told the Sports Broadcasters Association luncheon on Monday that boxing has visibly "benefited" from video coverage in the form of higher gate receipts during the past year as compared to the period from 1942-46. Strauss, who is heading activities at the Club in the absence of convalescing Mike Jacobs, asserted that attendance "averages" at Madison Square Garden had been up during this time, and implied that much of the gain was traceable to tele.

Twentieth-Century exec discounted reports of some weeks ago that his organization would ban tele when current agreements expired, and described his comments at the time as being "distorted." The impression resulted, he said, from a squabble with the Boxing Managers Guild, which had been pressing the Club for a heavier share of radio and tele rights.

Strauss pointed out that, in some cases, the "class of people" now attending bouts at the Garden were newcomers, and that their interest in the "real thing" had evidently been aroused by watching fights on tele. He illustrated this by referring to the recent Gus Lesnevich-Billy Fox light heavy weight championship which was scaled at \$20 ringside and hit a box office figure in excess of \$200,000. Every seat in the ringside section was occupied, he said, which would seem to indicate the fans "are coming out" for the fights.

Jacobs himself is enthusiastic about tele covering the fights. Strauss said, and is expected to continue thus until the time comes when it appears the gate is being hurt. In this case, Jacobs will probably make "some other arrangements," Strauss added.

Gripe Night

American Television Society's meet tomorrow night (Thurs.) will be held at the Hotel Victoria, under chairmanship of Ed Sobol, NBC exec. Contab, which starts at 8 p.m., will hear a round-table discussion of the topic "What's Wrong With Television" by representatives of the trade press.

New Rating Service In Political Field

(Continued from Page 1)

um listing the number of mentions in straight newscasts.

First report is based on coverage of 2,607 programs of network and local news, comment, discussion, etc. Broadcasts were monitored in New York, Washington, Chicago, Detroit, Los Angeles and New England areas during the week Feb. 28 through March 5.

Eleven political figures are covered in the initial report; namely, Vandenberg, MacArthur, Dewey, Eisenhower, Warren, Martin, Taft, Folsom, Stassen, Truman and Wallace. According to Radio Reports, Vandenberg received the greatest number of favorable mentions, during the week checked, while Wallace the greatest number of unfavorable plugs. Vandenberg's high favorability rating was attributable for the most part to his leadership in the debate on ERP. In the total number of mentions, however, Wallace ranged second only to President Truman.

If a candidate is mentioned on a network show fed to 200 stations, Radio Reports records it as 200 mentions. When the candidate is mentioned on a local station only, this is projected on a national basis and combined with the network report for that particular candidate. Radio Reports monitors 93 stations, about seven per cent of those in operation.

The new service was mentioned yesterday by Baukhage on his ABC program. Baukhage revealed some of the findings of the first week's survey.

KING, Seattle, To 50 Kw.; Other Activities At FCC

(Continued from Page 1)

250 watt, unlimited on the 1520 band.

At the same time, the Commission turned down the protest of KECA, Los Angeles, against the night time power boost from one to five kilowatts granted KTHH, Houston, Texas, last August.

The Commission also okayed, finally, a power boost from five to 50 kilowatts for KTKC on the 940 band, approving also the removal of the station from Visalia, Calif., to Fresno.

The Commission also okayed the shift of control of WHTB, Talladega, Ala., from D. Hardy Riddle and Harry Held to Melvin Hutson for \$16,500, and the buying out of Henry N. Fones' interest in KTFS, Texarkana, Texas, by his partner, David M. Segal, for \$16,377.

New conditional FM grants were announced for the Tuscaloosa Broadcasting Company, Tuscaloosa, Ala.; Marmat Radio Company, Bakersfield, Calif.; Inland Broadcasting Company, Weiser, Idaho; El Mundo Broadcasting Corp., San Juan, P. R., and Northern Virginia Broadcasters, Inc., Arlington, Va.

The FCC yesterday announced final decisions in cases in Baltimore and

COAST-TO-COAST

Cotton Featured On WKY Series
Oklahoma City, Okla.—Singer, radio artist and native Oklahoman, Larry Cotton has returned to this city from New York to inaugurate a new series of radio programs which will make its debut over WKY tomorrow. Entitled "Sooner Selections," program will feature selections picked by listeners and will be sponsored by Ozmund and Co. of this city and Lawton.

KATL Additions

Houston, Texas—New additions to KATL's staff include B. C. Moses and Allan F. Livers. Moses, who was formerly with KGBC, Galveston, has joined the station as an account executive, while Livers, former theatrical producer in Minnesota, taken over as station public relations chief.

WLVA Takes "First Place"

Lynchburg, Va.—WLVA general manager, Philip P. Allen, has received a check for \$125.00 as first prize for the station having more winners per radio family than any other in the "Jack Armstrong Admiral Radio Contest." The check was presented to Allen by E. H. Welborn, General Mills representative, in a special broadcast over the station. Allen, in turn, presented the check to Walter C. Chapman, executive director for the Virginia Society for Crippled Children.

Joins Chamber Of Commerce

San Francisco, Calif.—Philip G. Lasky, vice-president and general manager of Associated Broadcasters, operators of KSFO, has been appointed to the electronics section of the San Francisco Chamber of Commerce.

CKAC To Boost Power

Montreal, Canada — CKAC, now broadcasting on 5,000 watts will double its power by June. A little over a month ago, the CBC gave its official authorization to the station for a new 50,000-watt transmitter but the station is not expected to broadcast on its 50-kilowatt power until some time in the latter part of 1949.

Ohio, granting WCBM, Baltimore, a frequency change from 1400 to 680 kc, and authorizing a new one-kilowatt station on the 1150 band in Lima, O. WCBM's power will go from 250 watts unlimited to 10 kw. day and five kw. night.

Turned down in the first case were three applications for new stations—from the Tower Realty Company, Baltimore; Lamar Broadcasting Company, Lancaster, Pa., and Foundation Company, Washington, for a station in Philadelphia.

Skyway Broadcasting Company, Columbus, O., and WOOT, Inc., Dayton, O., were turned down in their applications for new stations in order to assign the 1150 band to Northwestern Ohio Broadcasting Co., in Lima. Commissioner Jones, who hails from Lima, and Commissioners Coy and Sterling did not participate.

WNLK To Form Advisory Panel
Norwalk, Conn.—Arrangements for the establishment of an advisory panel to WNLK in conjunction with the WNLK Forum of the Air have been completed. The program, scheduled as a Sunday afternoon show, will feature a discussion of local and national issues by prominent residents chosen for their knowledge of the topic under discussion. Function of the panel is to suggest topics and speakers for the forum, thus helping make the show a true community voice.

Charter Controversy On WCCO

Minneapolis, Minn.—WCCO is giving leaders of both factions in this city's sizzling charter controversy an opportunity to air their views by presenting a series of programs on the charter amendment proposal which will be presented to the voters in a special election, March 24. Moderator for the weekly series of programs, last of which will be heard this Sunday, is E. W. Ziebarth, director of education for WCCO and the CBS Central Division.

Baby-Sitter Ads On KCKN

Kansas City, Mo.—The Baby Sitters Service is using announcements on KCKN to tell parents that they can leave their children in the Baby Sitters care and enjoy a night out without worry. According to the Service, there are 36,642 children in this city, many of whom comprise the Baby Sitters' customers.

Market Quiz On KGVO

Missoula, Mont.—"Counter Intelligence," something new in radio quiz shows, recently made its debut over KGVO. Program is recorded each Friday afternoon at the Melody Marketeria, new self-service neighborhood market, where the station's Counter Intelligence agent poses questions to store shoppers on brand merchandise, recipes, advertising slogans, etc. Show gets played back the following morning with questions that were missed by store participants thrown to the radio audience. First person to telephone the market wins a fine merchandise prize.

WKZO Newcomer

Kalamazoo, Mich.—New addition to WKZO's staff is Mary Alice Pomeroy, who has taken over as women's editor. A graduate of Mount Holyoke College, Miss Pomeroy also will handle the "Women, Today" program, which is aired Monday through Friday at 10:45 a.m.

Budrow Named WBEC Station Mgr.

Pittsfield, Mass.—W. Wendell Budrow has been named station manager of WBEC and will also continue as commercial manager of the ABC outlet. He replaces James L. Spates, who has become consulting engineer and technical supervisor in charge of setting up WBEC-FM, to be operating within the next two months.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY
BASIL WOLVERTON



RAYMOND R. MORGAN
President Raymond R. Morgan Co.
Hollywood

You're a fabulous fellow, Ray Morgan, and we'd like to doff one of those eight-gallon hats you're so fond of wearing to you. We read somewhere, Mr. Morgan, that you are an exponent of the "lagniappe" principle in advertising. The word "lagniappe", our dictionary tells us, originated with the Creole tradesmen of Louisiana, and means something "extra" with each purchase. KGW subscribes to that principle, too. For instance, although Oregon has had a 39.2 per cent gain in population since 1940 — second largest in the nation — KGW advertising rates are still in line with prewar figures. Thus KGW gives extra listeners with each purchase of station time. KGW offers advertisers many other plus values too numerous to mention here. Come to think of it, this ad is a lagniappe for you, isn't it, Mr. Morgan?

KGW

PORTLAND, OREGON

AFFILIATED
WITH

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 53

NEW YORK, THURSDAY, MARCH 18, 1948

TEN CENTS

4-PT. NEWS POLICY ON GENEVA AGENDA

FCC Finds All Favor Commercial Facsimile

Washington Bureau, *RADIO DAILY*
Washington—The FCC yesterday closed its hearings on the advisability of setting commercial standards for facsimile, without a single voice being raised in opposition to the proposal.

G. Bennett Larson and R. D. Compton of WCAU, Philadelphia, supported early commercial exploitation of fax, with W. Barrett McDonald, attorney for Rural Radio Network, Inc., also supporting that position.

Compton said he is doubtful that a

(Continued on Page 8)

Will Shortwave Program To European Countries

Shortwave broadcasts of a memorial service for the late foreign minister Jan Masaryk of Czechoslovakia held at Freedom House Tuesday night will be beamed to Europe on Wednesday and Friday of this week by WRUL, Walter S. Lemmon, president of the World Wide Broadcasting Foundation, announced yesterday. Among the speakers will be Dr. Jan Papanek, UN delegate, and Dr. Juraj Slavik, former Czech ambassador to the United States.

Exclusive Rights To WJBK For Detroit Hockey Series

Detroit—WJBK has signed for the exclusive Detroit franchise to broadcast the 1948 Stanley Cup hockey playoffs of the Detroit Red Wings which have tentatively been set to start on March 23. Al Nagler will handle the play by play description of the series which will be sponsored by the Dodge dealers of Greater Detroit through Ruthrauff & Ryan.

Commendable

Philadelphia—An intensive drive in behalf of religious unity will be staged by KYW in connection with the Chapel of the Four Chaplains. Station is raising money for purchase of carillon bells to be used in the chapel which will commemorate the four chaplains who lost their lives on the USS *Dorchester* in February, 1943, after giving their life belts to others.

Unusual Guests

Two rather unusual guests made a startling appearance on Mutual's Fishing and Hunting Club of the Air stanza this week. The scheduled guest, the petologist Ross Allen, in accepting producer Victor Seydel's invitation, told the latter he would bring some of his "equipment" to the broadcast. He showed up with a big box containing two large and very much alive diamond back rattlesnakes.

AFM-Webs Statement Reported Due Today

A joint announcement that the networks and AFM have reached agreement on a new contract may come this afternoon, an informant close to the negotiations revealed last night. New pact presumably will open the way for the first time for live music on television. Aim of the negotiators all along has been to write an all-inclusive contract covering the use of musicians for television and FM. Webs and AFM representatives meet today at 4 p. m.

Midwest College Plans April Radio Conference

Second annual conference of Linde-wood College at St. Charles, Mo., will be held on April 23 with I. Keith Tyler, director of Radio Education at Ohio State University, speaking at the evening session on "Radio in The Re-Education of Germany."

At the morning session, Edward Breen of KVFD, Fort Dodge, Ia., will

(Continued on Page 2)

UN Confab On Freedom Of Information Will Set Int'l Course For 4 Media; 'Charter Of Rights' Planned

Subscriber Service Organized By BMB

Cort Langley will resign his job as director of research for WOR, New York, to become director of subscriber service, a newly created post, for Broadcast Measurement Bureau, effective April 12. Appointment was made yesterday by BMB's executive committee. Langley is now a member of BMB's technical committee but it is up to NAB to select a replacement.

After the NAB convention in May.

(Continued on Page 3)

Broadcasters Pledge Aid To N. Y. Cancer Fund Drive

New York broadcasters pledged their support to the 1948 Joint Campaign of the New York City Cancer Committees of the American Cancer Society at a conference with Brig. General John Reed Kilpatrick, chair-

(Continued on Page 3)

Announce CCNY Plans For Radio Conference

Fred Allen and Elissa Landi are members of a panel which will offer spontaneous discussions and also dramatize answers to questions in the opening public session of the Fourth

(Continued on Page 2)

Broadcasting on both national and international planes will be an integral part of the United Nations Conference on Freedom of Information which is slated to get under way in Geneva March 23. Four media: radio, newspapers, news periodicals and newsreels, are covered by the provisional agenda for the confab.

The agenda, which was drafted for the Conference by the Economic and Social Council of the UN, calls for the establishment of four fundamental principles to which media should

(Continued on Page 5)

ABC Gross Time Sales Show Increase Of 10%

Gross time sales on ABC for the first quarter of this year will set a new high for the period and are expected to run about 10 per cent ahead of the comparable figures for 1947. Fred Thrower, vice-president in charge of sales, announced yesterday.

Thrower estimated that the web's gross for the first three months of 1948 would approximate \$11,650,000.

(Continued on Page 3)

Malone Using Eagles As Audience Builder

A new approach in audience promotion has been worked out by Ted Malone with the Fraternal Order of Eagles for his program titled, "Calling All Mothers," which will be

(Continued on Page 2)

Truman-Talk 33.4 Hooper Is Highest Since V-E Day

President Truman's highest daytime Hooper, with the exception of his V-E Day address, was recorded yesterday when he hit 33.4 in a speech before a joint session of Congress asking for enactment of universal military training and a temporary reviving of the draft. According to a special check made by C. E. Hooper, Inc., at the request of CBS, and released by the network, President Truman's broad-

cast was heard by 17,625,000 adult listeners. His share of the listening audience was 95.6. Broadcast was carried by the four major networks plus hundreds of independent stations.

Contents of Mr. Truman's speech, anticipated 24 hours in advance by radio and press, touched off fast activity in networks news departments for the remainder of the afternoon and

(Continued on Page 5)

Stout Trouper

Ernest Sax, shortwave newscaster for the State Department's "Voice of America" broadcasts, was critically injured Tuesday night in an attack by two thugs as he approached his home on East 49th St. Although suffering severe head and facial injuries Sax held off medical treatment to do his 6 a.m. program Wednesday morning, following which he entered Polyclinic.



Vol. 42, No. 53 Thurs., Mar. 18, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 153 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

(March 17)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

10 YEARS AGO TODAY

(From the files of Radio Daily)

General Foods renewed Burns & Allen over 73 NBC-Red outlets for 52 weeks, through Young & Rubicam. . . McClatchy outlet KFBK aired special show celebrating power increase to 10,000 watts. . . G. W. Johnstone was director of public relations and public features of WOR. . . New talent lineup on Camel Caravan show includes Eddie Cantor, Deanna Durbin, Benny Goodman quartet, Fairchild and Adam, piano duo, Bert Gordon, Edgar Fairchild's orb and Walter King.

DO YOU NEED FRESH IDEAS—NEW BLOOD?

Young, capable, energetic Producer-Director-Talent Scout-Writer-Editor-Sales Promotion-Publicity-Contact Person. Many years network radio, top-notch agency and motion picture experience. Write Box 124, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

BOB SCHMID, vice-president of the Mutual network in charge of station relations, has returned from Miami, where he had spent a three-week vacation.

MEL ALLEN and RUSS HODGES, sportscasters on WINS, who now are in Florida, left St. Petersburg yesterday for Sarasota to broadcast the Yankees-Red Sox game.

BILL HENRY, Washington newsman for CBS, is in Philadelphia. His program today will emanate from WCAU.

LESLIE LEARNED, Mutual network's manager of traffic, and E. M. JOHNSON, director of engineering for the web, attending the GE television seminar at Electronics Park, Syracuse.

EDWARD R. MURROW is broadcasting today's stanza of his Monday-through-Friday newscasts on the Columbia network from WTOP, Washington, D. C.

DICK KOLLMAR, the "Boston Blackie" of WOR, is in Bridgeport, Conn., to lecture at the Radio Research School in that city.

J. HAROLD RYAN, of Fort Industries, Toledo, and LOWRY CRITES, of General Mills, Minneapolis, in town at BMB yesterday for the meeting of the combination-rate-plan committee.

EMMETT HEERDT, of CBS Radio Sales, leaves today on a short business trip to WEEI in Boston.

ROBERT Q. LEWIS, heard on the Columbia network, is in Detroit to participate in the ceremonies attendant upon the opening of WJR's new studios. His program tomorrow will originate from that station.

JO DINE, trade press editor at NBC, left yesterday for Boston on business. He'll be back Monday.

HARRY MASON SMITH, vice-president and sales manager of WLW, Cincinnati, is vacationing in Florida.

TOM PAGE, farm director of WNBC, left last night for Washington, where he'll confer with officials of the U. S. Department of Agriculture.

MILTON BACON, assistant to the general manager of WCBS, today goes up to Highland Falls, N. Y., to address the West Point Masonic Lodge.

ROBERT ALLISON, of the education division at CBS, leaves by plane today for Syracuse, where he will be moderator and producer of tomorrow's "Opinion Please," which will originate at WFBL.

Midwest College Plans April Radio Conference

(Continued from Page 1)

meet with the students of the college's radio classes and will discuss employment opportunities in radio.

A feature of the afternoon session will be a panel discussion on the question: "Has Radio Come of Age?" Participants will be Miss Marguerite Fleming, radio consultant of the Har-ri-s Teachers' College of St. Louis; Ray Dady, newscaster and station manager of KWK, St. Louis; Irving Dilliard, editorial writer of the St. Louis Post-Dispatch, and Souldard Johnson, executive secretary of KMOX, St. Louis.

During the afternoon session, Dr. Tyler will hold a conference with Lindenwood College faculty members and administrative staff to discuss the various phases of radio education in the college curriculum.

Lindenwood's radio program is under the direction of Miss Martha May Boyer. Radio courses now offered by the college include Introduction to Radio, Radio Speech, Radio Production, Radio Continuity Writing, and Arrangement and Composition of Radio Music.

Announce CCNY Plans For Radio Conference

(Continued from Page 1)

Radio and Business Conference sponsored by City College of New York. Opening night session, for which no admission is charged, is set for April 13 from 8:30-10 p.m. Conference theme for 1948 is "Goals in Radio and Tele."

Ted Cott, program director of WNEW, will chairman the panel. Miss Landi heads the cast for the CCNY dramatizations which will be written by Jeff Selden and directed by Jack Grogan, both associated with WNEW and the radio department of CCNY. Another panel member will be Harold E. Fellows, general manager, WEEI, Boston. There is a possibility that the dramatized session will be televised this year for the first time.

Malone Using Eagles As Audience Builder

(Continued from Page 1)

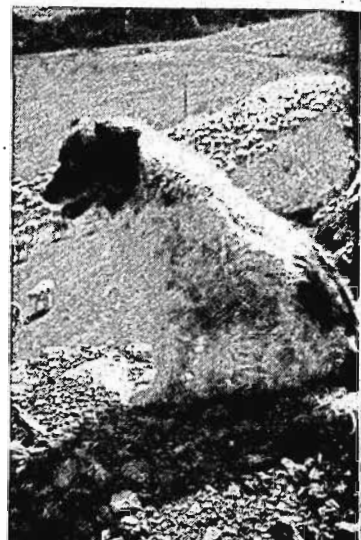
broadcast on ABC on Friday, May 7th.

The Eagle lodges, number 1,531 throughout the country, will phone or write to five mothers of his acquaintance to ask them to hear the broadcast. Featured on the program will be Raymond P. McElroy, national president of the Eagles, who will present a bouquet to Mrs. Joseph S. Hagerly, national president of the Gold Star Mothers.

To Address College Group

Poultney, Vt.—Mrs. Doris Corwith, director of talks and religious broadcasts for the NBC, New York, will address the student body of Green Mountain Junior College here March 22.

Miss Corwith's subject will be "The Business of Broadcasting."



On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wished there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all, knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . may we suggest that in Baltimore you use W-I-T-H.

W-I-T-H is the successful independent that delivers more-sales-per-dollar-spent than any other station in this big 5-station town.

W-I-T-H is on the smart lists. On Yours?

WEVD advertisement featuring a microphone and text: 5000 WATTS 1330 K.C., PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH, JEWISH, ITALIAN, 3 RESPONSIVE AUDIENCES, 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA. Send for WHO'S WHO Among Advertisers on WEVD.

W-I-T-H Baltimore 3, Maryland advertisement featuring a stylized face logo and text: TOM TINSLEY, President Represented by Headley-Reed

Subscriber Service Organized By BMB

(Continued from Page 1)

Langley will spend most of his time working on BMB subscribers. J. Harlan Ryan, bureau board chairman, and BMB is responsible for helping stations get the greatest possible value from BMB data, the purpose of which the subscriber service department was installed. Langley will work confidentially with subscribers, and national and local advertisers and agencies.

The executive committee also adopted a combination subscription plan for AM, FM and television broadcasters. Under the system, a broadcaster owning any combination of the three can subscribe to BMB on all stations by a single subscription fee based on the total revenue of all outlets. In effect, if an AM broadcaster operates an FM station which has no revenue, BMB measures the FM audience at no additional cost.

Campbell To Drop "Archer"

Campbell Soup Co. is dropping "Meet Corliss Archer" on CBS after the broadcast of Sunday, March 21 (-9:30 p.m., EST) and the network is moving the show from its scheduled time. Campbell, which has three other shows on CBS across-the-board, is not retaining the time. Agency is Ward Heelock Co.

Foster Parents

Emerson Radio employeoes have "adopted" their 10th child through the Foster Parents' Plan for War Children. Mrs. Edna Bluo, international chairman of the plan, announced yesterday. Their latest foster child is Chon Ping-Lin, 14-year-old Chinese orphan, who is being cared for in a Chinese orphans colony.

RCA Librarians To Meet For Annual Conference

Annual meeting of RCA librarians will be held in New York on Friday with Doris Crooker and Frances Sprague, librarians of the NBC network's law and general libraries, acting as hostesses.

Representatives of RCA libraries who will attend the meeting are: Julia Berutich, RCA legal department, New York City; Ruth Elliott, RCA patent library, New York City; Elizabeth Molloy, RCA - Victor Division, Harrison, N. J.; Madge Penton, RCA Laboratories, Princeton, N. J.; Ruth W. Perlmutter and Gretchen Runge, RCA Manufacturing Co., Camden, N. J., and Mary E. Zabriskie, RCA Victor Division, Lancaster, Pa.

In addition to visits to the two NBC libraries, there will be a round-table discussion of problems, and an exchange of ideas and suggestions on ways in which service to the company can be improved.

Broadcasters Pledge Aid To N. Y. Cancer Fund Drive

(Continued from Page 1)

man of the drive, at the New York Madison Square Garden Club, yesterday.

The broadcasters will be provided with announcements and special talent for the "kick-off" day of the drive on Sunday, April 4, and additional radio material will be furnished the station as the drive progresses.

George Wolf, of Foote, Cone & Belding, is chairman of the radio advisory committee with Harry C. Levin serving as radio director.

Lever Buys Luxor Cosmetics

The Luxor trademark and the goodwill of the Luxor cosmetic business has been purchased by Lever Brothers Company of Cambridge, Mass., from Armour & Co., Charles Luckman, Lever president, announced in Cambridge today.

Sale of the business becomes effective July 1, 1948. The business will be carried on by the Pepsodent Division of Lever Brothers Company in Chicago which already distributes Lever toiletries to drug, syndicate and department stores.

Pepsodent's expansion into the cosmetic business marks the second entry of Lever Brothers Company into the cosmetic field. In July of 1947, Lever Brothers purchased Harriet Hubbard Ayer, Inc., which now operates as a separate subsidiary of the company.

ABC Gross Time Sales Show Increase Of 10%

(Continued from Page 1)

as compared with \$10,387,004 chalked up for the same period last year. ABC's total gross for last year amounted to \$43,548,057, a new record for the web and a seven per cent increase over the previous year.

The increase, Thrower said, reflects new business signed in addition to carryovers from the end of 1947. New biz this year includes sponsorship of the Henry Morgan show by Standard Labs; Hollywood Headlines, by Seeman Brothers; Your Home Beautiful, by Benjamin Moore & Co., and Gangbusters by Procter & Gamble.

In addition: Tucker Corp., new automotive firm, will sponsor a quarter-hour forum show on Sundays beginning April 4.

Equitable Life Assurance Society yesterday signed a 52-week renewal with the web for sponsorship of "This Is Your FBI," Fridays, 8:30-9 p. m., through Warwick & Legler.

P & G, which assumed sponsorship of Gangbusters on March 13 over 60 ABC outlets, will add 26 stations in Oklahoma and Texas on April 24.

Takes WTMJ Post

Sprague Vonier has joined the promotional staff of WTMJ, WTMJ-FM, and WTMJ-TV, Milwaukee. He will do promotion and public service work.

the question is:

'WHY SHOULD I BUY 'THE ANSWER MAN'?'



Answer:

- 1. During an average week, people in 1,070,612 homes listen avidly to the evening "Answer Man."
- 2. It's so effective, no sponsor has ever failed to renew it.
- 3. It has been on the air in New York for 11 years straight.
- 4. It's so popular, it now does noon-and-night duty on WOR.
- 5. It's been rated the second most popular 15-minute local daytime show.
- 6. It's a low-cost show that brings big-time returns.

TO WIT: "The Answer Man" answers some 6,000 questions a week! Everybody from Board Chairmen to baffled children toss queries at him. "The Answer Man" is really a big research organization with 10,000 volumes and a list of 20,000 authorities to consult. *Everybody* gets an answer (unless the question is unethical). The colorful questions go on the air, the rest are answered by mail. The service slices The Answer Man's bankroll but pays off in good will for you in extra promotion. YOU can cash in on that good will, by phoning LONgacre 4-8000 now.

heard by the most people where the most people are . . .

WOR mutual

PLUG TUNES

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

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

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

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

The World Wants PEACE
 You'll Want for your Programs
"PEACE OF MIND"
 DUBONNET MUSIC PUBLISHING
 1619 Broadway, New York 19, N. Y.

I'VE ONLY MYSELF TO BLAME
 JEFFERSON MUSIC CO., INC.
 1619 Broadway New York 19, N. Y.

I'M MY OWN GRANDPAW
 GENERAL MUSIC PUB. CO., INC.
 400 MADISON AVE., NEW YORK CITY

D.-J. RECORD RELEASED Mar. 1
"THE OLIVE SONG"
 Pat Ballard Music Corporation
 Room 419, 1619 B'way, New York

BUT BEAUTIFUL,
 By
 JOHNNY BURKE
 and
 JIMMY VAN HEUSEN

(By The Writer Of "NEAR YOU")
BEG YOUR PARDON
 ROBBINS MUSIC CORPORATION
 799 Seventh Avenue New York 19, N. Y.

WORDS AND MUSIC

By PINKY HERMAN

• • • Newest BMI pubbery is Jay-Dee Music, headed by Dave Droye. . . . initial plug tune is "I'm Looking For A Sweetheart." . . . • Announcer Bob Denton of NBC has been ordered by his medico to take a three-months rest. . . . • "Chickawa, Chickawa, Chllakee," cute novelty written by Charles Storn, Alex Schenfeld and Albert Hague, is published by Commercial Music. . . . • Doctor to Doctors. . . . he's radiolite Phil Clarke, whose 50th film for the Medical Film Guild, "Heart Disease," is being distributed to the Nation's Universities and Colleges. . . . • Carley Mills, pro. mgr. of T. B. Harms, quite excited about Cole Porter's score for the MGM musical "The Pirate," starring Judy Garland and Gene Kelly. . . . ditties will be available for airings April 4 and the tune to watch is "Love Of My Life." . . . • We like: Maytag's delightful musicals Mondays on NBC featuring Bob Whitlaw's vocalisphenics supported by George Wright's Orchestra; Al Shurr's balladellveries with Lonny Herman's Hotel Astor Band; Dick Dudley's smooth platter NBChatter Saturdays at 5:30; Phil Cook's year-round plugs to help collect books for shut-ins; Bill Harrington's WORioling on the "Song Machine" series; the newsy items from flacks George Evans, Jim McCarthy and Mack Millar (who phones regularly from Coldwater Canyon in Beverly Hills).

• • • Musical Directors have discovered the smooth vocal arrangements concocted by Joe Leahy. . . . ask Eddie Ballantine, Emerson Buckley, Russ Morgan, Clarence Fuhrman, to mention a few who 'rave' about the lad's orchestrability. . . . • Belaire Music should do well with "Let's Pick Up Where We Left Off," a clever ballad written by Lew (This Is The Night) Bellin and Jay Milton, and recently introduced by Buzz Adlam's Orchestra. . . . • Perry Como Victorecorded an oldie which Laurel Music will plug following its current "Tell Me A Story." . . . the song, titled "If You Had All The World And Its Gold" written by Harry Edelheit, Bartley Costello and Al (Baby Shoes) Piantadosi was originally published back in 1916. . . . Victor Pelle, just back from Hollywood, has joined the firm's contact staff. . . . • A national ad campaign advises us that Sidney Kornheiser has 'switched to Calvert.' . . . he also has switched from Burke & Van Heusen to Melrose. . . . • Vocalist Buddy Brees, currently stopping the shows at the Roxy Theater in Gotham, with his rendition of "Bluebird Of Happiness." . . . • Lex Boyd's daily "Date At The KROWsbah" platter-tudes out Oakland way is one of the breeziest programs in town according to our brother Sam, who lives across the bay in Frisco. . . . • George Gilbert has been named pro. mgr. at Robert Music and doing a fine promotion job on "Worry, Worry, Worry," penned by Ramez Idriss and George Tibbles.

• • • ON AND OFF THE RECORD:—Diamond Records' Jan August platter of "Dizzy Fingers" and Warsaw Concerto," bids fair to out-sell Jan's "Misi.lou" platter. . . . it's that good. . . . • Buddy Clark's latest for Columbia, "Haunted Heart," backed with "Matinee," ranks with Buddy's best. . . . Mitch Ayres' Band uses strings most effectively for musical support. . . . • Oliver Nicoll has closed a deal for Towers Of London to press and distribute Bullet Records in England and Australia. . . . • Jerry Wayne's latest Columbia platter of "One Raindrop Doesn't Make A Shower," flipped with "Heartbreaker" should bring him back to the top.

• • • SHARPS AND FLATS:—Disk Jockeys have latched onto Ernie Lee's Victor waxing of the tear-jerker, "Tomorrow's Just Another Day To Cry." Lee is vocalist-emcee of the "Mid-Western Hayride," popular WLW-hillbilly series. . . . • Stan Broza, Jr., brother of Maestro Elliott Lawrence is the new disk jockey at Yale U.'s WYBC with a weekly series "Things To Come." . . . (and Pop thinks his offspring is diligently preparing for a career in law). . . . • Nat Freeling, one of the best-loved contactmen in the business, after 22 years with the firm, has finally been named professional manager of Witmark. . . . congrats to all concerned. . . . • Sam Fox has acquired the score of the new Sammy Lerner-Gerald Marks musical "Hold It," soon to open on Broadway. Sammy Lambert is the producer.

PLUG TUNES

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

WORTH DATING!
"TERESA"
 DUCHESS MUSIC CORP.

DECCA'S DELIGHTFUL DISCOVERY
 MARY OSBORNE
 First Decca Release No. 24308-A
YOU'RE GONNA GET MY LETTER IN THE MORNING
 LONDON MUSIC CORP.
 1619 B'way, N. Y. C. Joe Santly, Gen. Mgr.

DISK JOCKEYS: Write for free Records—
CONGRATULATIONS
 MARCHANT MUSIC PUBLISHERS
 1619 Broadway New York 19, N. Y.
 Bob Lee, Gen. Prof. Manager

A Revival!
"MOONLIGHT IN VERMONT"
 CAPITOL SONGS, INC.
 RKO Bldg., N. Y. C.
 1491 Vine St., Hollywood, Cal.

A New Novelty
"TACOS, ENCHILADAS & BEANS"
 CRITERION MUSIC CORP.
 RKO Bldg., N. Y. C.
 1491 Vine St., Hollywood, Cal.

"TROUBLE IS A MAN"
 By
 ALEC WILDER
 REGENT MUSIC CORP.
 1619 Broadway New York 19, N. Y.

As sweet and appealing as
 'The Sweetest Story Ever Told'
"STORY TELLING"
 Georgeoff Music Pub. Co.
 1650 Broadway, New York 19, N. Y.

WATCH THIS "SLEEPER"
IF YOU CARE FOR ME
 RAINBOW MUSIC CORP.
 156 W. 44th ST., NEW YORK 18, N. Y.

Northwest Radio News Group Reelect Officers

Minneapolis — Re-election of the officers of the Northwest Radio News Association for another year highlighted the Second Annual Radio News Course by the School of Journalism of the University of Minnesota last week.

Orrin Melton, President of the officers chosen to serve for the 18 term were: Orrin Melton, news director, KSOO, Sioux Falls, S. D.; President; Tony Moe, program director, KELO, Sioux Falls, vice-president; Ralph Andrist, news writer, WCCO, Minneapolis, treasurer; William H. Krueger, news editor, KDAL, Duluth, Minn.; secretary; Jack Swenson, news editor, WDAY, Fargo, N. D., member-at-large of executive committee.

Some 50 radio news men from seven states—Minnesota, the Dakotas, Nebraska, Kansas, Iowa and Wisconsin spent a major portion of their time during talks on news audience research and discussing applications of research findings to their own problems.

Dr. Kenneth H. Baker, NAB research director, opened the subject on Friday morning with a talk on NAB audience studies as they relate to news operations. Dr. Baker, using findings of the 1946 NORC study and a brief off-the-record preview of the later study (its findings were made public this week), said that news is thoroughly established as radio's most desired program offering.

Dr. Schramm Heard His talk was followed by one of Dr. Wilbur Schramm, director of the Institute of Communications Research at the University of Illinois. Dr. Schramm reported on a number of radio news audience studies, including those by himself, Forest Whan and Hugh M. Beville, Jr.

Dr. Schramm said that such studies indicate that news-listener comprehension and retention decrease when 15-minute news period offers more than 30 individual stories, and as the news announcer's speed rises higher than 160 to 180 words a minute. He also showed that the largest news audiences appear in the morning and noon news periods in rural and small-town listening situations, though in urban areas they remain fairly constant throughout the day.

In a banquet speech Friday evening, Harry Lesueur, CBS United Nations correspondent, told the news men of the heavy responsibilities of a radio reporter covering international political developments.

Iowa Co-operation Cited Discussions of brass-tacks radio news problems were led by a number of men from Northwest stations. Coverage of agricultural news was the topic of Chris Mack, farm director of WNAX, Yankton, S. D. Charles D. Hilton, news director of KGLO, Mason City, Iowa, described the co-operation between Iowa radio stations and the state highway commission and highway patrol in keeping up to the minute on weather news. Jack Swenson, news editor of WDAY,

Truman-Talk 33.4 Hooper Is Highest Since V-E Day

(Continued from Page 1)

evening. To fill that part of the half-hour period not taken by the President, ABC tossed in Martin Agronsky and Jack Beall, commenting directly from the House radio booth with Reps. Javits and Wadsworth of New York as their guests. CBS followed Mr. Truman with commentary, also from the House radio booth, by Bill Henry, Joseph C. Harsch, Edward R. Murrow and Eric Sevareid.

Baukhage's regular 1 p. m., EST, broadcast over ABC was delivered from the House gallery. Cedric Foster in the same time slot on Mutual centered his entire comments on Mr. Truman's speech.

Henry Wallace Scoffs

Shortly after the President's address, Henry Wallace issued a statement branding Mr. Truman's request as "a call for an American police state to which I shall pay my complete respects over the ABC network at 10:45 tomorrow night." From ABC it was learned that a letter was received from Wallace last Tuesday requesting a half-hour either Wednesday or Thursday night of this week to give his views on foreign affairs. ABC replied that 15 minutes was available tonight, Thursday, or a half-hour a week later. Wallace accepted the first proposal and is scheduled to speak at 10:45 p. m., EST., tonight in an address titled, "Wallace Answers Truman."

(It's also been learned that NBC recently agreed to grant Wallace a quarter-hour period late in April to discuss a subject to be announced later.)

At 6:15 p. m., EST., last night CBS carried a special show from Washington in which Don Pryor interviewed several Congressmen on their reaction to President Truman's speech. Ed Murrow, who did his regular program from the Nation's Capital, brought in European reaction via pickups from London, Paris, Rome and Stockholm.

WOR, New York, put special events man John Wingate on the street with a tape recorder and his survey 18

against the draft and 11 in favor) was aired at 6 p. m.

NBC's "News of the World" at 7:15 p. m. was devoted entirely to reaction to the President's three-point defense plan. There were pickups from London, Paris and Stockholm. W. W. Chaplin gave a roundup of U. S. reaction from New York, Morgan Beatty commented from Washington and John MacVane covered the story from the United Nations.

Highlights of Mr. Truman's address were rebroadcast by ABC on "Headline Edition" and "News of Tomorrow" with the latter show also carrying editorial opinions gathered from leading newspapers around the country. "News of Tomorrow" featured a man-in-the-street interview from Chicago. Late last night ABC aired recorded highlights of Secretary of State Marshall's testimony before the Senate Armed Forces Committee.

Mutual's nightly newsreel got its biggest chance to date and came through with man-in-the-street interviews shortwaved from Rome and Paris. Just before midnight MBS did a special 25-minute roundup with pickups from London, Rome, Paris, Boston, Cleveland, Los Angeles, Chicago and Washington.

Television broadcasts of the President's activities yesterday also set what are considered to be new highs in audience in a single day, with the chief executive appearing as principal in three individual pickups.

His address to Congress at noon yesterday, aired on a pool basis by all stations in the eastern network, including WNBT, WCBS-TV and WABD in New York, had a potential viewing audience of over 800,000, it was said. This figure prevailed in his two other appearances—the St. Patrick's parade and dinner last night at the Astor Hotel — but, according to NBC, which aired all three, approximately 40 per cent of this potential actually witnessed the events. Total video audience for the day, therefore, would approach the 1,000,000 mark.

Fargo, N. D., led a discussion of special events in the smaller station.

Local and regional news coverage was the topic of Soren Munkhof, news director of WOW, Omaha, Neb. Paul Ziemer, news editor of WKBH, La Crosse, Wis., described the legal and practical angles of radio reporters access to the news, and told of his station's success in a campaign to gain the right to broadcast the La Crosse city council meetings, using wire recordings. Ray Thompson, news editor of KROC, Rochester, Minn., talked on the special problems of a radio news operation in a highly specialized community such as Rochester, whose chief industry is the Mayo Clinic, and Sig Mickelson, news and special events director of WCCO, Minneapolis, warned against "letting your news shows be edited by a wire service coming out of New York or Chicago."

Geneva Will Consider Four-Pt. News Policy

(Continued from Page 1)

subscribe "in performing their basic functions . . . without fetters." They are:

"To tell the truth without prejudice and to spread knowledge without malicious intent;

"To facilitate the solution of the economic, social and humanitarian problems of the world as a whole through the free interchange of information bearing on such problems;

"To help promote respect for human rights and fundamental freedoms for all, without distinction as to race, sex, language or religion, and to combat any ideologies whose nature could endanger these rights and freedoms;

"To help maintain international peace and security through understanding and co-operation between peoples, and to combat forces which incite war, by removing bellicose influences from the media of information."

As a measure to facilitate international transmission of info, the Conference will mull progressive elimination of peace-time censorship and agreements which would reduce the "inconveniences" of existing censorship. Recommendations for preferential telecommunication and postal treatment for news matter also will be discussed.

Newsmen-Aids Suggested

Several measures to aid newsmen in gathering of info also are on the provisional agenda. These include facilitating entry and travel of accredited personnel; protection against "arbitrary expulsion"; permitting the "widest possible access" to all news sources, "without discrimination between nationals and accredited foreign" newsmen, and elimination of "unreasonable or discriminatory taxes" affecting foreign news agencies and personnel.

To improve and assure free reception of news, the Conference will take up government regulation or limitation of the right of all persons to possess and operate receivers covering all bands used for domestic and international transmission.

The confab will take up also methods of improving and increasing the supply of physical facilities, including radio equipment, and recommendations for removing or alleviating existing tariffs, quota regulations and exchange controls thereon.

Consideration will be given also to the drafting of a "charter of rights and obligations" of media, which would include a statement of rights and the means of safeguarding these rights through international conventions or agreements within the framework of the UN, as well as the measures necessary "to ensure the fulfillment" of stated obligations of media.

Belmont Sales Reps.

Belmont Radio Corp., a subsidiary of Raytheon Manufacturing Co., has appointed Asquith Associates, Inc., as exclusive sales representatives in the New England area.

Krug To Be Interviewed By Baukhage On ABC

Boston — Secretary of the Interior Julius A. Krug will be interviewed by H. R. Baukhage in connection with the commissioning of the U. S. S. Albatross III, a new floating research laboratory of the U. S. Fish & Wildlife Service, on the American network commentator's co-operative program of Friday, March 19, at 1 p. m., EST.

Secretary Krug and Baukhage will be in Boston for the commissioning ceremonies of this newest addition to the Fish & Wildlife Service fleet, an 180-foot ocean laboratory, which will make an intensive study of the decline of commercial catches which has been noted on the New England fishing banks.

LOS ANGELES

By RALPH WILK

NOEL L. KEEFER, noted West Coast radio engineer, will join the staff of Metro-Goldwyn-Mayer's projected frequency modulation station, KMG-M, as chief engineer.

Keefer's appointment was announced by Herbert L. Pettey, director of radio for Loew's, Inc., who is here from New York to supervise the installation of equipment for the new station. He will take over his new duties April 1, under the direction of William F. MacCrystall, general manager of KMG-M, which is expected to be on the air in May from studios and transmitters which are located in Coldwater Canyon, Beverly Hills.

Bob Hope, back from Indiana where he received the "Man of the Year" award at Purdue University, continues his trek of the campus circuits. His broadcast of the 16th came from St. Mary's College at Moraga, Calif.

Les Mitchel, producer of the "Skipper Hollywood Theatre," lays aside his directorial chores to assume the mask and domino of the actor for the Holy Week presentation of "The Terrible Meek" which is being repeated by popular demand.

Norman Ostby, assistant to Don Searle, ABC vice-president in charge of the Western Division, will fly to San Francisco, March 21, to represent ABC in the first annual meeting of the Western Regional Radio Conference at the Marine's Memorial Club in the Bay City. He will return to Hollywood, March 23.

Garry Moore takes his "Take It Or Leave It" broadcast to San Bernardino on March 21, to air from there in connection with the National Orange Show. The program will emanate from the auditorium of the San Bernardino Junior College in San Bernardino.

Jo Stafford has a sure-fire gimmick that makes her parties a success. She has recordings she has made of ten obscure folk tunes, and she asks the guests to identify them. So far Axel Stordahl is the top guesser—he named six.

Gets ABC Sales Post

Earl B. Salmon has been appointed Eastern sales manager of the ABC spot sales department, Ralph Dennis, manager of ABC spot sales, announced. Salmon, who joined spot sales on April 1, 1944, succeeds John W. Brooke, who has been promoted to the ABC network sales department as an account executive, specializing in television sales.



Windy City Wordage. . . !

• • • Sally Nix in town readying her newest tune, "For Crying Out Loud," for its debut. Her "I Love You, Yes I Do" made the Hit Parade. . . Fran Allison (Aunt Fanny) in Passavant Hospital for a checkup and will be off the "Breakfast Club" for a week. . . Sam Cowling, another Breakfast-Clubber, is laid up with the flu. . . CBS will broadcast The Bankers Mile, one of the top events of the indoor track season, Saturday from the Chicago Stadium, with John Harrington at the mike for his eighth consecutive year. . . Herbert J. Peterson, formerly on the sales staff of WMMJ, Peoria, Ill., has been appointed sales manager of WGIL, Galesburg, succeeding Lee Kramer, resigned. . . Skee Wolff, WBBM producer and writer of the weekly series "That Men May Live," is a medical patient at American Hospital. . . Opening of Marshall Field's new restaurant, the Cloud Room, at municipal airport today (Thursday) will feature broadcast over WENR of a specially written play, "Wagon Wheels to Wings," celebrating a century of transportation in Chicago.

Chicago

• • • A new type late evening disc show was introduced Monday night by John McCormick when he transformed WBBM's "Matinee at Midnight" into "Cavalcade of Music," presenting a program of mood music instead of the former boogie-beats. Show is heard every night from midnight to 1:30 a.m., and McCormick provides his own annotations on each selection played.

• • • Congrats to Joe Kelly, "Quiz Kids" emcee, and Mrs. Kelly, who celebrated their silver wedding anniversary on St. Patrick's Day! . . . Bill Walker, who has just joined the WIND music staff, used to be pianist arranger for Wayne King, Tommy Tucker and other big name band leaders, and he has written a couple of promising songs, "Lovely Lady" and "I Wonder Where That Gal of Mine Has Went," both of which are soon to be released. . . Sixteen minutes after a DC-4 airliner crashed at Chicago's municipal airport on March 10, WMAQ's reporter-at-large Jim Hurlbut read the first broadcast bulletin of the disaster, then hurried to the scene of the crash, interviewed eyewitnesses and others, and at 1:20 a.m., broadcast a complete report of the accident. . . Opening shot of WGN's new "Radio Telephone Game" last week swamped the station's switchboard with calls from listeners who wanted to get in on the game. There were more than 7,000 completed calls to the studio, and nearly 30,000 busy signals were received by listeners trying to contact the studio.

• • • Everett Mitchell, NBC's central division director of agriculture, has recorded a three-a-week series of five-minute programs for Armour & Co., for distribution in 15 midwestern markets, including WMAQ, Chicago. Believed to be the first venture of its kind by a major food processor, the program presents farm product specifications as outlined by procurement experts of the poultry and dairy branch of Armour. Series is handled by Foote, Cone & Belding ad agency.

• • • R. A. Richman, sales and publicity director for Goldblatt Bros. department stores, addressed the Radio Management Club last week, telling the members how the firm's two WGN shows, "Let's Have Fun" and "Teens and Tunes," have proved tremendously successful as business-getters. . . Schwimmer & Scott, Inc., recently appointed ad agency for Hawthorne Melody Farms Dairy, is including a large number of radio spots in the advertising campaign. . . Herbie Mintz, who is heard on WENR's "But Not Forgotten" program, celebrated his 26th year in radio on March 11. . . Vern Capter has resigned as NBC central division continuity acceptance secretary to take a position with Leo Burnett Co., Inc., ad agency, and has been replaced by Shirley Miller, formerly of network sales.

SOUTHWEST

CHARLES W. WEAVER is a member of the announcing staff of KEYS, Corpus Christi. He is a recent graduate of Texas University at Austin.

Charles Lutz, manager of KYFM, San Antonio, has announced a new schedule of programs to be heard Monday through Friday for two hours between 7 and 9 p. m. Using the last two letters of its call letters FM as the theme Monday night will offer Fine Music with Charles Belfi as host with classical music predominating Tuesday will be known as F-M-nine night with Monette Shaw as hostess; with the programs devoted to women Wednesday is Fone Me For Music with Charles Lutz as host with program devoted to telephone requests Thursday is For Music Lovers with Charles Lutz as host with the program devoted to the light classics Your Favorite Music with Eddie Hyman as host is the Friday feature with the broadcasts devoted to popular music.

The Junior League of Dallas sponsors of "Cadenze" heard each week on WFAA, Dallas, observed the program's fourth anniversary last Tuesday. The program is written by Sarah Dorsey Hudson, league member and presents Miss Marion Flagg as commentator. The program is devoted to fine music and presents little and well-known artists here.

The Karotkin Furniture Co. is sponsoring Dick Smith Monday through Friday on KMAC, San Antonio, in a quarter hour newscast. City, state and national news is aired by Smith.

The B. F. Klinger Co. is presenting "The Bowling Review," featuring Bob Holleron, KTSA sports chief, over KTSA, San Antonio, for a quarter hour each Saturday night. Standing in the various city leagues is reported together with interesting notes on the players. Holleron plans to interview leading city and visiting bowlers on the airer.

Three More Ask FCC For Station Licenses

Washington—The FCC yesterday reported new FM applications from Eugene P. O'Fallon, Denver, Colo., and Service Broadcasting Company, Anderson, Ind.

An AM application for the 1230 band with 250 watts unlimited was filed by the Faulkner City Broadcasting Company, Conway, Ark.

TELEVISION SALESMAN AVAILABLE

Commercial manager several years AM experience. Excellent sales, would like opportunity Television sales. Married, age 42, two children. Work on commission with drawing account. Eight years two stations. One year another. Available immediately. Wire or write 131 N. Pasadena Ave, Mesa, Ariz. Phone 560W.

UNPARALLELED SERVICE FOR PRODUCERS

cutting—screening—recording studios

emi VELAZCO

INCORPORATED
723 Seventh Ave., New York 19—PL-8530

TELEVISION DAILY

Daily section of RADIO DAILY—Thursday, March 18, 1948—TELEVISION DAILY is fully protected by register and copyright.

SEE CHICAGO AS STRONG TELE SET MARKET

TELE TOPICS

By IIM OWENS
Associate Editor

BURKE CROTTY, one of the most able execs in the biz (he was with NBC for 10 years) will come back to Gotham to head ABC's special events department before convention time. He's now heading operations for the net's WMAL-TV in Washington. . . . **Jordan Marsh**, the big Boston department store, has set up a special TV department to push video sets. Move is considered revolutionary in retail practice, since TV is usually sold with no more emphasis than radio. . . . Emerson will be on the market with its new set—and it's ch honey—within the next 30 days.

EDWIN W. PAULEY, who recently had trouble separating the wheat from the chaff, is plunking down \$360,000 of the \$400,000 nut of a new Coast outfit applying in "Frisco. . . . **Jaques Jaccard**, famed director of movie serials, including the Tom Mix epics, is scripting a 26-chapter seg specifically for tele. It'll be a western with plenty of thunder, etc., but will have new plot and shooting technique to meet video's requirements. . . . **Bernie London** upped to full director at WCBS-TV.

TELEVISION'S super-realism got another boost yesterday when it set new highs in special events, with President Truman as marathon guest star. Pickup of the President as he talked turkey to Congress was considerably smoother than previous jobs, and background and color comment jelled nicely into over-all good job. Video's savage disregard for make-believe also struck home during NBC's scanning of Truman as he arrived at reviewing stand at St. Patrick's day parade. President jauntily waved at the ikes and smiled,—but had to shake hands with Gov. Dewey eight times to satisfy newspaper lensmen! Parade cover also pointed up need of hep ad lib men at the mike when activity bogs down here and there, as it did yesterday,—leaving the announcer almost speechless.

TV Opera

Schenectady—A modern opera, "The Telephone," by Gian-Carlo Menotti, starring Jean Carlon who sang in the original production on Broadway this past season, will be presented over WRGB next Wednesday March 24, at 8:05 o'clock. Appearing with Miss Carlon will be William Wright, baritone, of the WGY "Music Builders" program. "The Telephone" was originally written for production by the Ballot Society and ran at the Ethol Barrymore Theater in New York.

CBS Appoints Seven To TV Program Staff

In line with expanding program operations and studio activities, CBS yesterday announced appointment of seven to its production staff.

Newcomers are: **Nat Karson**, B'way stage producer-director, appointed a consultant producer; **Ed Mabley** and **Ace Ochs** as directors, and **Robert Merrill**, **Kenneth Redford**, **Kingman T. Moore** and **Hugh Muir Rogers** as associate directors.

N. Y. Movie Houses Mull Court Action Re TV Ban

Major New York movie exhibitors may resort to court action in an attempt to break the ban on pickups of television broadcasts in local theaters, it developed yesterday following a meeting by representatives of major chains and independents.

Plan of action was discussed by movie execs, Colonial Radio & Television Corp., and attorneys for both, who feel that legal grounds "exist for further pursuit of the matter." Colonial, manufacturer of theater video equipment, took the initiative in the move, asked co-operation of the exhibitors, but will probably take steps on its own volition if the latter holds back.

Geo. Reeves Appointed Oper. Engr. At WABD

George Reeves, formerly supervisor of master control room, has been named WABD operating engineer, it was announced this week. One of Reeves' chief responsibilities in the new post will be assignment of engineering personnel to the station's studio, transmitter and remote operations. Reeves has been with DuMont for eight years and has accumulated a wide variety of television engineering experience.

Philco Sets 4-Week "Preview" Of '48 Baseball In 12 Cities

Philadelphia — Philco Corp. will sponsor a four-week series of video "previews" of the '48 major leagues baseball season in all 12 video cities, it was announced yesterday. Series will be on film taken by a special crew now at training camps in the south of major league clubs, and will be aired twice a week on each station.

NBC Signs KSTP-TV As First TV Affiliate

First video station affiliation contract effected by NBC was signed with KSTP-TV, St. Paul-Minneapolis, it was announced yesterday, and it provides for full web service, including commercial and sustaining shows. Although pact is effective immediately, station, which is also an NBC AM affiliate, will not debut commercially until April 1.

Frank Mullen, NBC's exec veepee, said that the web would supply a program service on film, as well as by scripts, to KSTP-TV until network relay or cable connects with the mid-west. Mullen added that all NBC "feature service programs" will be made available to stations for co-op sponsorship.

Predict 12 Million Sets In '52 At GE Seminar

Syracuse — Tele "within the next five years" will develop into a \$600,000,000 receiver sales business at retail value and will serve more than 40,000,000 people in the 140 principal U. S. markets, **Arthur A. Brandt**, general sales manager of GE's electronics department, estimated this week at the opening session of a three-day television seminar here.

An audience of more than 125 engineers and management personnel heard Brandt predict that as new areas are opened, the number of receivers in use by the end of 1952 will be more than 12,000,000 units.

Lewis Joins WTMJ-TV

Milwaukee—**Colby Lewis** has joined the program department of WTMJ-TV here as a television director. He received a master's degree and a doctor's degree at Cornell University, where he was in the theater department for seven years. Lewis also was director at Mills College, Oakland Calif., and Rhode Island State College.

Expect \$30 Million Sales Total As TV Grows

Chicago — A \$30,000,000 potential television receiver market for the city and its suburbs was forecast this week as manufacturers, distributors and retailers met to consider plans for a city-wide advertising and promotion campaign prior to the official opening of WGN-TV, Chicago Tribune station, on April 5.

Prediction was made by **W. C. Kurz**, general advertising manager of the Tribune to 500 dealer reps and distributors at a meeting called by the newspaper last Monday. Included among the plans for the huge promotion, which will extend through a two-week period preceding the debut of WGN-TV, is a co-operative advertising campaign designed to aid local dealers in the sale of video sets, new deliveries of which are arriving in increased proportions. The Tribune itself, Kurz pointed out, will publish a special 40-page supplement on tele's progress to date on Sunday, April 4, day before the kick-off.

Basis for the optimistic outlook of tele progress in the Chi area, according to **E. C. Tukey**, another Tribune ad exec, was the fact that the entire output of TV sets by the end of the current year will exceed 700,000, and that approximately 15 per cent, or 100,000 has been "earmarked" for the Chicago area.

Dodger B'casts On CBS

CBS's tele coverage of home games of the Brooklyn Dodgers next summer from Ebbets Field will have split play-by-play commentary by **Bob Edge** and **Red Barber**, it was announced yesterday. Latter will do the 5th and 6th innings of each game, with **Connie Desmond** handling the AM chores on WHN alone during this time. Old Golds and Ford approved the move, and feel that simultaneous cover can be done "only at the expense of one or the other mediums."

Previews

Coming events of NBC video fare, behind-the-scenes video news and other items of interest to television viewers will be combined with entertainment by two of New York's outstanding dancers in a specially scheduled 15-minute program over NBC tonight (8:15 p.m., EST). **Paul Haakon**, currently starred in the stage show at the Radio City Music Hall, and **Lisa Kirk**, dancer in the Broadway productions of "Allegro," will be the featured dancers on the program.

NEW STATIONS

New Alabama Daytimer

Albertville, Ala.—WAVU, owned by Sand Mountain Broadcasting Service, went on the air last week at 630 kc. with 500 watts daytime. Programming is comprised of records and ET's, local talent and AP news. Studios are located on Boaz Highway. Pat Courington is owner of the outlet. Staffers include Dick Payne, production manager; Annette Hooper, program director; Virginia Bright, continuity editor; and Glenn Abercrombie, chief engineer.

Oklahoma AM Set

Oklahoma City — Greetings from Governor Roy J. Turner and Mayor Allen Street were broadcast by KTOW during dedication ceremonies here. The new daytimer operates with 250 watts at 800 kc. Studios and offices are located on the 33rd floor of the Apco Tower. President and general manager is Neal Barrett, for the past several years vice-president of the Oklahoma Railway Co., and a former president of the Oklahoma City Advertising Club and the Southwest District of Advertising Clubs. Carl Harmon, formerly of KOMA, is commercial manager; Ted Cramer, formerly with WKY, program director, and Charles Sheaffer is chief engineer.

FCC Finds All Favor Commercial Facsimile

(Continued from Page 1)

wide transmission can be received satisfactorily on a narrow receiver—that an 8.2-inch image will scale down in transmission to be received on a 4.1-inch screen.

Earlier witnesses had indicated that they believe the narrow machines can take wider transmission.

John V. L. Hogan, was heard again briefly, urging the Commission to set standards. He said there is good reason now to work on the theory that multiplexing is an entirely practicable procedure.

An FMA resolution in favor of multiplexing was also presented.

RCA Victor Music Show Moving To New Time Spot

The RCA Victor radio show, "The Music America Loves Best," now heard at 2 o'clock (EST) every Sunday afternoon over the coast-to-coast network of NBC, will move to the half-hour spot beginning at 2:30 every Sunday on the same network starting April 4, RCA-Victor announced this week.

The broadcast stars Robert Merrill, Metropolitan Opera baritone and recording artist, who is supported by Russ Case and his orchestra and chorus and Johnny Victor, story teller. The program commercials feature RCA-Victor records and the company's line of home instruments.

COAST-TO-COAST

WAVZ Personnel Changes

New Haven, Conn.—WAVZ personnel changes include Peter Jamerson, who has taken over as program director, having been promoted from the position of chief announcer, and Eric W. Pape, who is the station's new publicity director. The former replaces Richard Carlson, who has left to assume new duties as executive assistant to the president of WLCR in Torrington.

WNAX Gives 4-H Club Awards

Yankton, S. D.—WNAX recently presented 300 4-H Club boys and girls in this state, Iowa, Nebraska and Minnesota, with WNAX 4-H Service Awards. Taking the form of a bronze medallion bearing the 4-H clover leaf and the words, "WNAX 4-H Service Award, 1947," the awards were given to members who have graduated from 4-H work after successfully completing projects during the last three years of their participation. This was the seventh annual presentation.

Leavitt Interviewed On WORZ

Orlando, Fla.—Recently appearing for an interview on WORZ's Farm Review was Kent Leavitt, president of the National Association of Soil Conservation Districts, who is engaged in a nation-wide tour to explain the purposes of soil conservation and the aims of the Association. Station farm and news editor, Ned Brown, fired the questions at Leavitt who advised farmers of the necessity of a land use policy in the United States.

KALL Gets New Studio Space

Salt Lake City, Utah—KALL and the Intermountain Network headquarters, studios and office space in the David Keith Building, have been expanded and remodeled to include a total of 7,000 square feet, comprising the entire top floor of the downtown structure. A new KALL studio and a continuity office have been added in addition to an IMN newsroom, transcribing studio and production offices. New, remodeled master-control room affords space for switching all programs of the 19-station network and links Mutual and Don Lee lines to the IMN setup.

WBIG Airs Golf Tournament

Greensboro, N. C.—Direct-from-the-course reports of the Greater Greensboro Open Golf tournament, to be held March 19, 20 and 21, will be aired over WBIG. This is the first time since the war that the program has been aired. Assigned to the job is Mike Brooks.

WKBW Carries Racing Results

Buffalo, N. Y.—WKBW is now carrying five minutes of the latest race results at 6:00 p.m., Monday through Friday. The programs are a supplement in the interest of public service. A complete racing summary is carried in the 6:30 p.m., sportscast.

London Trip To WPEN Winner

Philadelphia, Pa.—A week's visit in London, England, was the major award given to Edwin K. Lucas, GI sophomore at the University of Pennsylvania and winner of WPEN's essay contest, "How Can International Broadcasting Promote International Friendship?" Contest was an outgrowth of the program, "International Quiz" presented by WPEN in cooperation with the British Broadcasting Corp., which will arrange Lucas's itinerary in London. Trip begins March 21st when Lucas takes off from La Guardia Field (New York, to be flown to England by the British Overseas Airways Corp.

LEE—KXYZ Program Director

Houston, Texas—Terry Hamilton Lee, formerly president and radio director of Lee, Parks, Greer & Hawkins, Inc., has been named program director of KXYZ. He was, during his 4½ years in the Army, special service and public relations officer and supervised the operation of several radio stations.

CBC Back In Old Quarters

Montreal, Canada—The CBC has moved its studios back into the old quarters in King's Hall Building on St. Catherine Street. A coal gas explosion shook the structure last January, killing one man, but the premises have now been repaired and pronounced fit for occupancy.

WANE Builds Studios

Fort Wayne, Ind.—WANE, this city's fifth radio station, is building three modern studios and offices on the 13th floor of the Fort Wayne National Bank Building. The 250-watt station will be operated on 1450 kilocycles.

U. Of S. D. Hears Workhoven

Omaha, Neb.—WOW's chief announcer, Merrill Workhoven, recently took an entire day for a series of comprehensive lectures at the University of South Dakota. He spoke to classes on "Qualities Essential to the Success of a Radio Announcer," monitored a class of oral interpretation, commented on deliveries and auditioned each class member individually, offering suggestions as to how they could improve their announcing techniques.

Family Series ET's In Schools

Youngstown, Ohio—In co-operation with the Youngstown Board of Education, Marion Besch, director of women's activities at WFMJ, is presenting a series of programs devoted to family life which will be transcribed for school use. Participating in the programs, which will feature letters from listeners regarding their particular problems of home life to be answered by the agency interested in that particular subject, will be judges of Domestic Relations Court, ministers, doctors, P. T. A. officials and educational experts.

BEHIND THE MIKE

By SID WEISS

AFTER that "Truth Or Consequences" payoff, points out Bill Hilliard, Mrs. Hubbard went to the cupboard and found \$22,500 there.

Overheard at Salvin's: "You have a package. He has a package. Everybody's got a package. Has anybody got a radio program?"

Charles Stark, who produces Pe Donald's daily Stanback series, handling with comic on video idea.

Hy Blane, whom oldtimers will recall as stage manager of the old Hollywood Restaurant, has opened up his own eatery on W. 48th St.

Sid Caesar, star of "Make Millions in Manhattan" and one of today's outstanding visual comics, made his television debut this week on Jack Egan's stanza.

Herb Sheldon guest lecturer CCNY's Public Affairs class.

King Cole Trio do their Wildcat airings from N. Y. for the next two weeks. (Nat marries Marie Ellington on the 28th).

Noting Arthur Godfrey, Vic DeLoe and other air notables at nearby tables in Garrison's, host Jim Garmon: "If only I had a producer, director, microphone and script."

Ted Steele's new crew, opening March 27th at the Essex House, will feature sweet and soft music—Steele decision following several college polls.

Trouble with most of the mystery shows nowadays, maintains Carl Sigman, is that the plot dies before the characters.

Farley On CBS Sunday

James A. Farley, former Postmaster General and ex-chairman of the Democratic National Committee, will engage in an informal discussion of the democratic concepts and ideals of Woodrow Wilson as set forth in the book, "The New Freedom," on the Columbia network's "Invitation to Learning," this Sunday, March 21 from noon to 12:30 p.m.

On the same program will be Prof. T. V. Smith, of Columbia University, a former Democratic Congressman from the state of Illinois.

5,000

OF THE
BEST
WATTS

in Central
New England

WTAG

WORCESTER

WEBS-AFM SET RADIO-TELE AGREEMENT

Editorializing-Right Is Stressed By Ream

The broadcaster's "clear-cut" right to editorialize, to express opinion on the issues of the day, will serve to stimulate and invigorate public discussion and thereby "greatly expand" radio's service to the nation, Joseph J. Ream, executive vice-president of NAB, asserted yesterday at a luncheon meeting of the Radio Executives Club at the Hotel Roosevelt, New York. He vigorously challenged the argument that such a right would create a "monopoly" of editorializing, pointing out that enough "diversity of viewpoint" will be available

(Continued on Page 3)

Radio And Tele Awards Ready For Presentation

For the first time in the 14-year history of the National Headliners Club awards, the organization has voted a medal for a television news program. Recipient is WFIL-TV, Philadelphia, for "general excellence" in the daily presentation of an up-to-the-minute televised newsreel of events taking place the same day as shown.

Judges of the awards, which will

(Continued on Page 2)

WFDF Sold For \$787,000; Other Commission Activity

Washington Bureau, **RADIO DAILY**
Washington—Sale of WFDF, Flint, Mich., to the Trebit Corporation of Detroit for \$787,000 was approved yesterday by the FCC. Seller is the Flint Broadcasting Company, with the purchaser corporation including Arthur Treanor of Saginaw, Mich., former

(Continued on Page 2)

Emergency Web

Chicago — An emergency network has been formed in downstate Illinois by 50 radio amateur operators for the purpose of aiding in rescue work in the event that spring floods should cause distress. These "hams," operating from the amateur stations in their homes, are prepared to relay information and urgent messages to repair and rescue crews.

Note-worthy

It was strictly a klieg light affair at AFM hdqs. on Lexington avenue yesterday as press and trade reps showed up in droves for the big event. NBC sent over a small army—four members of the press department, three movie cameramen and still photogh. Petrillo willingly obliged the photographers by puffing out a single note on his trumpet. WNBT recorded the toot and will have it on the air tonight.

Radio Execs. Leaving For French Radio Tour

Six leading radio executives—four vice-presidents, one assistant to the vice-president and one program director—leave tomorrow from LaGuardia Field for a ten-day visit to Paris where they will inspect the French broadcasting system and arrange for an interchange of programs between the two countries.

The vice-presidents are John S. Hayes, of WINX, Washington; Robert Swezey, MBS; Thomas Velotta, ABC; A. D. Willard, Jr., NAB. Com-

(Continued on Page 5)

Webs Give Wallace Time To Reply To Pres. Truman

Request by Henry A. Wallace for free air time in which to reply to President Truman's St. Patrick's Day speech has been granted by the four major networks. The Third Party candidate's first broadcast since the

(Continued on Page 5)

Shift FM Studio Transmitters To 940-952 mc., FCC Advises

Washington Bureau, **RADIO DAILY**
Washington — The FCC yesterday served notice that FM broadcasters had better plan on confining their studio transmitters to the 940-952 mc. band as soon as possible. Although this band is reserved for studio transmitters, it is not until recently that equipment has been available for use on these frequencies. The first such transmitter is now in use in New England, and the Commission is ad-

Live Music Okayed For Video Shows; Contract Runs Until Jan. 31, 1951; Co-Operative Spirit Prevails

Television got the green light to use live music for the first time in history yesterday as the major networks and the American Federation of Musicians reached a "complete settlement" on all issues which have been in negotiation since last December. Joint announcement further said that contracts now in effect between AFM locals in New York, Chicago and Los Angeles and web owned stations at these points are renewed with no changes in pay scales or the number of staff musicians now employed. New pact runs for three years, until Jan. 31, 1951.

Under the terms of the three-year agreement, broadcasters may also duplicate musical shows on their FM outlets at no additional cost for musicians. Networks may also continue to transcribe such shows as Bing Crosby and use transcribed repeats.

By mutual agreement, AM network shows may now be broadcast simultaneously on television and musicians hired under AM contracts are subject to assignment for separate video schedules. No fixed rate patterns have been set for tele-

(Continued on Page 7)

Organize Commission For Protestant Radio

A Protestant Radio Commission, consisting of 15 major denominational and eight interdenominational bodies, has been formally organized to encourage a wider and more intelligent use of radio for religious purposes. Federal Council of the Churches of Christ in America was designated as the general administrative and fiscal agent for the commission.

Charles P. Taft of Cincinnati, president of FCCCA, was elected chairman of the commission. One of its first

(Continued on Page 2)

Midwest Institute Announced By NBC

Seventh annual NBC-Northwestern University Summer Radio Institute will be held in Chicago, June 28 to August 6, with twelve radio courses scheduled, it was announced yesterday. Co-directors of the Institute will be Judith Waller, director of the pub-

(Continued on Page 5)

Spring Tonic

A bottle of sulphur and molasses prescribed as a spring tonic for the press was placed in the hands of New York radio editors yesterday by Dick Pack, publicity director of WNEW. The prescription accompanying the bottle called attention to "Spring Tonic of 1948," a special events program which will be aired on WNEW at 2 p.m., on Sunday, March 21.



Vol. 42, No. 54 - Fri., Mar. 19, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Elph Wlk, Manager
6425 Hollywood Blvd., Phone: Granite 6507
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

(March 18)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like DuMont Lab., Stromberg-Carlson, U. S. Television, etc.

10 YEARS AGO TODAY

(From the files of Radio Daily)

William S. Paley, CBS prexy, in reply to Commissioner Craven's request for FCC inquiry into alleged monopolistic practices in radio, said that organization of CBS prevents any "possibility of network monopoly." ... CBS studios at 799 Seventh Ave., forced off the air briefly because of blasting for new Sixth Ave., subway.

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETER & CO.

COMING AND GOING

PAUL MOWREY, director of television for the American network; ERNEST L. JAHNCKE, the web's station relations co-ordinator for video; RICHARD MOORE, television attorney; OTTO BRANDT, of the stations department; JOHN BROOKE, of the sales department, and BERT SCHWARTZ, television publicist, are in Philadelphia for the opening of the new studios and transmitter at WFIL-TV.

HOWARD L. HAUSMAN, director of personnel relations at CBS, leaves today on a business trip to Washington, D. C.

ROY SHULTS, account executive for CBS Radio Sales, off to Philadelphia to visit at WFIL-TV.

CHARLES GODWIN, director of station relations for the Mutual network, is back at his desk following an absence resulting from illness.

LOWELL THOMAS, Columbia network commentator, will originate today's program at the Recess Club in Detroit. It will go out over WJR.

WFDF Sold For \$787,000; Other Commission Activity

(Continued from Page 1) Booth newspaper executive; Harry Bitner, of Princeton, N. J.; WFBM, Indianapolis, and WEOA, Evansville, Ind. Both stations are controlled by Bitner.

At the same time, the Commission okayed the sale of WWOK, Flint, by the Drohlich brothers to Co-operative Radio Company for \$100,000. This station was sold because the Drohlich brothers decided too many licenses were being granted. The buying group includes Howard C. Evans, former commercial manager of KPRC, Houston, Texas, and Herbert L. Crates, also of Houston. Evans is a resident of Flint.

Also sold was KSJO, San Jose, Calif., to Patrick Healey Peabody, publisher. Price was \$76,717.

Organize Commission For Protestant Radio

(Continued from Page 1) projects will be to make a comprehensive research study of the field of religious radio.

Another proposed project is a network program to be called the "Protestant Hour" although the idea at present is strictly in the talk stage. As the commission gradually formulates plans in the months to come, it is expected to hire several persons for a technical staff, probably script writers and contact men who can work as liaison between the commission and broadcasters.

Governor To Be Heard

Governor Thomas E. Dewey will make a brief appearance over WNBC tonight, 6:20-6:30 p. m., when he presents annual awards of the New York Press Photographers Association. Program will originate from the fotog's exhibit at the Veterans Center.

Weldon On 'This Is New York'

Martin Weldon, radio script writer and author of the life story of Babe Ruth, which will be in the book stores Monday, will be heard on WCBS tomorrow when he appears as guest on Bill Leonard's "This Is New York."

WILLIAM FINESHRIBER, general manager of the program department at CBS, has been invited by the Government of France to visit that republic for the purpose of furthering the interchange of public service and educational radio programs. He will leave tomorrow for Paris.

CHESTER HILL, of the sound effects department, NBC Radio Recording, today will discuss his specialty in an address before the Couples Club of the Presbyterian Church of Baldwin, L. I.

ROGER FORSTER, announcer, leaving by plane for Richmond, Va., where on Sunday he'll be heard on Horace Heidt's talent program over NBC.

SPIKE JONES, his City Slickers and DOROTHY SHAY are in Washington, D. C. Today's program will emanate from WTOP.

SOULARD JOHNSON, assistant station manager of KMOX, St. Louis, has left Philadelphia for Pittsburgh.

Radio And Tele Awards Ready For Presentation

(Continued from Page 1) be made at the annual Headliners' Frolic in Atlantic City, June 18-20, cited the "excellent" camera work, editing and commentary on the WFIL-TV show. Tele news was called "a new news disseminating facility that will grow in importance."

Three radio awards also were made by the club. Those cited were: Edward R. Murrow, of CBS, for "best foreign on-the-spot radio reporting" for his coverage of the British Royal wedding; Morgan Beatty, of NBC, for "outstanding assigned radio reporting" in his coverage of the Texas City disaster, and Al Warner, of MBS, for "outstanding domestic coverage" in reporting Congressional hearings in Washington.

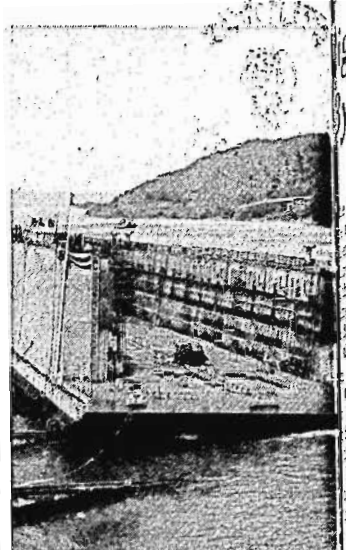
Oil Conservation Aid Cited By Adv. Council

Advantages of radio in meeting an immediate public emergency through public service advertising were demonstrated by the recent circulation of 127,000,000 listener-impressions in behalf of the Fuel Oil Conservation program. Messages were aired on both sustaining and commercial shows during the first two weeks after the radio division of the Ad Council accepted the conservation program. Programs on which the messages were heard had a combined total of more than 250 Hooper points.

Ad Council's circulation figure is in addition to the broad and intensive radio support given the campaign by companies of the petroleum industry who sponsor their own shows.

Phillip Morris Programs Renewed On Mutual Web

Renewal of the two Philip Morris programs on the full Mutual networks effective April 19 for 52 weeks, was announced yesterday at MBS headquarters. The two programs are "Queen For a Day" and "Heart's Desire" which are heard Mondays through Fridays. Cecil & Presbrey is the agency.



Sideways!

That's a drydock. They launched it sideways out in Pittsburgh into the Ohio River. They had to dredge a hole in the river bottom 500 feet by 150 feet to make the launching come off.

It seems you can do almost anything if you make up your mind to it.

Take radio stations. W-I-T-H started down here in Baltimore about six years ago in a 4-station network town. Today W-I-T-H is the successful independent that delivers more listeners-per-dollar spent than any other station in town.

Smart time buyers a long time ago learned that in this great market—the way to make sales at low cost was W-I-T-H.

So many learned that. They must have. So many names in the list of smart advertisers sign off their commercials with "This is W-I-T-H"!

AM W-I-T-H FM logo with a stylized face and text: W-I-T-H Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

Right To Editorialize Upheld by CBS Executive Before REC

(Continued from Page 1)

listening public because of the number of broadcasters—"many competing with other broadcasters"—with opposing views. Although he conceded that editorializing "is not the easy course for broadcasters to take," Ream pointed out the whole course of radio has been filled with new requirements and new responsibilities, and its history is one in which these new demands have been clearly met. He attacked the theory which motivated the Mayflower decision—and which at the moment has sustained it—invalid in that it was based on "limitations in frequencies inherent in the nature of radio." This argument may have appeared to have some validity in the early days of broadcasting, and even persons as late as 1941," Ream said. However, the scarcity theory—even when it was impossible for a newcomer to get into radio—was never sufficient to justify governmental action in derogation of the First Amendment. In other words," he continued. "The violation of the Bill of Rights inherent in the abridgement of free speech by an arm of government—which has resulted from the Mayflower decision—is not cured by the fact that radio stations at the time were few in number."

The CBS official described experiments the network made—but did not broadcast—in editorializing from December of '46 to the spring of last year, primarily to test "various editorial techniques in a program laboratory." A special editorial board was set up, he related, composed of CBS executives from the news and public af-

airs operations and overall network management, and supplemented by a staff of researchers. Specific operating policies were aduced which, he said, CBS intended to follow if editorializing on the air is permitted. Network's affiliates, he added, would have the right to carry CBS editorials or not, subject to each station's individual discretion. Editorializing would in no way affect CBS' policy of giving the news straight, and news analysis would be kept "as unbiased and unopinionated as humanly possible." Network would also continue to make facilities available to opposing views and the expression of contrary opinion—which would amount to a radio counterpart of a "letters-to-the-editor" column in a newspaper.

Fly Gives Opinion

In a rebuttal opinion, James L. Fly, chairman of the FCC when the Mayflower decision was handed down, said he agreed "fundamentally" with Ream's opinion, in that editorializing would stimulate public discussion. He pointed out, however, that it was not specifically CBS' position—a position which he admitted "would assure no monopoly of ideas because of the continuity of the network's executive thinking"—that was being suggested to the FCC at the moment, but that of all licensees to freely editorialize. Fly held the opinion that such a right might "exclude diversification" of viewpoints.

Nathan Straus, president of WMCA, suggested that broadcasters be provided a limited time each day for the expression of opinion, for example, a viewpoint he advanced at the FCC hearings recently.

CBS Engineers To Attend Conference In New York

Chief engineers of CBS-owned stations will meet in New York on next Monday for a series of conferences which will continue throughout Friday, March 26, Henry Grossman, director of technical and building operations for the network, announced yesterday. The engineers will also attend the IRE National convention which will be in session at Grand Central Palace and the Hotel Commodore at the same time.

The engineers who will attend the conference will include: Harold A. Berschug, WEEL, Boston; Clyde Hunt, WTOP, Washington, D. C.; George Serman, WBBM, Chicago; J. J. Beungy, WCCO, Minneapolis-St. Paul; Nick Young, KMOX, St. Louis; Les Bowman, KNX, Hollywood, and G. Thompson, WCB, who also will address the meeting.

Web officials and personnel addressing the Chief Engineers include: Dr. Peter C. Goldmark, director of research and engineering development; Herbert Monroe, member of the CBS radio division general engineering department; Mason Smith, studio technical supervisor; Mason Escher, assis-

Marine Corps Producing Two Transcribed Series

Two 26-week transcribed series of programs are being produced by the Marine Corps for use on AM and FM radio stations, it was announced yesterday. Audition pressings are being sent out to stations this week.

"Marine Story," a 15-minute dramatic program dealing with the colorful history of the Marine Corps, is one of the series and the other will feature the U. S. Marine Band together with top sports personalities.

tant studio technical supervisor; A. B. Chamberlain, chief engineer, general engineering department; C. R. Jacobs, director of construction.

Also, Hugh A. Cowham, commercial engineer in charge of traffic; J. L. Van Volkenburg, director of station administration; James M. Seward, vice-president in charge of operations, and Howard Hausman, director of personnel relations (these three speaking at the Ritz Carlton luncheon-meeting); Paul Wittlig, manager of television technical operations; William B. Lodge, director of general engineering, and Howard Chinn, chief audio engineer.

TELEVISION-FILM PRODUCER

with

COMPLETE PRODUCTION FACILITIES INCLUDING STUDIOS—RECORDING—SCRIPTS—FILM EDITING—PRINTING AND DEVELOPING LABORATORIES.

WE SPECIALIZE IN DOCUMENTARY SHORT SUBJECTS — NEWS AND OTHER FILMS OF DISTINCTION.

EQUIPPED TO PRODUCE SHORTS AND FEATURES DESIGNED FOR TELEVISION.

Executive Producer

UNIVERSAL PICTURES
REPUBLIC PICTURES
METRO-GOLDWYN-MAYER

Managing Editor—R.K.O. PATHE NEWS—UNIVERSAL NEWS

Selected by the Motion Picture Industry to Produce the Official films of the United Nations Conference

ALLYN BUTTERFIELD

PRODUCTIONS

6823 Santa Monica Blvd. Hollywood 38, Cal.

Telephone: Hollywood 3961

LOS ANGELES

By RALPH WILK

EXTENSIVE radio campaign for Paramount's "The Big Clock" has been set, with Ray Milland to appear on a series of top shows reaching millions of listeners during the next few weeks.

Milland, who is starred in the film will guest on several programs. Already set is his appearance on "Information, Please" over the Mutual at 6:30 p. m., PST., and another with Marlene Dietrich on "Theater Guild of the Air" on March 21 over ABC, 6:30 p.m., PST.

The largest single block ever sold on the Al Jarvis "Make Believe Ballroom," during 16 years of broadcasting, has been bought by General Electric, through their agency, Ross, Gardner and White Advertising. Jarvis will feature the "G-E Hour," from 12 to 1 daily, Monday through Friday, on his "Ballroom" over KLAC. The deal, set by Dave Lundy and Bob Klein of KLAC's sales staff, with Lee Di Angelo, sales promotion manager of GE, and Ross, Gardner and White execs, marks the first time GE has used a program of this nature in Southern California. Local dealers have been sold 15-minute segments on a co-operative basis, whereby they pay only half the time cost, with GE footing the rest of the \$15,000 tab.

Formal dedication of the new \$2,500,000 Mutual Don Lee studios at 1313 North Vine Street in Hollywood will begin at 6:00 p.m., May 22nd. Stellar talent will participate in an hour-and-a-half program which will be broadcast over Mutual's 476 stations with cut-in features from New York and Chicago. The entire week of May 16th to May 22nd, inclusive, will be used for a build-up series of special air features, according to Lewis Allen Weiss, chairman of MBS and vice-president and general manager of the Don Lee network. The Mutual board of directors and their wives are coming from the East for the ceremonies.

New Englanders Dinner Draws NAB, FCC Officials

Washington Bureau, RADIO DAILY

Washington — The New England Congressional delegation, NAB officials, members of the FCC and numerous press representatives were on hand last night for the second annual dinner in honor of the New England Congressional delegation, at the Mayflower, given by the New England Regional Network. The guests were the audience for the "New England Round Table," a weekly show carried on WBZ, Boston; WCSH, Portland, Me.; WJAR, Providence; WLBZ, Bangor, Me.; WRDO, Augusta, Me., and WTIC, Hartford.

The subject for discussion was "Progress Report On the Foreign Situation." Participants were Sen. Brien McMahon (D.), Connecticut; Sen. Styles Bridges (R.), New Hampshire; Rep. Christian A. Herter (R.), Massachusetts, and Rep. John Davis Lodge (R.), Connecticut.



Mainly About Manhattan...!

● ● ● Columbia Pictures preparing a full-length film called "Radio Cavalcade" which will trace the growth of the industry from the crystal set days. . . . Lever Bros. probly putting in "Junior Miss" in the 11:30 Sat. ayem slot on CBS next month, when the money angle can be ironed out. . . . Walking Man Jack Benny even fooled his wife. Mary guessed it was Babe Ruth. (Jack's biggest problem was keeping the secret from Cleveland Amory, who's been profiling the Benny show for Life mag). . . . What's the inside regarding a current to-do between a top columnist and his publisher? Isn't it over the former's desire to purchase a Baltimore radio station that the publisher is interested in? And isn't the mud about to fly? . . . Television is proving to be lush ground for movie talent scouts, with several new screen finds already discovered thru the medium. . . . Frank Sinatra's only contact with the drab outside world in his fabulous new Palm Springs hideaway is a message service located half a mile away. (No phone) . . . The Toots Shor set hears that Milton Berle is the town's newest "angel" and has a sizeable chunk of the forthcoming musical, "Sally." . . . Hank Morgan oughta know in a few weeks if Rayve Shampoo is "hair" to stay with him. Understand setup is none too solid. . . . Ralph Edwards' new gimmick may be "The Laughing Lady." . . . Archie Braunfeld, the tax expert (who takes his refunds where he finds 'em), sez that Pres. Truman told Russia she can still play ball with us in the world serious.



● ● ● LUV 'n KISSES: The sweet and hot jasnastics of the Jimmie Lunceford crew at the Royal Roost. . . . Phil Foster's brand of comedy at the Strand. . . . Dave Roberts' instrumental trio at the Harem. . . . Ted Steele's new ork opening at the Essex House on the 27th. . . . Jan August's nitely Jan sessions at the Warwick's Raleigh Room. . . . Frances Faye's piano-comedianties at La Martinique. . . . Nellie Lutcher's new Capitol album—real gone. . . . Adele Clark's Decca platter, "For Heaven's Sake." . . . Ed Begley's emoting in the Rox's "Sitting Pretty."



● ● ● PRICE OF POPULARITY: Several times during the past few months, the name of Bill Slater has popped up in agency minds as a likely emcee of one planned show or another. Each time, it seems, the deal would run into a snag. Somebody would be sure to holler that "Bill is all over the dial now." That's a laugh. At the present writing, Slater is heard on exactly three shows—and one of them is a television quiz known as "Charade Quiz." In the language of Amos 'n Andy, Bill must leave too strong an "imprint" when he is on. Someday, the agency lads will wake up to the fact that Slater is one of the top emcees this biz has developed.



● ● ● The New York Heart Campaign has certainly availed itself of the facilities of radio and television. The 24-hour Milton Berle WHN stint, spot announcements on all stations, television variety show on WABD and now comes a special contest for all disc jocks with some terrific prizes lined up for the winners. Contestants merely have to send their favorite jock 25 words or less on why New Yorkers should support the campaign, to be accompanied, of course, by a contribution. This col'm doffs its battered lid to Ed Sullivan for shouldering the tremendous job and for the grand manner in which he put it across.



● ● ● SID-BITS: John Scott adding A. L. Alexander's Mediation Board to his list of commercials. . . . B'way and Radio Row hits Tony's Trouville Monday nite for Bunty Pendleton's return there. . . . Auditioning for replacement for Charlie Irving on the Henry Morgan stanza. . . . Genial Gene Hamilton to narrate video films dealing with history of jazz. . . . ABC interested in another giveaway, "Gold Rush," with Johnny Olsen. . . . Arlene Francis will emcee a luncheon show emanating from the Brown Derby in H'wood.

CHICAGO

By NAT GREEN

DELORES MARSHALL, who I been employed in WGN's script typing department, recently was duced to take a vocal audition, and the results were so satisfactory th Miss Marshall won a solo spot Mutual's coast-to-coast "Voices Strings" and will be heard over W Monday.

Archibald MacLeish's Passion P for radio, "The Son of Man," hea for the first time on Easter Sund 1947, on CBS, will be performed ag this Easter as a special broadcast, a WBBM's "Sunday Symphoness" usually heard at 12:30 p. m., will moved to 4 p. m. for the one day.

Elizabeth Bain, formerly traf director of WCFL, has been nam music librarian for WGN-TV.

Actress Ann Corio, who has be appearing at the Blackstone in "Sle It Off," will appear on half a doz guest shots when she arrives in Ne York with the show.

Henry Weber, musical director WGN, returns after an absence several weeks and will conduct th "Chicago Theater of the Air" orche tra and chorus on March 28 wh "H. M. S. Pinafore" will be prese

A new FM station has gone on th air in Chicago, and another will ma its debut shortly. Balaban & Kaf operators of television station WBIK is operating WBIK, which is sharin studios with the video station. Th is the first instance of an FM statio being coupled with a television st tion when the operator is not enga in AM radio. Station, which is on th air daily from 3 to 9 p. m., is usin chiefly musical recordings but intend later to program 50 per cent liv shows.

The other FM station to be adde to the list will be located in Oa Park, a Chicago suburb. A construc tion permit has been granted by th FCC to the Commander Industrie Oak Park.

AFL-CIO Series Planned For MBS Starting Mar. 31

The AFL and CIO will team up of a radio program for the first tim March 31 when they begin a 13-veel series titled "Labor Speaks" ove WOR, Theodore C. Streibert, presi dent of the Mutual flagship, an nounced yesterday.

Produced in co-operation with the New York and New Jersey council of the two labor groups, the serie will be aired Wednesdays, 7:30-7:4 p. m. Joint AFL-CIO kickoff program will be followed by four CIO shows six by the AFL, and the series will close with two CIO broadcasts.

Chiefs of the two organizations William Green and Phillip Murray will be heard on the first show. Greer will be introduced by Mayor Vincent Murphy of Newark.

CIO programs will be written and produced by Mike Jablons. Sched- uling of the AFL shows will be an- nounced later.

Radio Execs. Leaving For French Radio Tour

(Continued from Page 1)

pleting the sextet are Frederick Bate, assistant to the vice-president, NBC, and William Fineshriber, national program director, CBS.

The trip to and from La Belle France has been organized by Air France, and the sojourn in Paris by Radiodiffusion Francaise. The group will be received, wined and dined by top public officials, representatives of cultural and industrial groups and by the brass of RDF.

Following their arrival in the French capital on Sunday morning, the intrepid travelers will be received at a luncheon given by Jacques Manachem, French director of foreign broadcasts. A motor tour of Paris, a rare event in oil-short Europe, is scheduled for that afternoon, with a dinner by M. Abelin, secretary of state for radio, set for the evening

Trip to Slums Scheduled

On Monday, following a conference with Wladimir Porche, French radio chief, the broadcasters will be free to rest, if they wish, in anticipation of the grind that lies ahead. Tuesday morning they will visit the Paris slums, suburbs and schools, and in the afternoon will confer with directors of RDF's North American Service. During a visit to RDF studios, they will record their voices on a new French tape-recorder called the Magnetophone. That evening, they will be guests at a private dinner.

Reception with Louis Joxe, director of cultural relations of the Foreign Office, is slated for Wednesday morning. This will be followed by luncheon with Georges Bidault, Foreign Minister. A tele demonstration and dinner given by Porche will round out the day.

On Thursday, the execs will be honored at a reception at city hall. At 6 p. m. they will participate in a shortwave broadcast to America and in the evening will attend the Champs Elysee Theater and the Bal Tabarin. A visit to a tapestry mill and a reception by Porche are skedded Friday.

On Saturday, the group will lunch at Versailles and will attend a private dinner in the evening. Sunday will be free. They may depart for home on the 28th or remain two additional days for an optional trip to Corsica.

WKIX Gets Power Increase

WKIX, Columbia, S. C., yesterday began operating with its new transmitter with 1,000 watts daytime and 500 watts nights on a newly-assigned frequency of 1320 kcs. Station previously operated with 250 watts power on 1490 kcs.

YOUR RADIO DAILY DELIVERED TO YOU IN LOS ANGELES AND VICINITY
 BY
MANNING'S DELIVERY SERVICE
 A SPECIALIZED MESSENGER AND DELIVERY SERVICE
 HO-3129

Cash Giveaway Problem

"County Fair" seems stuck with a \$1,500 cash giveaway which it can't give away. Jackpot, which started out with a hundred bucks, has been offered to a CBS studio contestant every broadcast for 23 straight weeks it he could identify a certain American city from various clues. So far there have been no takers despite the show's efforts to give clues stating everything but the actual name of the city. Growing jackpot was halted at \$1,500 and every week that a contestant fails to take it away the sponsor, Borden's, donates \$100 to CARE.

Webs Give Wallace Time To Reply To Pres. Truman

(Continued from Page 1)

President's address was heard last night, 10:45-11 p. m., over ABC.

Although Wallace's talk over ABC was set the early part of the week, before Mr. Truman's speech, it was considered by both the network and Wallace's radio director, Edward R. Frisbie, as fulfilling the request for time made Wednesday night. Following the broadcast, Wallace held a press conference in ABC studio 3-F, which was attended by newspaper, wire service and newsreel reporters.

Wallace will air his opinions on the Truman speech over Mutual tonight, 8:15-8:30 p. m. Offer of time was extended yesterday by web veepee Abe Schechter, and was accepted by the candidate late yesterday afternoon.

NBC Clearing Time

Representatives of the webs agreed that Wallace was deserving of time to answer the President. "Sure we'll give him time," Ken Dyke, vice-president of NBC, said. The web believes that "he's entitled to time" to reply to the Chief Executive, Dyke said, "but the question is, will he take the time we have available to give him?" Dyke added that NBC is trying to clear time that will be acceptable to Wallace.

CBS will broadcast a speech by Wallace before a Third Party rally in Chicago Stadium April 10, 11:30-11:55 p. m. This was arranged late yesterday after the web had repeated a previous offer of 15-minutes on March 22. Wallace rejected this offer and asked instead that the web carry the Chicago speech.

At Wallace headquarters, Frisbie said that local indies WMCA, WAAT and WQXR also had made offers of time.

Paul Douglas Gets Lead Role In 'The Informer'

"Ford Theatre" on NBC has scheduled "The Informer," with Paul Douglas in the leading role, for Sunday, March 28, at 5 p. m., EST. Una O'Connor, who played the role of "Mrs. Phillips" in the movie, will handle the same part in the air version which is being adapted by Howard Teichmann. Betty Garde will also be in the cast. Show is produced and directed by George Zachary.

To help stimulate press interest in the radio production, Kenyon & Eckhardt, which handles the Ford account, is trying to arrange with RKO for a special screening of "The Informer," the Victor McLaglen epic, for some time next week.

RMA And NAB Executives Discuss Radio Week Plans

Plans for the observance of National Radio Week from Nov. 14 to 20 were discussed at a joint meeting of RMA and NAB representatives in New York on Wednesday. The committee also discussed plans for the annual "Voice of Democracy" contest among high school students.

Attending the meeting were the following representatives of RMA; W. B. McGill, of Westinghouse Radio Stations, Inc., Philadelphia; H. L. Guenin, Jr., of RCA Victor Division, Camden, N. J.; Kenneth W. Sickinger, of Stewart-Warner Corp., Chicago; James D. Secrest, RMA director of publications, and Nora Hammesfahr, of the Fred Eldeen Organization, New York. Representing NAB were: Robert K. Richards, director of public relations; Harold Fair, director of the program department; Hugh M. P. Higgins, assistant director of broadcast advertising; Edward P. J. Shurick, of Free & Peters, New York.

WKRK Joins CBS Web

WKRK, Mobile, Ala., joins the CBS web as a supplementary station of the Southcentral group on April 4, it was announced yesterday. Station operates with 1000 watts daytime and 250 watts nights on 710 kcs. and is owned by Kenneth R. Giddens and T. J. Rester.

Renew 'Aunt Jenny' Series

Lever Brothers Company, Cambridge, Mass., has renewed its sponsorship of "Aunt Jenny" over CBS. Series is aired Monday through Friday, 12:15-12:30 p. m., EST. Agency is Ruthrauff & Ryan.

Midwest Institute Announced By NBC

(Continued from Page 1)

lic affairs and educational department of the NBC central division, and Don Fedderson, chairman of the radio department of Northwestern's School of Speech.

Subjects and NBC instructors follow: promotion and publicity, Emmons Carlson, former manager of the Chicago promotion and advertising staff, and Jack Ryan, manager of the Central Division press department; sales, Edward Cunningham, assistant national spot sales manager in charge of Station WMAQ (Chicago) sales; announcing, Louis Roen, Chicago staff announcer; directing techniques, Arthur Jacobson, Central Division production manager.

Other Courses Listed

Music for radio, Don Marcotte, Central Division music supervisor; dramatic writing and continuity writing, both by Robert Guilbert, Central Division continuity acceptance editor; production procedures, Homer Heck, Central Division production-director; program planning and building, Richard Loughrin, Central Division production-director, and Lyle DeMoss, program manager of Station WOW (Omaha); public service broadcasting, Miss Waller, and news and special events, Baskett Mosse, former NBC Chicago newsman and now assistant professor at Northwestern.

Harry F. Munzel

Harry F. Munzel, radio editor of the Chicago Herald-American, passed away at his home in Chicago, March 13, after a short illness. Munzel in past years had been secretary to several Herald-American publishers and was well known in newspaper and radio circles.

Shirley Mitchell Is Cast

Actress Shirley Mitchell joins the cast of the Jim Backus show on Mutual for the program's New York stay. She will play the role of Mary Jane.

CKLW can put your brand OVER in the Detroit Area!

5,000 WATTS of 800 Kc. MUTUAL

CKLW

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

Canadian IRE Plan Two Day Convention

With "Know The Canadian Radio Industry" as a slogan the Canadian I.R.E. will hold a two-day convention and exhibition in Toronto on Friday, April 30, and Saturday, May 1, J. C. Poulter, chairman of the publicity committee, has announced.

The convention, which is expected to attract many engineers from the United States as well as Canada, will be held in the roof garden of the Royal York Hotel. It will include technical sessions and a comprehensive exhibition of component parts, test apparatus and allied products. There will be a luncheon session on both days and a dinner on Friday night which will be addressed by Dr. J. E. Shackelford, president of the Institute of Radio Engineers.

Twenty-nine exhibits will be displayed at the convention. Most of the exhibits will feature post-war developments in equipment.

Command Performance May Be Discontinued

Hollywood — "Command Performance," wartime radio favorite with members of the Armed Forces, and produced exclusively for service men and women, may shortly be discontinued for lack of funds and talent, declared Lt. Col. Robert E. Kearney, commandant for the Armed Forces Radio Service, and its world-wide activities, in an address before members of the Hollywood Advertising Club at Tom Breneman's restaurant in Hollywood.

Support for AFRS has lagged so much in the radio, movie, and stage fields since the end of the war that talent for the program may not be available after July 1, he explained. Millions of American soldiers, sailors, and marines listened to "Command Performance" during the war and in the years since. Top entertainment stars have volunteered their talent for the hour-long show, transcribed in Hollywood, and broadcast on overseas AFRS stations.

Kearney spoke as tribute was paid AFRS during a club luncheon.

AFRS now is necessary to sell young troops abroad on Americanism and to keep their morale high and to cheer hospitalized GI's in the U. S., the commandant said.

AFRS weekly records 34 hours of shows from the four major networks, deleting commercials, and transcribes 6 hours of original AFRS shows. These recordings then are aired for J. S. forces abroad and over public address systems in 121 Army and Navy hospitals in the U. S.

Web Execs. Call AFM Pact Spur To Industry Progress

All web spokesmen yesterday were laudatory of James C. Petrillo and the AFM for its co-operation in bringing negotiations for a new contract to a successful conclusion.

Mark Woods, ABC president, said, "After many trials and tribulations I believe the agreement reached by the four networks and Mr. Petrillo and his associates means that stability has come to the highly important aspect of musical presentations by the radio industry." He revealed that

est significance to the entire broadcasting industry." He said the willingness of AFM to co-operate with the development of television is "most heartening and will provide a great stimulus to the entire television industry."

"Recognizing the economic condition of the television broadcaster at the present time with high costs confronting him on every side, the action of Mr. Petrillo in promising to provide the services of the members of the Federation at reasonable rates and working conditions is most encouraging," Mullen said.

"I am certain that the development of television in the United States will provide new and additional employment to the members of the Federation."

He added "... We have been assured of the full co-operation of the Union in the creation of a complete television service to the nation. It is my hope that the other unions involved in our industry will likewise co-operate to the end that television services may be expanded rapidly to reach all the homes in the country."

Confirmation

The announcement yesterday by James C. Petrillo of the AFM and the networks that terms had been reached for settlement of the music contracts in radio and television confirms RADIO DAILY'S exclusive story of Wednesday under the caption: "Early Settlement Expected in Web-AFM Negotiations." It was reported that "new contracts covering network musicians would be completed within the next two weeks."

ABC is arranging to televise the Metropolitan Opera and other web musical shows. Woods and Petrillo appeared on ABC's "Headline Edition" last night to personally comment on the momentous event.

Ream Tells of CBS Plans

Joseph H. Ream, CBS executive veepee, said, "With work under way on the largest television studio plant in the nation, CBS intends to utilize live musicians in its varied program schedule from these studios." Ream said Columbia would also televise certain AM shows.

"Heartening," Says Mullen

In a statement following the announcement, NBC's Frank E. Mullen said: "The arrangement just completed with the American Federation of Musicians through its president, Mr. James C. Petrillo, is of the great-

Academy Victors On ABC

Louella Parsons, on her ABC program Sunday, 9:15 p.m., EST., will have as guests this year's Academy Award winners, which will be announced tomorrow night.

Incidentally, tomorrow's ceremonies attendant upon the naming of the winners, also will be broadcast over the American network starting at 10:30 p.m., EST.

Takes New G. E. Post

Larison H. Taylor, formerly vice-president of the General Electric Credit Corporation, has been appointed assistant to the manager of marketing of the General Electric Company's appliance & merchandise department.

Harold H. Mount, who previously held that position, has been transferred to Dallas, Texas, as assistant manager of appliance sales in the southwestern district.

Poppele Sees "Tremendous Uplift" Commenting on the decision, TBA prexy J. R. Poppele said: "End of the ban on live music in television ... will give programming a tremendous uplift." Although the ban "did not deter the growth of the industry ... its elimination will benefit "both the public and the musicians."

The latter, together with the concert artist, Poppele said, "will find new avenues of employment for his talents. We feel television has now hurdled one of the few remaining obstacles in its path to ultimate national success."

TELEVISION FM • RADIO • ELECTRONICS

Train in a School Established and Directed by Leaders and Executives of the Radio and Television Industry

PARTIAL LIST OF BOARD OF TRUSTEES

HERBERT PETTLEY, Executive Director, WHN
WILLIAM B. DOLPH, Vice President, American Broadcasting Stations
HAMILTON HOGE, President U. S. Television Manufacturing Co. Inc.
JOHN SHEPARD III, Chairman of the Board, Yankee Network

Immediate Enrollment!

APPROVED FOR VETERANS

Morning, Afternoon and Evening Sessions

ACT NOW!

Visit the School or write for free catalog

RADIO-ELECTRONICS SCHOOL OF NEW YORK

52 BROADWAY, NEW YORK 4, N. Y.

Bowling Green 9-1120



ON THE AIR AT CHANNEL 4 . . .

FRIDAY, MARCH 19

- 1:00 Home Service Club—Tex and Jinx (Swift)
- 7:30 Musical Merry-Go-Round
- 7:50 Newsreel Theater (Camels)
- 8:00 U. S. Royal Sports Time (U. S. Rubber)
- 8:15 Travel Film
- 8:25 Sports Reports (Kools)
- 8:30 Televiews (Simon Ackerman)
- 8:40 Show Business, Inc. Presents — Variety
- 9:00 NBC Television Newsreel (General Electric)
- 9:10 Cavalcade of Sports — Boxing — Madison Square Garden
- 10:00 Feature Bout — Lee Savold vs. Gino Buonvino (Gillette)
- 10:30 U.P. and Acme News

SATURDAY HIGHLIGHTS

- 2:30 Ice Skating Carnival—Dick Button
- 4:30 The Local Crowd—From Washington
- 5:00 Howdy Doody—Bob Smith
- 8:15 U.P. and Acme News
- 8:30 A.A.U. Track Meet—From Philadelphia

SUNDAY HIGHLIGHTS

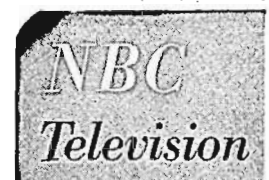
- 7:50 Review of the News (Oldsmobile)
- 8:00 Author Meets The Critics — "It Took Nine Tailors" by Adolphe Menjou—Other Guests: Jesse L. Lasky, Eugene O'Neill, Jr.
- 8:40 Play—"Dress Rehearsal"

TODAY'S STORY . . .

On NBC Television's "Author Meets the Critics" this coming Sunday, Hollywood will be represented by Messrs. Adolphe Menjou and Jesse L. Lasky. Some movie people, the reports say, are much concerned over television's threat to the theater box office. Others, it would seem, consider that television and the movies should be good pals. And Mr. Menjou's sartorial excellence will grace television's new look.

SECOND SCANNING . . .

President Truman undoubtedly deserves the order of NBC's MTMOSPD (Most Televised Man On St. Patrick's Day) with three appearances. Experience told when Mr. Truman deftly stole the scene with a wise and jaunty wave at the Ike.



A Service of Radio Corporation of America

ANIMATED COMMERCIALS FOR TELEVISION

FLETCHER SMITH STUDIOS, INC.
1585 Broadway, New York City
Circle 6-5280-1

TELEVISION DAILY

Daily section of RADIO DAILY — Friday, March 19, 1948 — TELEVISION DAILY is fully protected by register and copyright.

WEBS-AFM PACT OK'S LIVE MUSIC FOR TELE

TELE TOPICS

By JIM OWENS
Associate Editor

NBC will do the Toscanini show tomorrow night (6:30-7:30) on the web as its first major musical seg following Jimmy Petrillo's new look at tele. Web had been prepared to do the Symphony on a few hours notice if and when the ban was lifted. . . . Atmosphere in the music chief's office after the announcement yesterday was one of horseplay among the brass. NBC's barrister Chas. Denny showed up with a trumpet for Petrillo, which he accepted,—but not before an aide produced a hanky to wipe the mouthpiece. And Marty Stone, who owns "Author Meets The Critics," invited the AFM topper to appear on the show Sunday nite,—but Petrillo modestly declined.

WMAL-TV, Washington, D. C., will drop its affiliation with CBS, indicating that ABC is pushing its plan to line up its own affiliates by mid-Summer. CBS will be without an outlet in the Capital. . . . Tele-Rent, outfit which demonstrated its remote control system for hotels here yesterday, has already lined up New York's Picadilly, Taft and Astor hotels as customers.

DUMONT labs said to have been approached by Canadian biggies to equip the Montreal Forum for tele. Forum is a huge sports palace similar to N. Y.'s Madison Square Garden. . . . Paramount's fast-film developing system may be used by the network pool during the political confabs in Philadelphia. . . . RCA has paced Marusia, H'wood designer and the wife of radio speller Don Wilson, to appear in a series of TV shows in Gotham displaying her line of fashions. A looker, they'll also use her in a new ad campaign plugging video sets.

BOSTON Post next major daily to sked a special issue on tele, scheduled to hit the Common shortly before official debut of WBZ-TV. . . . John Reed King will reveal the headaches of a tele performer tonite when he guest-lectures at the Television Workshop. On the air with "Missus Goes A'Shopping" since '44, King's as hep about video as any performer in the biz.

A Happy Group

Newsreel films of the historic press conference yesterday at AFM headquarters out of which came official approval of live music on television will be shown at 9:05 tonight on the NBC web (WNBT in New York). Films show network execs Frank E. Mullen, NBC, Mark Woods, ABC, Joe Ream, CBS and Bob Swezey, Mutual, in conversation with James C. Petrillo president of the union.

Union Promises That Musicians Will Be Available During Entire Life Of The Three-Year Contract; Eager To Aid Growth Of Medium, Says Petrillo

(Continued from Page 1)

vision, however, and individual rate agreements will be made from time to time. Thus, AFM and television broadcasters enter into a developmental stage. Petrillo pledged that any rate patterns set up during this period will be reasonable and within the economy of the industry.

Both sides agreed that television rates are to remain fluid until the webs and AFM mutually agree that it is feasible to set long-term patterns. Union also pledged that musicians will continue to be available for television during the entire length of the three-year pact.

Television may now go ahead with pickups of public events which include live music. Industry can also produce and use musical film sound tracks. There is still a ban, however, on the use of Hollywood feature films under existing contracts between AFM and the movie companies which run until next September.

Commenting on the agreement, Petrillo said, "The musicians want to aid television's growth, just as we did in the early days of standard broadcasting." "Live music," he added, "will be

available on a basis that this new but growing industry can afford to pay. The industry, likewise, has pledged that it will afford opportunity for our musicians to participate substantially in the development of television."

Frank Mullen, executive vicepres for NBC, said that the union had been most co-operative in discussing and proposing rates.

Pay Scales Status Quo

While the new contract does not specify any increase in pay scales for AM work, the fact that the same number of staff musicians are continued on the payrolls is understood to be a point on which Petrillo and the union won out. When negotiations began web spokesmen implied that they would like to cut down on their staffs but a compromise was finally reached, leaving pay scales and the number of musicians status quo. When Petrillo was asked yesterday at what point he dropped his request for more money and the hiring of more musicians he tossed it off lightly by answering that the webs had said they wouldn't pay more nor hire additional men.

Moore Named Attorney For ABC's Tele Dept.

Richard Moore, member of ABC's legal department, has been named administrative assistant and attorney for the network's tele division, it was announced yesterday. A network employee since '46, Moore is a Yale graduate, and served with the Army's G-2 staff during World War II. He was discharged with the rank of captain.

RCA To Deliver Equip. To 3 Midwest Stations

Camden—Signing of three new contracts for the delivery of RCA tele transmitters and associated equipment was announced yesterday by the RCA engineering products department. Equipment will be delivered to the following stations: WFBM, Indianapolis; WLWC, Columbus, Ohio, and WFMJ, Youngstown, Ohio.

Press-Time Paragraphs

GE Announces New Tube

Syracuse—Introduction of a new 10-inch direct view tele tube which reportedly provides considerable improvement in light and image detail was announced this week by GE. New tube employs aluminum-backed fluorescent screen and will be used first in the firm's tele-combination console.

WDEL-TV Sets Fall Debut

Wilmington—Tele service will be available in this area by September of '48, according to plans for debut of WDEL-TV, which was recently granted a CP by the FCC. Station is expected to affiliate with the NBC web.

KDYL To Begin Exper. Schedule

Salt Lake City—KDYL's experimental station, W6XIS, owned by Inter-mountain Broadcasting Corporation, will take the air on April 19th. Outlet will debut with three 45-minute shows per week, plus daily schedule of test patterns for local dealers and servicemen.

Television On Agenda Of 4A's Annual Meet

Video will occupy an important spot on the agenda of the American Association of Advertising Agencies' annual meeting at the Cavalier Hotel in Virginia Beach, April 7 through 9, it was announced yesterday. Meet will also discuss ad research and the "new look" in ad copy, with top execs from all phases of the industry scheduled to speak.

Speakers on tele will include Dr. Peter Langhoff of Y&R, on "Television Facts and Facilities," and Jack Gould, radio ed of the N. Y. Times.

\$1,658,000 Set Output At Du Mont in Jan.-Feb.

Allen B. DuMont Laboratories produced \$1,658,000 worth of tele receivers, at factory cost, during the first eight weeks of this year, as compared to \$811,000 in set output for a like period of 1947. Dr. Allen B. DuMont revealed this week in a talk before the Customers' Brokers Association at the Curb Exchange.

Discussing over-all progress of tele in the past year, DuMont declared that "within the next five years, radio will be supplemental to television."

Larson To Address School Group Re Tele

Philadelphia—G. Bennett Larson, director of television at WCAU-TV, the Philadelphia Bulletin station, will be one of the principal speakers on "Television in Schools" when that subject is discussed at the annual Schoolmen's Week at the University of Pennsylvania on Friday, April 16.

Session is being conducted through the co-operative efforts of the Television Committee of the Philadelphia Public Schools and the video outlets of Philadelphia. In addition to Larson's talk, WCAU-TV will present the film, "The Story of Television."

Going Up

Washington — Number of sets now in use in the Capital area is 8,600, according to an estimate announced yesterday by the Washington Television Committee, which makes a continuing study of this phase of the medium. Committee, which represents the three outlets on the air here, says the figure represents an increase of 1,300 sets during the past month.

AGENCIES

J. EDWARD BOYLE has joined the New York office of Rodgers & Brown Advertising Company, Inc., as vice-president in charge of the newly-formed radio and television division. Boyle formerly was associated with Cowan & Dengler.

MRS. ADELE HUNT, director of women's programs for WPAT, Paterson, N. J., has been appointed consultant to the Women's Division of the Veterans' Foundation, a joint charity sponsored by the Jersey City Detachment Marine Corps League and the Jersey City post, Catholic War Veterans.

DON C. MILLER has joined the copy department of Kenyon & Eckhardt, Inc. He had been with Campbell-Ewald.

ARTHUR PINE ASSOCIATES have been appointed to handle the radio, sports, society and column phases of the Booker T. Washington Birthplace Memorial Fund Campaign to raise \$2,500,000 to improve the welfare, education and training of the young American Negro.

BUDDY BASCH, publicist, has signed to write the monthly radio column for "The American Family Magazine," distributed by the IGA (Independent Grocers' Alliance). The column will be entitled "Radio Roaming."

Send Birthday Greetings To—

March 19

G. A. Richards Eleanor Kilgallen
John Shepard, III Frank Chapman
Sally Warren Dolores Eve Lloyd

March 20

Ozzie Nelson Judith Evelyn
Lawson Zerbe Lowell Smith
Leonore Hershey

March 21

Garnett Marks J. V. McConnell
Edna Stillwell Meredith Page
Clifford Evans

March 22

Parks Johnson Chico Marx
Joan Bradford William H. Pitkin
Earl Palmer Bertha Hunter

March 23

Hy Cooper Jay Johnson
Al Bernard Frank Helfer
Arnold Johnson Louise Barclay

March 24

Henry Sylvern Arthur Boran
Maurice Coleman Rudolph Field
Andrew Ross

March 25

Arturo Toscanini Frankie Carle
Robert E. Schewing Jean Rogers
Raymond Gram Swing

COAST-TO-COAST

WTTM Airs Scout Series

Trenton, N. J.—To aid in the Boy Scout movement, WTTM has added "The Scout Trail" to its roster of youth programs. Planned for a 13-week series, programs will feature various scout groups in a quiz session with scout equipment awards. Providing a running commentary of scout activities will be David D. Rosemarin, prominent New Jersey scoutmaster.

New Farm Show On WHIM

Providence, R. I.—The Industrial Trust Company, this state's largest financial institution, has signed to sponsor a special early-morning farm program on WHIM for the next 52 weeks. The new show will feature music, produce news, livestock quotes, county agency interviews, and word of 4-H, Grange and other meetings. Package was built by Horton-Noyes Co., the bank's agency.

WCOP Airs Series On Education

Boston, Mass.—A series of three Monday evening dramatizations based on the early history of the Massachusetts school system, recently made its debut over WCOP. Titled, "Learning the Bay State Way," programs trace the educational system from its Puritan beginnings, touching on the founding of the first free schools, the first kindergartens and the Dame schools. The history of Harvard and that of the Boston Latin School will also be reviewed. The Massachusetts Teachers Federation, in co-operation with the students of the radio department and creative writing class of Emerson College is sponsoring the show on March 22 and 29.

Campus News On WAPI

Birmingham, Ala.—A weekly broadcast of campus news and interviews with people on the University of Alabama grounds has been signed by WAPI.

Hal Brown Manager of KMJ

Fresno, Calif. — Harold J. (Hal) Brown, manager of KERN, Bakersfield, has joined KMJ in the same capacity. He succeeds Keith B. Collins, who recently took over the managerial post at KFBK in Sacramento.

Farm Show Gets Time Boost

Denver, Colo.—Effective Monday, March 22, the "KFEL Farm Reporter," with Gus Swanson, will be heard from 6:15 to 7:00 a.m.. Monday through Saturday. The show previously ran a half hour, starting at 6:30 a.m., with the extra 15 minutes being added in response to listener demand.

Organ Music On KOAC

Corvallis, Ore. — Frank J. McMullin, a sophomore in agriculture at Oregon State College, who has done extensive studying of the piano and organ, will be featured in a 15-minute program of dinner music to be heard Thursdays at 6:15 p.m., over KOAC.

KXEL To Broadcast Farm Forum

Waterloo, Iowa—Plans have been completed for KXEL to broadcast the Fifth Annual Farm Forum to be held in this city March 23rd with U. S. Senator Bourke B. Hickenlooper, (R-Iowa) chairman of the Atomic Energy Commission and Iowa's secretary of agriculture, Harry D. Linn, as principal speakers. Over 25 state counties will be represented in the forum which will be aired over a special Iowa network from 7:30-8:30 p.m.

WJBK Airs Bowling Tournament

Detroit, Mich.—WJBK's Al Nagler is presenting complete on-the-spot coverage of the 1948 American Bowling Congress Tournament which will run through May 29. Broadcasts have been scheduled each night from 11:00-11:30 p.m., from an especially designed booth located in the center of the State Fair Coliseum. All daytime events are to be transcribed and integrated into his nightly live broadcasts. Competing in the tournament are 7,300 teams with 2,200 participants coming from Detroit groups.

Drivers Clinic Shows On WTIC

Hartford, Conn. — WTIC is now broadcasting a special series of shows designed to acquaint state motorists with the new Connecticut Drivers' Clinic, sponsored by the Department of Motor Vehicles in co-operation with New York University's Center for Safety Education. Subjects already discussed were the procedure of the clinic, believed to be the first of its kind in the U. S., and tests which are to be given there.

WCSI-FM To Hold Dance

Columbus, Ind.—In connection with its teen-age record show, WCSI-FM has arranged to hold a spring dance for Music Makers Club members. In charge of the dance will be the club's student officers. The station has also planned to have a name bandleader on hand to act as master of ceremonies for the affair.

KGVO President to Denver

Missoula, Mont.—KGVO president, A. J. Mosby, will be in Denver March 21-24 for the NAB District 14 meeting. Mosby has just been appointed by Mitchell E. Charnley of the University of Minnesota Journalism School and chairman of the Council of Radio-Journalism, Inc., to inspect and rate the University of Montana School of Radio-Journalism.

RCA Victor Artist Joins KVOO

Tulsa, Okla.—Dave Denney, RCA Victor's newest recording star, has joined KVOO's staff of entertainers. Denney, who has received national recognition for his "Oklahoma Round Up" show over CBS, will be the special attraction when he sings for the "Sons of the Range," Monday through Friday at 11:30 a.m., over KVOO.

PROMOTION

Public Service Booklet

Miami, Fla.—Annual public service record of WQAM has been compiled in booklet form and distributed by the station. Printed on a heavy linen stock with two-color cover, the six-by-nine-inch piece is illustrated throughout with half-tones. Among the outlet's public service programs plugged are safety shows, cancer fund drive, educational shows, a series on Miami's Negro slums, community service and activities on behalf of the blind. Also included are pix of top execs, Fred Borton, president; John S. Knight, v.-p., and James L. Knight, secretary.

Station Plugs The Sponsor

"Never say DYE—Suggest TIN-TEX!" That's the theme of a promotional post card developed by WHBC, Canton, Ohio, and mailed to 100 drug stores in the station's coverage area, on behalf of TINTEX. Picturing the station's character "Good Neighbor Mike" and the Tintex box, headline on the card, printed in two colors, reads: "The DYE has been cast in the minds of listeners with announcements on WHBC and WHBC-FM. Cash in on one of the greatest drives ever launched for a home dye. Promote this brand aggressively. Never say DYE—suggest TINTEX!"

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

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

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 55

NEW YORK, MONDAY, MARCH 22, 1948

TEN CENTS

RECORD CROWD ATTENDING IRE MEETING

No Action Expected On New White Bill

Washington Bureau, RADIO DAILY
Washington — It is now virtually certain that there will be no action on the White bill to reorganize the FCC and amend the Communications Act, Acting Chairman Charles Tobey of the Senate Interstate Commerce Committee told RADIO DAILY last week. Tobey was quizzed on the matter immediately after this correspondent had been told by the ailing chairman Wallace White that he does not contemplate any further active legislative work. White, weak and pale after three months of illness, is

(Continued on Page 4)

WHOM Protests To FCC Re Proposed Rule Change

WHOM, Jersey City and New York, Friday protested vigorously against the FCC's recent proposal that the present Rule 3.12 be changed to require stations to originate a majority of their non-network programs from the city in which the station is located. Until now the rule has been that either a majority of the programs or a majority of the station breaks must come from the main studios.

WHOM, in its petition filed Friday

(Continued on Page 8)

Midwest NBC Reps. Complete Web Confab

Representatives of midwest NBC stations returned to their homes the last weekend after attending a three-day network programming, promotion, engineering and publicity conference in Chicago. The conference which closed Thursday night brought

(Continued on Page 2)

Benny's Bonanza

Jack Benny's publicity windfall as a result of Ralph Edwards' "Walking Man" stunt is heightened by the latest Hooper report which states: "This will probably go down in history as Benny's week. Due to his appearance on his own show plus more than usual guest appearances, he probably entertained more people in one week than he or any other star has ever done."

Miller "Happy"

Washington—On the Petrillo network accord, NAB President Justin Miller said Friday that he is "happy to observe that the negotiations have reached a successful culmination. This shows, clearly, that broadcasters and musicians can work out solutions of their problems without heat or emotion and to their mutual benefit."

Recording Company Shows Business Gain

Reporting a substantial sales increase for 1947 as compared with 1946, Jack Kapp, president of Decca Records, Inc., Friday declared that he did not believe the AFM recording ban would have any adverse effect upon the progress of the company's business during the ensuing year.

"We believe that the recently imposed recording ban which now prevents the membership of the American Federation of Musicians from engaging in recording activities will not have an adverse effect upon the progress of our business in the ensuing year."

(Continued on Page 6)

Circus Contracts For ET's For Radio Use This Season

Contracts for the production of a series of commercial transcriptions were closed Friday with the Ringling Brothers & Barnum & Bailey circus with the WOR Recording Studios in New York. The recordings will be used in the circus' radio advertising campaign in the New York area and

(Continued on Page 2)

FMA Asks FCC To Revoke Unused CP's For FM Outlets

The FMA today will ask the FCC to bring revocation proceedings against holders of FM construction permits "who are negligent in putting their FM stations on the air." The statement charges that "many broadcasters have obtained FM construction permits to keep competition out, but have not adhered to FCC regulations which require that stations be on the air eight months after construction permits are issued by the Commission."

15,000 Radio Engineers And Guests Expected For Four-Day Convention In N. Y.; Coy To Speak Tuesday

Sarnoff Gives Views On Tele In Politics

Television will effect great changes in political strategy in America and will open an era of "more enlightened public opinion," David Sarnoff, president and chairman of the board of RCA, declared in Washington Friday night.

Speaking at an Edison Dinner sponsored by the Newcomen Society, Sarnoff said that before many years have passed, the majority of the 37

(Continued on Page 5)

Shortwave Series Set By WRUL To Italians

Scheduling of a series of shortwave programs to Italy in an effort to bolster democracy there between now and the mid-April elections was announced in Boston the past weekend by WRUL, non-profit station operated

(Continued on Page 2)

"Walking Man" Contest Gets High Evening Rating

Ralph Edwards' "Walking Man" contest on Truth or Consequences has paid off handsomely in audience. According to the Hooperings report for the week March 1-7, released over

(Continued on Page 6)

Annual convention of the Institute of Radio Engineers gets under way this morning at the Hotel Commodore, with more than 15,000 engineers and guests expected to attend the technical sessions and exhibits of the four-day conclave. Exhibit and some meetings will be held in Grand Central Palace;

(Continued on Page 8)

FM And Tele Groups Oppose Lemke Bill

Washington Bureau, RADIO DAILY
Washington — Windup of the hearings of the House Interstate Commerce Committee on the Lemke bill, which would reserve low-band channels for FM, has been deferred until March 31 and April 1. It was decided here last week. This means a postponement of six days from the earlier schedule.

Opponents of the bill will show up.

(Continued on Page 4)

Networks Negotiating For New AFRA Contract

Simultaneous with the wrap up of network-AFM negotiations the webs entered into discussion with AFRA on a request by the latter for a 10.7 per cent cost-of-living increase. Under terms of the current contract, AFRA

(Continued on Page 4)

Reorganization

A shakeup in the domestic and international radio division of United Nations is reported under way with new personnel expected to be added to the Lake Success staff. Christopher Cross, formerly U. S. radio liaison officer, is reported joining the radio staff of UNESCO with headquarters in Washington. Other changes are expected to be made known shortly.

(Continued on Page 5)

RADIO DAILY

Vol. 42, No. 55 Mon., Mar. 22, 1948 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; James Owens, Associate Editor; Chester B. Bahu, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone W1seconsin 7-6336. 7-6337. 7-6338.

WEST COAST OFFICES

Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 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

(March 19)

NEW YORK STOCK EXCHANGE

Table with columns: 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 Nnt. Union Radio.

OVER THE COUNTER

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

10 YEARS AGO TODAY

(From the files of Radio Daily)

Contracts signed between AFM and IRNA, representing indie-owned web affiliates, to yield musicians an estimated \$1,500,000 in salaries. . . . Movieland ET firms set up trade group called Association of Radio Transcription Producers of Hollywood. . . . Kenneth Delmar on brief vacation from Gangbusters cast.

KGW

PORTLAND, OREGON

REGISTERS NATIONALLY BY EDWARD PERRY & CO.

COMING AND GOING

HARRY C. KOPF, administrative vice-president at NBC, and SYDNEY EIGES, vice-president and manager of the press division, have returned from Chicago, where they participated in the Stations Workshop Clinic conducted by the web.

DICK SWIFT, assistant general manager of WCBS, returns today from Pinchurst, N. C., where he put in a week of golfing.

HUGH FELTIS, president of BMB, is in Denver to attend the meeting of the 14th District of the NAB.

JOHN M. OUTLER, JR., general manager of WSB, Atlanta, Ga., was a visitor Friday at the headquarters of NBC, with which the station is affiliated.

ELIAS I. GODOFSKY, president of WHLI and WHNY-FM, Hempstead, L. I., is back at the station after having addressed the Parent-Teachers Assn. of Baldwin, L. I.

FRANCIS SCOTT and CHARLIE BASCH, together with their entertainment troupe are back from Castle Point veterans hospital, where yesterday they presented their 312th gratis show for GI's.

ROBERT B. DOCKUM, owner of KAKE, outlet of NBC in Wichita, Kans., is spending four days in New York.

EDGAR KOBAK, president of the Mutual network, is back from Montego Bay in the Bahamas, where he spent a Winter vacation of three weeks.

J. B. CONLEY, general manager of Westinghouse Radio Stations, Inc., and TOM MEEHAN, public relations director, week-ended in Washington, D. C. They attended the New England Regional Network's dinner for Congressmen from the Northeast.

STEWART W. PHILLIPS, manager of WARK, American network affiliate in Hagerstown, Md., is in New York for conferences with officials of the network.

A. B. CHAMBERLAIN, chief engineer of CBS, and HOWARD A. CHINN, chief audio engineer, have returned from Syracuse, where they attended the GE Television Seminar.

STEVE SLESINGER off for the West Coast via DC-6.

CY HOWARD, producer and director of "My Friend Irma" on CBS, is in town from Hollywood to huddle with officials of the network and Young & Rubicam executives. The program will remain on the West Coast.

SUSAN MILLER, vocalist on the American network's Abbott & Costello show, has left for Hollywood, where she has a role in the forthcoming movie, "An Innocent Affair."

Midwest NBC Reps. Complete Web Confab

(Continued from Page 1) together 100 representatives of affiliated NBC stations. Those attending the conference were:

- E. E. Alden and William Dean, WIRE, Indianapolis; Madeline Barry, Donald Aldrich, Leo Baxter and Farrell Rippetoe, WROW, Terre Haute; John Alexander, KODY, North Platte, Nebr.; Hoyt Andres, WKY, Oklahoma City; Paul Arvidson, Charles Prebure and Paul Ives, WOC, Davenport, Ia.; William Wiseman, Ly'e DeMoss, Russ Baker, Harold Storm, Joe Herold, Francis Matthews, M. M. Meyers, Soren Munkhof, and Ray Olson, WOW, Omaha; Marcus Bartlett and Frank Cason, WSB, Atlanta; Pierre Boucher, Norman Widenhofen and Don Holzapfel, WGL, Fort Wayne; Frank Bignell and W. H. Hebal, WTMJ, Milwaukee. W. C. Bridges and Earl Henton, WECB, Duluth; Cal Smith and Wa't Bruzek, KROC, Rochester, Minn.; George S. Burbach, J. S. Risk, Guy Yeddell, Frank Eschen, Harold Grams, Ed Hamlin, C. R. Yarger and David Pasternak, KSD, St. Louis; Bernice Callaway and Alvin Leeman, WKBH, La Crosse, Wis.; Don Campbell, WBRG, Birmingham; George Clinton, WJLK, Charisburg, W. Va.; Joe Cook and J. N. Frierer, KSTP, St. Paul; R. E. Dunville and William Robison, WLW, Cincinnati; Charles Dyer and Jack McGrew, KPRC, Houston; Ralph Elchardt, S. E. Leonard and Hal Metzger, WTAM, Cleveland; Harry Eldred, Alden Wooster, Fred Mueller, Montez Tiaden and Fred Vance, WEEK, Peoria.

Representation Complete

S. Fantle Jr., Tony Moe, Evans Nord and George Nixon, KELO, Sioux Falls; F. E. Fitzsimonds, KFYZ, Bismarck; Deane Plett, KTBS, Shreveport; Arthur Forrest, WOAI, San Antonio; Walter Frase and Wilson Mount, WMC, Memphis; Harold Fulton, Woody Woods and Jack Kerrigan, WHO, Des Moines; Milton Greenebaum, M. L. Koerner, Robert Phillips and Jack Parker, WSAM, S. g'naw, Mich.; Erwin P. Schoeny and Dol Greenwood, WGFB, Evansville, Ind.; Glenn Jackson, WSPD, Toledo; Harry Kaufmann, WDAF, Kansas City; Pat Kehoe and A. L. Stewart, WMAM, Marinette, Wis.; Ken Kennedy and Roy Pedersen, WDAY, Fargo; Fred Russell, Leonore Little, Sandy Meek, WOOD, Grand Rapids.

Harley Lucas, WLOK, Lima, O.; John Meagher, KYSM, Mankato, Minn.; Paul Overby, WKPT, Kingsport, Tenn.; R. H. Owen, KOA, Denver; John Phillips, WGKV, Charleston, W. Va.; K. F. Schmitt, WIBA, Madison; Ralph Sims, WJBO, Baton Rouge; Richard Spencer, Stanley Swales, Herbert Tank and Edwin Wheeler, WWJ, Detroit; J. H. Veal, WCOA, Pensacola; Richard Watkins, KRGV, Veslaco, Tex.; Bob Watson, KGNC, Amarillo; Harold Wheelan, WSMB, New Orleans, and William Wyse, KWBW, Hutchinson, Kans.

Shortwave Series Set By WRUL To Italians

(Continued from Page 1) by the World Wide Broadcasting Foundation.

Mrs. John Davis Lodge, wife of the Republican representative from Connecticut, who before her marriage was Francesca Braggiotti, is being heard in a daily series of broadcasts to the Italian people. The broadcasts are being prepared in co-operation with Common Cause, Inc., and are aimed at checking the Communists' efforts to win the national elections in Italy on April 18.

Walter S. Lemmon, president and founder of WRUL, spoke in English on the opening broadcast on last Thursday. He said the broadcasts were "designed to show the vital moral strength of democracy and the advantages of preserving free institutions, and thus to offset the false propaganda from Russia and her satellites that is being poured into Italy in attempts to win a Communist victory."

Circus Contracts For ET's For Radio Use This Season

(Continued from Page 1) during the nation-wide tour this season.

Bill Antes, radio director of the circus, has incorporated animal sound effects, music of Merle Evans circus band, and side show barkers in the series. Announcements will include station breaks, one minute ETs and 15-minute programs.

"Life Begins At Eighty"

Jack Barry and Dan Ehenreich of "Juvenile Jury" fame have cut audition records on a new program titled, "Life Begins at Eighty." Format of show calls for interviews with persons eighty or older. Young & Rubicam is reported considering it as a summer replacement.



Know where this is?

It's one of the great drives of the world, this time drifted over with snow. It's known all over. It was, and probably still is, one of the good addresses to have. Incidentally, this picture was shot in 1938.

Do you know where it is? It's Riverside Drive.

We picked this picture simply to prove a radio point. Fame and identification are fleeting.

There's only one payoff in radio advertising. Did it produce sales? How much did those sales cost?

Not what's my name . . . or how big is the power. None of that. Sales managers ask, "Did it work?"

Down here in Baltimore, W-I-T-H is good proof. This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this town.

For sales in this tremendous market with money to spend, it's W-I-T-H, the payoff station. . . .



W-I-T-H Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed



In Detroit... it's
WWJ - The Detroit News

TOPS in TALENT . . . with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

FIRST in PUBLIC SERVICE features for more than 27 years . . . tirelessly working in the public interest, constantly retaining community confidence.

FOREMOST in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers . . . adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY



Basic NBC Affiliate

AM-950 KILOCYCLES-1000 WATTS
 FM-CHANNEL 246-97.1 MEGACYCLES

Associate Television Station WWJ-TV

No Action Expected On New White Bill

(Continued from Page 1)
retiring from the Senate after this year. Although he had hoped to be able to pass a radio bill in his name before leaving the Senate, he has now abandoned that idea in the face of the extreme difficulty if not impossibility, which will be pleasing both to industry and so-called public quarters. There is no unanimity within the industry, he said, and it is hard to figure out just what the public wants. He is known to have hit the ceiling last fall over the NAB mailing of selected portions of broadcasters testimony on his bill last spring to newspapers and influential citizens. Committee members had hoped they might be able to put a bill through this year simply because they know how important White has felt the matter to be—but it now seems unlikely that even as a gesture of affection there will be any important legislative action. It might be that a bill will be reported by the committee, but if so it will be in full knowledge that House action this year is not to be expected.

In the meantime, hearings on the Johnson bill to limit power to 50 kw. and break down clear channels is scheduled definitely for April 5. Over 300 responses have been received to Tobey's letter to all licensees seeking their reaction to the bill—with opposition expressed only by KSL, Salt Lake City; WHAM, Louisville, and WSM, Nashville, all clear channel stations, and the clear channel group, committee sources said Friday.

Networks Negotiating For New AFRA Contract

(Continued from Page 1)
seeks right to adjustment of minimum rates when Bureau of Labor statistics show that cost of living is up 10 per cent over Nov. 15, 1946. AFRA's request for a 10.7 per cent hike is based on the labor bureau's report for last Jan. 15. Union and network representatives began discussions last Thursday and will hold their third meeting today, Monday. So far, webs are understood to have strongly pointed out to AFRA that they just settled with AFM at no increase in pay. Network-AFRA contract runs until next Oct. 31.

FOR SALE

Thousand watt Western Electric Transmitter converted for air-cooled 228-R 1 kilowatt Amperex Tubes with rectifier and motor generators for filaments only. Also, Westinghouse 1 A Frequency Monitor. Price, \$2,500. Address all inquiries to John M. Rivers, President, WCSC, Inc., Francis Marion Hotel, Charleston, South Carolina.



California Commentary . . . !

● ● ● Charles "Bud" Barry, ABC vice-proxy in charge of programs and television, here to look into the technical phases of the Coast tele situation, says ABC is shooting for a December 1 telecast date in both Los Angeles and San Francisco. Barry will return to the Coast in September to help pick and assign some television personnel, along with Paul Mowrey, national director of video, who reports to Barry. . . . John Guedel, who packages "People Are Funny," denies a RADIO DAILY report to the effect it "will join the ranks of the unemployed." He points out that his contract with the Russel M. Seeds agency has three more years to run and that he has been assured the option will be picked up for next season. . . . Hollywood Star Records, which has been marketing interviews of local celebrities for home use direct to consumer by mail, begins a retail merchandising test March 27 at Macy's Department store, San Francisco. Art Linkletter is sole radio name on list earmarked for initial sale, with several filmsters included. Second step in expanding distribution will begin April 15 with sale of records in 25 Los Angeles Rexall stores.

Hollywood

● ● ● Frank Barton, NBC supervisor of announcers, has been elected president of the St. Mary's College Alumni Association, Southern California chapter. . . . Bob McAndrews of Young & Rubicam is a holdover director. . . . Owl-Sontag Rexall has contracted for a 15-minute strip, "Green Light Revue," Monday through Friday, from 8:45 to 9 a.m., on KMPC. Program of popular recordings is handled by BBD&O for a 52-week period. . . . Cushman Motor Scooter Dealers have signed with KMPC for a 15-minute program of Western music with Red Rowe each Saturday morning. Tullis company represents the account, which is for a 13-week period. . . . Art Linkletter and pianist Wes Griffin are the new handball doubles champions of the Hollywood YMCA. They also participated in the recent All-Southern California "Y" handball tournament.

● ● ● One of the busiest talent offices in Hollywood is Sam Jaffee's. It is packaging a comedy-variety show built around Donald O'Connor, Universal-International screen star, and is also preparing a circus story, "Brass McGannon, Advance Man," starring Brian Donlevy, and written by John and Gwen Bagni, screen writers. . . . Melville Baker is preparing a program that will star Humphrey Bogart, while another Jaffee package will star Mary Hatcher, 18-year-old star of "Oklahoma." . . . Nick Keesely, who was with N. W. Ayer's New York office for several years and later with CBS, was recently made head of the Jaffee radio and television department. . . . Veloz and Yolanda will produce a series of 13 television shorts to be filmed and distributed by J. Walter Thompson. The dancers, video enthusiasts, will finance the venture themselves. Each featurette will include dance instruction, as well as demonstrations.

● ● ● Bob Crosby will emcee a dinner party to be given March 25 at the Elks Club in Pasadena in honor of the Chicago White Sox team, which is finishing its training before it treks eastward for major league competition. . . . Tex Ritter, heard on the "Tex Ritter Show," has written the book for a musical show called "Texas" for Broadway production. . . . One of Norris Goff's welcome-home presents included a small gold cylinder, termed a "business man's yo-yo." Radio Writer Don Quinn gave it to CBS' Abner with the explanation that the pocket toy affords amusement for executives bored with board meetings.

FM And Tele Groups Oppose Lemke Bill

(Continued from Page 1)
with Commissioner George Sterling of the FCC—former chief engineer—Others slated to be heard include Jeremiah Courtney, one-time FCC lawyer, for the American Taxical Association; Herbert Friede and Ray Myers, of the International Municipal Signal Association; Charles Harris for the City of Cleveland; T. Goldsmith, of the Allen B. DuMont Laboratories; Jack Poppele of TBA; F. J. Bingley of Philco and representatives of Radio Corporation of America and Motorola.

Florida Station Applies

Washington—The FCC announced over the weekend receipt of a television application from WMER, Jacksonville, Fla.

Gets WHN Traffic Post

Randy Michelson has been promoted to traffic manager of WHN, it was announced Friday. She has been with the station since 1943, working in the sales department.

**RADIO'S THRILLING
HALF-HOUR TRANSCRIBED
DETECTIVE SHOW!**

**"BOSTON
BLACKIE"**

Radio's greatest point-per-dollar buy!

10.8

IN NEW YORK

C. E. HOOPER MAY-JUNE, 1947

Consistently Beats All Competition
on Stations From Coast-to-Coast!

WRITE

ZIV COMPANY
FREDERIC W. **ZIV**
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
Hollywood
New York • Chicago

FMA Would Revoke Unused CP's For FM

(Continued from Page 1)

ublic of FM service. Now that popular network programs are available to FM stations, as well as live music or FM stations and FM networks, the public is entitled to the best in radio reception and the best is FM," said in an FMA statement, and added:

"It has been called to our attention that several broadcasters have applied for and received construction permits for FM stations in areas where the number of channels is limited. Certain of these broadcasters, although some have held FM construction permits for a year or more, still have not placed their FM stations on the air.

"Others would like to establish FM stations, but in those crowded areas where channels are limited and where established broadcasters have consistently applied for and received extensions of time for FM operations, there is no chance for competition.

FMA pointed out that there are today 442 commercial FM stations on the air, but that in January of last year former FCC Chairman Denny held the FMA 700 FM stations should be in operation by the end of 1947. Denny based his prediction on the number of construction permits and conditional grants issued by the FCC. Today, 14 months after that prediction by the then FCC chairman, said FMA, "little more than half that number are in operation. We believe the time is here for drastic action on the part of the Federal Communications Commission."

Godfrey Will Be Guest Speaker At Conference

Arthur Godfrey has accepted an invitation from John Gray Peatman, national radio awards chairman, to be the principal speaker at CCNY's Annual Awards luncheon to be held on the second day of the fourth Annual Radio and Business Conference at the Hotel Roosevelt, Wednesday, April 14. Godfrey's subject will be "Public Service Responsibilities of Commercial Radio."

★ THE WEEK IN RADIO ★

Tele Music Ban Lifted
By VAL ADAMS

BAN against live music on television ended with three-year agreement reached by networks and AFM. New relationship in "developmental stage" with rate patterns to be set later. Individual rate agreements will be made from time to time during trial period. Television can pick up AM shows.

No change in pay scales or number of staff musicians under new pact. Dual broadcasters also continue duplication on FM outlets at no additional rates for musicians. Networks have the right to use transcribed repeats and platter shows such as Bing Crosby.

President Truman's draft message to joint session of Congress pulled 33.4 Hooper, his highest daytimer since his V-E Day address. . . . ASCAP asked Department of Justice to name BMI a defendant in anti-trust suit against former. Request probably will be turned down and suit itself may be resolved by modified consent decree. . . . FCC began hearings on facsimile standards. Only point of difference among witnesses was width of paper to be used in recorders. All witnesses favored commercial facsimile.

Employment in stations up 15 per cent according to check last October by FCC. Average weekly pay for all staff employees was \$72.40 in October compared with \$71.50 in February a year ago. . . . Plans under way for Radiodiffusion Francaise to carry advertising. Sponsors will place accounts through a government agency, says Pierre Crenesse, director of RDF's North American Service. . . . United Nations Conference on Freedom of Information to discuss radio on both national and worldwide levels.

Networks going all out for coverage of Italian elections next month. Several correspondents and news directors in New York heading for Rome. . . . Six leading radio execs off for a 10-day visit to Paris and inspection of French broadcasting system. . . . Cecil B. DeMille asked U. S. Supreme Court to review decision of California court upholding AFRA's right to ban him from the air.

ABC gross time sales for first quarter of '48 expected to rise 10 per cent above last year's figure. Gross for first quarter of '48 estimated at \$11,650,000. . . . Cort Langley appointed director of subscriber service for BMB, newly created post. He's resigning as research director for WOR, New York.

Admiral Corp. sales up 32 per cent in 1947 over previous year. Total for last year was nearly \$48,000,000. . . . California's daylight saving time, instituted as emergency measure because of drought, caused scramble in network station skeds.

Formal organization for Protestant Radio Commission completed. It will encourage wider and more intelligent use of radio for religious purposes. . . . Henry Wallace granted time by

all four major networks to answer President Truman.

Radio Reports, Inc., clocking mentions of political candidates by newscasters and commentators. It's a new weekly service surveying air treatment of official and potential candidates. . . . Last big public discussion of revised NAB code, prior to convention, held during Boston University Founders' Day ceremonies. Harold Fellows, WEEI, said revised job going out to membership at least 30 days before convention.

NAB headquarters mailing hotel reservation forms for members going to Los Angeles confab. . . . David Sarnoff envisions application of atomic energy as basic power for electronics industry in the future.

Nation-wide radio appeal for world relief made last month by Rt. Rev. Henry Knox Sherrill brought contributions of more than a million dollars. . . . Canadian Association of Broadcasters elected G. R. A. Rice, CFRN, Edmonton, chairman of the board of directors succeeding Harry Sedgwick, CFRB, Toronto.

If broadcasters could editorialize public discussion would be stimulated and invigorated, said Joe Ream, CBS executive vicepres, to Radio Execs Club in New York.

Sarnoff Gives Views On Tele In Politics

(Continued from Page 1)

million radio homes will also have tele. "We have but to recall the tremendous effect of radio broadcasting upon the social and political life of the nation to look forward to the profound effect which television is certain to have on domestic habits and politics," he said.

Cites Value of Pictures

Stating that "more Americans have seen President Truman by television in one evening, than saw Lincoln during his entire term in the White House," Sarnoff outlined the new techniques in political campaigning that will be brought about by video. "The logic of an argument," he added, "is vastly more effective when it is presented by words and pictures than by words alone. Indeed, radio and television as vital economic and political factors in national life reveal how the inventor—the man of science—exerts a profound influence through the mysteries he shapes into servants for his fellowmen."

Marsha Hunt On CBS Today

Marsha Hunt, film and stage actress currently starred on Broadway in "Joy to the World," will be heard on CBS today when she appears as guest of Radie Harris on "Broadway and Vine," 3:55-4 p.m., EST.

More KWs in the NW

Among the things you probably know already about the Great Northwest are these: (1) it's a terrifically fast-growing market; (2) it's a big territory to cover; (3) you can't reach the geographical majority of the Oregon market with one station.

Soon you can scratch (3) off your list. For early in April KEX, with its new power of 50 KWs, will blanket most of the Oregon market plus a substantial slice of Washington. We might also mention, in a stage whisper, that current advertisers will be protected.

KEX

THE ABC
AFFILIATE IN
PORTLAND, OREGON

WESTINGHOUSE RADIO STATIONS Inc
KEX • WBZ • WBZA • WOWO • KYW • KDKA

National Representatives, NBC Spot Sales -Except for KEX - For KEX, Free & Peters

Recording?



on top of the OPERA BUILDING
in Chicago

TRANSCRIPTION MASTERS - REFERENCE RECORDING

AGENCIES

MILTON SAMUEL has been appointed West Coast director of public relations and publicity for Young & Rubicam, Inc. He will continue to direct Y&R West Coast radio publicity as in the past.

JOHN L. (JACK) MOORE has joined the Victor A. Bennett Company, Inc., newly-formed New York advertising agency, as vice-president and general manager. Moore was formerly radio promotion manager of Batten, Barton, Durstine & Osborne, Inc., and later sales promotion manager of the Bremer Broadcasting Corporation (WAAT).

JOHN K. HERBERT, general advertising manager and vice-president of Hearst Magazines, Inc., has been elected a director of The Advertising Council at a meeting of the board, it has been announced by Charles G. Mortimer, Jr., chairman. Before joining Hearst Magazines almost nine years ago, Herbert was a space salesman for Esquire Magazine.

BATTEN, BARTON, DURSTINE & OSBORNE, INC., has been appointed to handle the advertising and promotion of the trotting races at Roosevelt Raceway, Westbury, L. I., and Maywood Park, Chicago, Ill. The Maywood Park campaign will start on opening day, May 10, and the Roosevelt Raceway campaign on its opening day, May 21. Newspapers, radio and car cards will be used.

ALDRICH, INC., of Louisville, Ky., in April will open the first of a proposed coast-to-coast chain of retail ice cream package stores with fountain service. Initial advertising plans include radio and newspapers. Schoenfeld, Huber & Green, Ltd., is the agency.

MITCHELL B. DeGROOT, JR., copy chief, advertising and promotion, American Broadcasting Co., Inc., is giving a five-weeks course, "Promotion and Merchandising of Radio Programs" at the New School for Social Research. The series, which meets at 8:30 p.m., aims to provide a working, practical understanding of radio advertising, promotion and publicity with special emphasis on the techniques and policies of networks or stations as they advertise to the public.

Another Giveaway

A giveaway—with the greatest of ease—has been added to the format of "Stop Me If You've Heard This One" on WOR-Mutual. Listeners send in the name of what they consider their most witty acquaintance. Post cards are dumped into a barrel and two are picked at random on each broadcast. Winners receive anything from a paper clip to a trip around the world or an airplane.

Eight District, Area Meets Scheduled By The NAB

The NAB on Friday announced the dates and locations for its first series of district and area meetings for the late summer and early fall in 8 of the 17 organization districts. The rest will be scheduled shortly. Dates now are being arranged.

The sessions will begin in July this year, earlier than usual, because of the necessity of completing the entire schedule in advance of the Presidential election. The schedule for the first series follows:

Date and Place	District
July 26-27, The Greenbrier, White Sulphur Springs, W. Va.	4
July 29-30, Bellevue-Stratford Hotel, Phila., Pa.	3
Aug. 2-3, Hotel Somerset, Boston Mass.	1
Aug. 5-6 Hotel Sheraton, Rochester, N. Y.	2
Aug. 9-10, French Lick Springs Hotel, French Lick, Ind.	7-8
Aug. 12-13, Palmer House, Chicago, Ill.	9
Aug. 16-17, Hotel Muehlebach, Kansas City, Mo.	10-12
Aug. 19-20, Radisson Hotel, Minneapolis, Minn.	11

Recording Company Shows Business Gain

(Continued from Page 1)

ing year," Kapp stated in the annual report to stockholders. However, if the recording ban should continue indefinitely, it must ultimately affect the record industry.

Decca's 1947 net sales of \$32,508,718 were the highest in the company's history and compare with net sales of \$30,675,381 in the preceding year. Other income, principally from royalties, brought total gross income to \$32,977,000, compared with \$31,104,856 in 1946.

Net earnings in 1947 of Decca and consolidated subsidiaries, after all charges including taxes, totaled \$1,618,548, equal to \$2.08 a share on the 776,650 shares of capital stock outstanding at the end of the year. This compares with net earnings of \$1,944,538 in 1946, or \$2.50 a share on the same number of shares of capital stock outstanding.

Pepsi-Cola, Bristol-Myers Buying Time On WNBC

Pepsi-Cola Co., for Evervess Sparkling Water, has bought the five-minute midnight newscast (Don Pardo reporting) over WNBC, it was announced by Donald A. Norman, sales manager. Young & Rubicam is the agency.

Bristol-Myers starts a 39-week schedule of one-minute announcements on WNBC in the Bob Smith show, effective March 23. Contract, in behalf of Ipana tooth paste, calls for spots Monday, Tuesday, Friday and Saturday. Account was placed through Doherty, Clifford and Shenfield.

Phil Alampi Plays Host

Phil Alampi, WJZ farm editor, was host Friday to 18 county agricultural agents of the Southeastern Association of New York State. Group dined at Toots Shor's, toured Radio City and heard lectures by Alampi and Dick Rawls, ABC television executive.

"Walking Man" Contest Gets High Evening Rating

(Continued from Page 1)

the weekend, T or C rolled up its highest rating ever, 31.7, placing the show on top of the evening program list for the first time this season.

The "Walking Man" himself, Jack Benny, finished a close second, 31.4, with his own show. Fibber McGee & Molly were third with 31.1.

For the second time in a month, Hooper has added to his Pocket Piece. Average program ratings, which will appear semi-monthly, were expanded to include daytime shows. Similar addition was made to the minutes of sponsored time table.

"Pie Charts" Included

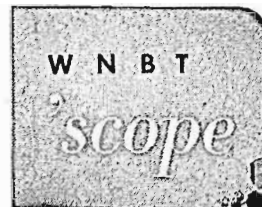
New feature in the report is a page of pie-charts illustrating distribution of nationally sponsored network time by types. The four charts cover the following time categories: evening, Monday - through - Friday daytime, Sunday afternoon and Saturday daytime. Number of sponsored hours for each program type for both this year and last has been added to the average rating by program types chart.

Competition was keen for daytimers also, according to the report. Our Gal Sunday finished first with 9.1, and was followed by Big Sister, 9.0 and Ma Perkins, 8.9.

Following the leaders on the first fifteen evening list, in order, were: Lux Theater, Bob Hope, Amos 'n' Andy, Fred Allen, Talent Scouts, Charlie McCarthy, My Friend Irma, Walter Winchell, Fitch Bandwagon, Music Hall, Red Skelton, and Life of Riley.

New AM Outlet Opens

Enterprise, Ala.—Owned and operated by Wiregrass Broadcasting Co., WIRB went on the air last week with 250 watts at 1230 kc. Broadcast sked runs from 5:30 a. m. through 10:30 p. m. Outlet has 350-watt transmitter with dual transcription facilities and remote service system. Owners are Robert E. James and Ralph M. Stanford. J. C. Williams is station manager and C. B. Pryor, announcer.



ON THE AIR AT CHANNEL 4 . . .

MONDAY, MARCH 22

- 7:47 Red Cross Film
- 7:50 Newsreel Theater (Camels)
- 8:00 Feature Film—"Men of the Plains"
- 9:00 NBC Television Newsreel (General Electric)
- 9:10 Philco Sports Film

TUESDAY, MARCH 23

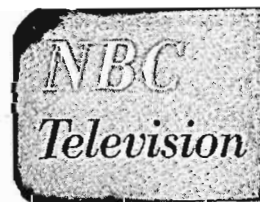
- 5:00 Howdy Doody—Bob Smith
- 7:50 Newsreel Theater (Camels)
- 8:00 Film
- 8:40 Wrestling—St. Nicholas Arena—Super Swedish Angel vs. Tony Sinatra — Francois Miguet vs. Mike Collins
- 10:30 U.P. and Acme News

JIMMY ONE-NOTE . . .

James C. Petrillo became television's Gabriel Friday night when NBC televised Mr. Petrillo's historic trumpet toot. That one note heralds the addition of live music—another dimension—to television. As Jimmy Durante says: "Whatta note! That's what I call a promissory note!"

SCANNING THE VOTE . . .

Detroit's home television set owners have cast their ballots for the programs they like best. News shows took first and second place for ratings of "Excellent." Top spot: NBC Television Newsreel.



A Service of Radio Corporation of America

TELEVISION DAILY

Daily section of RADIO DAILY — Monday, March 22, 1948 — TELEVISION DAILY is fully protected by register and copyright.

INDUSTRY ENTERS ITS PACT-MADE 'NEW ERA'

TELE TOPICS

By JIM OWENS
Associate Editor

MIXUP regarding dual radio-tele cover of the Yankees home baseball sked next summer on Du Mont and WINS will be ironed out this week. White Owl, which bankrolls the sked on AM, has been opposed to Ballantine's plan which would split the Mel Allen-Russ Hodges duo, so looks like Bill Slater, who miked the games last year, will be back in the Stadium TV booth. . . . North-American Phillips Co. will unveil its hitherto hush-hush projection system today at the IRE confab. System uses a 2½-inch cathode ray tube which provides a 12 by 16 picture—at considerably lower price than presently available.

WABD's "Court of Public Opinion" tomorrow nite (8-9 p.m.) will mull the draft and UMT. And they've asked Henry Wallace to appear as star witness. Up to now he hasn't said no. . . . Detroit radio and tele dealer is outstripping his competitors with a new technique. He offers to demonstrate a set in customer's homes—free of charge—to convince 'em the thing is here to stay. Sez he's accounted for 90 per cent of his sales that way. . . . Dave Lewis has packaged a show featuring Igor Cassini, Journal-American's "Cholly Knickerbocker," in which the sassiety scribe hauls the Park Ave. set before the ikes.

SCREEN ACTORS GUILD definitely against tele using movie films unless actors are paid off. . . . Telenevs-INS' news-reel service debuts on the Don Lee station in H'wood today. Reel consists of eight minutes of "hot" stuff each day, and is "long-cut" to permit flexibility and editing. . . . WCBS-TV will scan the 21st Annual Inter-City Golden Gloves from Madison Square Garden tonite. . . . US Television putting the finishing touches on a projection tele system for movie houses. . . . Victor Keppler, one of N. Y.'s top photogs, will guest-emcee "Photographic Horizons" tonite. Jane Cartwright, the lovely who was chosen the most photogenic model in the U. S. last year, will tag along and be videogenic.

"It Never Rains . . ."

Washington—Last week was a big week for the broadcast aspirations of Lawyer Edward Lamb of Toledo, Ohio. Friday FCC announced the award of construction permits for two video stations to companies in Erie, Penn., and Columbus, O., in which Lamb is a major stockholder. Earlier in the week FM CP's for Mansfield and Springfield, O., were authorized for the Unlty Corporation — of which Lamb and his wife own 82 per cent.

Oxnam, Sheen On Easter Show

Two distinguished clergymen will conduct Easter services from NBC's New York studios, in two specially scheduled Protestant and Catholic programs next Sunday, March 28. Both programs will be carried on NBC's East Coast television network. Bishop G. Bromley Oxnam, of the New York area Methodist Church, will conduct the Protestant service (3:00 to 3:30 p.m., EST), to be presented in co-operation with the Federal Council of Churches of Christ in America. The Rt. Rev. Msgr. Fulton J. Sheen, of the Catholic University of America, will conduct the Catholic service (4:30 to 5:00 p.m., EST). The program will be telecast under auspices of the National Council of Catholic Men.

Live Music To Alter DuMont Program Sked

Use of live music on tele will occasion a significant change in the programming technique on the DuMont network, it developed over the weekend, although web toppers indicated it would require some time before changes in program format and ideas were put into effect, and that on a gradual basis. It's pointed out that DuMont's use of music will necessarily be from a purely video angle, since the web has no access to AM shows as have other TV broadcasters.

Free & Peters Named To Represent WPIX

Free & Peters, Inc., radio and television advertising representatives, has been appointed by WPIX, The News station, to represent the station in national time sales, according to Robert L. Coe, station manager. WPIX

Sarnoff At Opening As NBC Airs Toscanini

First major television program featuring live music following the settlement between the networks and AFM—the NBC Symphony Orchestra under direction of Arturo Toscanini last Saturday,—was marked by the appearance of Brig. Gen. David Sarnoff, president of RCA, who hailed the undertaking as a significant advancement. Broadcast, aired simultaneously over tele and AM, was witnessed by James C. Petrillo, president of AFM, whose union rescinded the ban last Thursday.

NBC used three cameras of a mobile unit to cover the program from studio 8H, plus special lighting equipment to permit clear views of the maestro and the orchestra.

is scheduled to go on the air June 15 over Channel 11. Free & Peters will assume its duties immediately and will be responsible to B. O. Sullivan, commercial manager of WPIX.

The Week in Television

Webs, AFM Settle Music Problem

Network and American Federation of Musicians settled differences, union rescinded three-year ban on use of musicians before the ikes. Announcement was heralded in all phases of the industry, gave tele new spurt. . . . Tele set production at all time high, with total post-war output now at 250,937 units. Monthly figure in February passed 35,000 mark. . . . Sol Strauss, Twentieth-Century Sporting Club official, told sportscasters professional boxing in N. Y. has "benefited" from tele, saw no threat to box office.

Chicago planning all-out promotion on tele, with Chi. Tribune setting a two-week campaign prior to debut of its own outlet, WGN-TV. Excess predicted \$30,000,000 market when the medium hits high gear. . . . CBS appointed seven to its program production staff, in line with network's expanding operations. . . . KSTP-TV, St. Paul-Minneapolis outlet, signed as NBC's first video affiliate. . . . N. Y. movie chains, including independents, mulled plans to go to court to break the ban on pickups in theater houses.

Universal International, major film production outfit, reportedly planning tele plunge. . . . Norman Blackburn named national program director of NBC's TV operations. . . . FCC had new wave of applications, with nine in four days, approved CP's in Birmingham, Ala., and Minneapolis. . . . Stewart-Warner planned to hike its production schedule to 2500 sets per month by spring.

Live Music To Aid Programming; BMI Gains

Settlement of the music problem last week launched the industry into another phase of development heralded by most segments of the medium as a "new era." Elimination of the ban, which permitted the return of live music to tele—after three years—it was withdrawn by AFM in '45—opened wide the gates of new programming ideas by broadcasters and agencies, but gave rise, nevertheless, to a few questions not clearly settled by the announcement Thursday.

In his over-all settlement with the networks, Petrillo retained the movie ban which currently prohibits use of Hollywood products in tele as part of a film contract which runs to August 31 of '48. Whether or not AFM will insist on retention of this clause in a new agreement is problematical, and motion picture executives Friday were noncommittal. As interpreted now, new AFM-network agreement permits use of live music on film made specifically for video, and further, the recording on film of a program containing live music.

This permits Hollywood film producer Jerry Fairbanks, for instance, to make a film for NBC using live music, or an advertiser to make a film commercial with live music. Conversely, according to industry execs, it permits use of a filmed program on a limitless basis, depending upon rates, etc., agreed upon by AFM locals and the customer.

Meanwhile availability of music rights to broadcasters assumed immediate importance. BMI licensees may immediately make use of all numbers, it was said, since the BMI general contract includes TV rights. However, ASCAP does not have video rights on its repertoire, but negotiations are under way between the organization and its members. NAB industry music committee has a subcommittee working with ASCAP on this point and a meeting to discuss rates and requirements is expected shortly.

"Milky Way"

Philadelphia—During a specially scheduled program from the Franklin Institute here last night, East Coast television viewers were given a telescope's eye-view of the moon and Saturn. Cameras of Philco's Station WPTZ, focused on the eye-piece of one of the Institute's telescopes to bring viewers clear pictures of the heavenly bodies. The program was carried on the NBC network.

IRE Convention Opens Today At Commodore

(Continued from Page 1)
FCC's Chairman Wayne Coy will be the speaker at a luncheon honoring IRE President B. E. Shackelford, of RCA International, tomorrow at 12:30 in the Grand Ballroom of the Commodore. W. R. G. Baker, junior past president of the institute, will preside.

Exhibitors Listed

Represented in the GCP show will be some 185 radio-electronics manufacturers. Total value of equipment exhibited is over \$6,000,000. Among those represented are AT&T, Brush Development, DuMont, Federal, GE, Presto, RCA, Sylvania, Webster, Western Electric, and Westinghouse.

Theme of the convention is "Radio-Electronic Frontiers." Technical papers to be presented—130 in all—will cover new developments in all phases of the field. New devices and systems which will make possible better home receivers, higher fidelity broadcasting and more perfect systems of long-distance communications will be revealed and demonstrated, in many cases by their inventors.

Tuesday evening a panel of experts from the Atomic Energy Commission and the Research and Development Board of the Department of Defense will discuss the engineering aspects of atomic energy. Problems of atomic power and health protection will be stressed.

Symposium Wednesday

Wednesday morning, President Shackelford will preside over a symposium on "Advances Significant to Electronics," which will deal with probable directions of future advanced research. Speakers include Norbert Wiener, of MIT; Claude Shannon, Bell Telephone Labs; John von Neumann, Institute for Advanced Studies; I. I. Rabi, Columbia University, and E. M. Deloraine, IT&T.

At the general membership meeting which will kick-off the confab this morning, H. B. Richmond, of General Radio Co., will speak on "An Engineer in the Electronics Industry—Projects, Preparation, Pay." This afternoon there will be technical sessions on FM, networks, systems, navigation aids and antennas. A cocktail party is slated for this evening.

Tomorrow morning papers will be read in sessions covering amplifiers, systems, tube design and engineering, antennas. In the afternoon, there will be sessions on super-regeneration, transmission, nuclear studies, industrial application of tubes and electronic circuits, components and super-sonics.

Television to Be Covered

Wednesday afternoon, television, synthetic crystals, broadcasting and recording, tube manufacture, and measurements will be covered. The annual IRE banquet will be held Wednesday evening. Among the speakers will be Shackelford, Baker, John V. L. Hogan, of WQXR, and Max Balcom, president of RMA. W. L. Everett, of the University of Illinois, will preside.

The closing day will be devoted to sessions on computers, propagation,

COAST-TO-COAST

KATL Expanding

Houston, Texas—King H. Robinson, KATL general manager, has announced a \$200,000, three-way expansion program for the station. Proposed changes include a 4,000-watt power increase, installation of television and the leasing of the entire 11th floor of Houston State National Bldg. for the television studios of KATL-TV.

Business Men's Group On KROW

Oakland, Calif.—A weekly half hour on KROW has been contracted for by the leasing of the entire 11th floor of tee of San Francisco who will be heard each Saturday from 7:30-8:00 p.m. Business was placed through the Wyckoff Advertising agency of San Francisco.

Milne Joins WBEC

Pittsfield, Mass.—Alexander W. Milne, formerly a member of WBRK, has been named WBEC sales representative. He succeeds John Williams, who left the staff to join a station in New Britain, Conn. During the war, Milne worked with General Electric on the atomic bomb project.

Song Named For WJBK Jock

Detroit, Mich.—"Jack The Bellboy Blues," honoring this city's number-one disc jockey, Jack The Bellboy, has just been released by Aladdin Records. Other tunes written expressly for the WJBK jock include "Jivin' With Jack the Bellboy," waxed by Illinois Jacquet; "Jack the Bellboy's Last Call," cut by Sam Donahue's orchestra for Capitol, and Jack's theme song, "It's Jack the Bellboy Time," written by Peter Conn and Dardanelle.

WMID Sponsor Gives Away Time

Atlantic City, N. J.—A local appliance store, sponsor of "Our Time Is Your Time," new WMID airtel, has started something in the annals of sponsors by giving away his 15-minute segment to anyone looking for free air plugs. Program features announcements by people who visit the sponsor store, filling out an application for the time. Interviews are also invited and in many cases individuals are allowed to come up and make their own announcements. There is also a daily contest whereby listeners may compete for an electric iron, bug bomb and a general-purpose light by writing the slogan "Every House Needs Westinghouse" on a postcard with the answer to a running question.

Mathers—WKY Service Head

Oklahoma City, Okla.—Keith Mathers, formerly on the promotion staff of WKY, has been named public service co-ordinator for that station. He is also the proud papa of his first son, Kent Keith.

new forms of tubes, and measurements in the morning, and on computers, microwaves, receivers, and active circuits in the afternoon.

Stout Gets Own Sports Show

Knoxville, Tenn.—Allen Stout, sports director for WROL and WROL-FM, and last year's winner of Sigma Delta Chi's 'Distinguished Service Award for Radio Reporting,' is now being featured in a nightly "Sports Parade" at 6:00 p.m. Accent of show is on local sports.

Bundy-Home Show Attraction

Milwaukee, Wisc.—Center of attraction during the first three days of Milwaukee's annual eight-day Home Show, which comprises 300 exhibits in the Milwaukee Auditorium, was WMAW's Jack Bundy and his Band of a Million-Airs. The Bundy combo is featured daily for 30 minutes every hour from an hour after the doors open at 1:00 p.m., until 10:30 p.m., closing time.

WEAM Aids Dog Owners

Arlington, Va.—Recently inaugurated on WEAM was "Out Of The Dog House," a program designed to aid dog owners. Heard every Sunday from 10:00-10:15 a.m., program features leading veterinarians who discuss problems concerning the care and feeding of dogs. News of interest to canine lovers will also be included in the quarter hour report by Andy Melvin.

Namesake Town Series On WTHT

Hartford, Conn.—Ex-GI's with friends or relatives in England, and British war brides living in New England towns, will be among those listening next week and next month when the British Broadcasting Co., and WTHT carry greetings from Windsor and Glastonbury, England to American namesakes in this state. Recently inaugurated, the broadcasts introduce respective citizens to each other's history and current life.

"Concert or Corn"

St. Louis, Mo.—New KMOX series of programs is "Concert or Corn?" which contrasts and compares the styles and selections of the station's live "National Champion Hillbillies" show and recordings of the New York Philharmonic Symphony Orchestra. Each week, the station awards \$25.00 to the writers of the best letters on "Why I Like Symphony" and "Why I Like Corn." To date, only 41 per cent of 600-odd listeners have chosen concert works. Programs are produced and directed by Al Bland, with scripts by Ben Wilson. Narrator is Marshall Pope.

FM Stunt Pulled By WMCP

Baltimore, Md.—WMCP, this city's new FM indie, recently pulled a demonstration stunt by picking President Truman's speech off the air and re-broadcasting it without recourse to linking wires. Under the same arrangement, WABX, (FM) Harrisburg, Pa., lifted WMCP's 20,000-watt output and re-broadcast the oratory. It was perhaps one of the first non-experimental, no-lines DX constituting a three-station web.

Proposed Rule Changes Protested By WHOM

(Continued from Page 1)

by Attorney Marcus Cohn, declared its conviction that "the proposed rule is basically sound. . . we are completely in accord with the spirit of the proposed rule insofar as it requires licensees to fulfill their promises and the representations made at the time they sought their original CP's.

"In the normal and usual situation, no licensee should be heard to complain that the Commission is compelling it to meet the needs of the community in which it is licensed to operate."

Calls Position "Unique"

But WHOM is in a "unique" position, Cohn declared, because at the time the station was bought from the Cowles brothers by Generoso Pope, publisher, in the fall of 1946, for \$450,000, it was stipulated that programming would be from New York studios and for New York listeners.

The purchasers "emphasized, and repeated throughout the application, that they intended to expand the foreign language programming of the station and to attempt to fulfill the needs of the foreign language speaking groups in the entire metropolitan New York area. Nowhere in the transfer-of-control application is there even the faintest suggestion that they proposed to serve the needs of Jersey City, as such, except, perhaps, only insofar as foreign language speaking groups live in Jersey City and Jersey City may be said to be a part of metropolitan New York."

At a later date, it was pointed out, the Commission okayed a power boost sought "in order to provide a broader and expanded service to the New York metropolitan area." Again, it was pointed out, the WHOM license was renewed last fall.

Seeks Exception

Seeking an exception to the proposed rule, in the event it is adopted, Cohn spoke of the lease of New York studios taken over by his clients when they bought the station—with the Commission fully aware of what was happening.

The whole question becomes moot, he pointed out, if the Commission grants WHOM's pending application for shift of its main studios and license designation from Jersey City to New York. If that application is not granted, he continued, and the proposed rule is adopted, "the licensee will not only be unable to continue to operate the station in conformity with the representations it has made to the Commission in its transfer of control, increase of power and renewal applications, but, in addition, the investment of, and obligations assumed by, the stockholders (made in reliance upon the Commission's findings) will be placed in jeopardy."

New ET Series

"The Golden Door," a new 15-minute transcribed story about displaced persons, is being offered to radio by the Citizens Committee on Displaced Persons of New York.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 56

NEW YORK, TUESDAY, MARCH 23, 1948

TEN CENTS

IRE's Convention Opens

WEB PROGRAM PATTERN REVEALED IN SURVEY

Variety shows, news and commentary programs and mysteries comprise one-half of nationally sponsored network evening time, according to data for February compiled by C.E. Hooper, Inc. Remaining 50 per cent is made up of six program types plus miscellaneous shows.

Percentages for each evening category are: variety, 19; news and commentators, 13; mystery 15.1; popular music, 11.8; situation comedy, 9.4; plays, 9.1; audience participation, including quiz shows, 7.9; radio columnists, 3.9; concert, 2.7, and miscellaneous, 5.1.

(Continued on Page 2)

FELTIS EVALUATES BMB

BMB is just as valuable to small market stations as those in major markets, Hugh Feltis, BMB president, yesterday told delegates at the 14th NAB District meeting in Denver. Feltis said that retail advertising is on the increase but warned against the assumption that local advertisers believe everyone listens to the local station.

Press-Time Paragraphs

EMERGENCY OPERATION

Radio Daily met a new production problem yesterday when the New York commercial printers strike impaired activities at the printery. This edition represents the composite efforts of the editorial and business office aided by vari-typers, paste pots, shears and engravings.

ANOTHER LEVER BROS. PROGRAM

Lever Brothers Co. will add its fourth program on CBS April 3 when it starts sponsorship of "Junior Miss," a new series based on Sally Benson's best-seller. Show, originating in Hollywood, is scheduled Saturday mornings from 11:30 a.m. to 12 noon, EST. Commercials will promote Pepsodent and other Lever products. Account is handled through Needham, Louis & Brorby of Chicago.

AID TORNADO VICTIMS

St. Louis - Victims of a tornado-struck area, northeast of St. Louis, were able to inform their worried relatives of their safety via KXOK, St. Louis, radio telephone. As the tornado roared through the Illinois communities, early Friday morning, March 19, Bruce Barrington, KXOK news editor, appeared on the scene with the KXOK radio-telephone equipped station wagon.

Super Giveaway Jackpot Set For Benefit of Cancer Fund

Promising to outdo all jackpot giveaway shows in the total amount of prizes, George Wolf of Foote, Cone & Belding, radio chairman for the Cancer Fund drive in Greater New York, Friday announced a contest for 16 New York independent stations which will have a total of \$36,000 worth of prizes.

The contest, which will get under way with the opening of the drive on April 4, will offer \$1,000 in prizes on each of the 16 stations for partici-

pation in a local station program. Winners in these 16 station contests will then participate in a jackpot drawing for the grand prizes totaling \$20,000 in merchandise. The grand prize will include a new house completely furnished, an automobile, mink coat and many home appliances.

In announcing the contest Wolf said the gimmick for participation calls for radio listeners to write a message in twenty-five words or less on "Why I Give to the Cancer Fund."

15,000 ENGINEERS MEETING HERE FOR 4 DAYS

The annual preview of wonderful things-to-come in the world of electronics got under way here yesterday in the form of the national convention of the Institute of Radio Engineers. More than 15,000 persons are expected to attend the sessions in the Hotel Commodore and the six million-dollar equipment exhibit in Grand Central Palace.

At the opening technical session yesterday, Dr. Robert Adler of Zenith Radio Corp., described a new tube, somewhat like a miniature cathode-ray tube,

(Continued on Page 2)

ANNIVERSARY

Fifth anniversary week for "Oklahoma" longest running musical in U. S. history, will be launched Mar. 29 when Rodgers and Hammerstein take over the Fred Waring show on NBC at 10:30 p.m., EST. Waring, close friend of the music writing team, premiered the music for "Oklahoma" in 1943 before the show opened.

Higher Mathematics

Overheard in a New York advertising agency. Two time salesmen were trying to sell their respective stations to a new time buyer. "My station has twice as many watts, 10,000 to 5,000," said one. The other salesman thought fast. "That doesn't make much difference," he countered, "my station has 1,600 kilocycles, while the other has only 550."

Public Service

Station WONS in Hartford, Conn., was notified by Nathan Gatchell, director of the Manchester Veterans Service Center that a plea on the air for type B blood saved the life of a twenty-four-year-old veteran. Over hundred persons with type B blood responded to the announcement. This response was made within a short time following the broadcasting of the request.



Vol. 42, No. 56 Tues., Mar. 23, 1948 Price 10 Cts.

JOHN W. ALICATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

WEST COAST OFFICES

Ralph Wilk, Manager

6425 Hollywood Blvd. Phone: Granite 8807

WASHINGTON BUREAU

Andrew H. Oidar, Chief, 6417 Dahloneg 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

(March 23)

	HIGH	LOW
Admiral	8 1/2	8 1/4
AT&T	148 7/8	148 5/8
CBS-'A'	25 1/2	25 1/4
CBS-'B'	25 1/8	25
Frnswth	7 1/4	6 5/8
Gen. El	35 3/8	34 5/8
Philco	30 3/4	30 1/4
RCA Com	10 1/4	10
RCA Pr.	69 1/4	69 1/4
St. Wam	14	13 5/8
W'house	28 7/8	28 3/8
Zenith	23 1/4	22 1/2

N. Y. CURB EXCHANGE

Hzltine	15 1/8	14 3/4
Nat. Un.	2 3/4	2 5/8

OVER THE COUNTER

Bid Asked

U.S. Tel	1 7/8	2 1/8
----------	-------	-------

FOR SALE

Thousand watt Western Electric Transmitter converted for air-cooled 228-R 1 kilowatt Amperex Tubes with rectifier and motor generators for filaments only. Also, Westinghouse 1 A Frequency Monitor. Price, \$2,500. Address all inquiries to John M. Rivers, President, WCSC, Inc., Francis Marion Hotel, Charleston, South Carolina.

★ COMING AND GOING ★

CRAIG LAWRENCE, Cowles executive vice-president and manager, WCOP, Boston, has left on business trip to Chicago.

JIM MALONEY, MBS' station relations director in Chicago, is attending the meeting of the NAB's 14th district in Denver.

STEWART PHILLIPS, head of WARK, American network outlet in Hagerstown, Md. in Gotham for conferences with web executives.

W. C. SWARTLEY, station manager of WEZ in Boston, and GORDON SWANN, program director, back from jaunt to Washington, D. C.

WEB PROGRAM PATTERN

(Continued from Page 1)

Serial dramas are by far the leading sponsored shows in the Monday thru Friday daytime category, with about twice as much time as the next type, audience participation programs, Percentages are: soap operas, 49.9; audience participation 25.7; news and commentary, 6.8; popular music, 5.8, and miscellaneous, 10.8.

Only dramatic shows make any showing as a group Sunday afternoon and Saturday daytime. Exactly half of the Sunday programs accounted for by Hooper are classified as miscellaneous, with the remaining 50 per cent split three ways among mysteries, 20 per cent; plays, 17.5 per cent, and popular music, 12.5 per cent.

Distribution of the Saturday daytime "pie" is even simpler, with 58.2 per cent of the web time stacked in the miscellaneous category with the remaining classified as drama, including plays and situation comedy.

HARRY WISMER, director of sports at ABC, leaves Detroit today for Hollywood, where he'll play a part in the movie on the life of Babe Ruth.

ELOISE S. HANNA, president and general manager, WBRC in Birmingham, Ala., is in New York on station business.

LANNY AND GINGER GREY back from vacation spent at Palm Beach.

ZINO FRANCESCATI, violinist, sails tomorrow on the De Grasse for concert tour of France.

GENE HAMILTON, concert commentator and announcer, is in Boston for the ABC symphony program.

IRE CONVENTION

(Continued from Page 1)

which is expected to make possible better and more economical FM receivers. Known as the "gated-beam tube," the new device will provide for "greatly simplified circuits" in FM sets, and make easier circuit adjustment and tuning. Sets built with it, Adler said, "perform as well as the best in existence, but are easier to tune and contain fewer parts, therefore are more economical to manufacture."

Airing of music in its true tonal dimensions will be made possible through a new system of broadcasting described by D. E. Norgaard, of General Electric. Recently developed single-sideband techniques will enable the development of "binaural" or two-channel sound transmission.



Operation F-I-D-O

This one reaches away back. It's known to the British as "Fog Investigation Disposal Operations." Therefore, Fido.

It burned off the fog on the runways. It helped crews off and on the runways. It saved many a bombing crew during World War II.

Not many in radio have a pilot's green ticket for blind flying when it comes to buying radio time. That's why we run ads like this for W-I-T-H. Some buyers need the fog burned away when it comes to making up a client budget list.

The clear-as-unlimited-visibility story in Baltimore is W-I-T-H. It's the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

For sales at the lowest cost, better put W-I-T-H on that list. You'll be astonished how the fog lifts on client's sales. They'll think you're smart, too!

AM W-I-T-H FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

BMI...

First in Television Music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog — *widely diversified from classics to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

Consult BMI now for information concerning music in television.

B R O A D C A S T M U S I C , I N C .

5 8 0 F I F T H A V E N U E • N E W Y O R K , 1 9 , N . Y .

NEW YORK

CHICAGO

HOLLYWOOD

LOS ANGELES

By RALPH WILK

PERRY S. GAY has been added to the NBC special officers' staff replacing Neal Browers who has resigned to open an interior decorating company. Browers also will continue to appear on scattered radio programs as he did before leaving NBC.

Jennings Pierce, director of station relations and public service for the western network of NBC, was a guest speaker at the Western Radio Conference in San Francisco March 20 and 21.

Barbara Hathaway became National Spot Sales traffic manager at KECA last week, replacing Agnes Turn, who resigned to accept an agency position. Miss Hathaway was formerly with KGW, Portland, Ore., and more recently with the Arthur W. Stowe agency in Los Angeles.

California Bank and California Trust Company, both of Los Angeles, have appointed Erwin, Wasey & Company, Ltd., to handle their advertising effective April 1st.

Frank Fox and Bill Davenport added to script staff of "Adventures of Ozzie and Harriet." Both were previously with CBS.

KGFJ announces its most important Public Service work to date, with the creation of an extensive series of programs entitled "Your American Heritage." Staff assignments have been made to research the materials pertinent to creating these original programs which are designed to remind listeners of their heritage as free Americans. Additions are being made daily to the music library to build up a vast stock of materials by American composers, with special emphasis on American Folk music and patriotic music.



MAINLY ABOUT MANHATTAN.....!

SIGN OF THE TIMES: AN UNRELEASED SURVEY RECENTLY CONDUCTED BY NBC DISCLOSES THAT THE COST OF PACKAGING AND PRODUCING CO-OPERATIVE SHOWS HAS INCREASED AS MUCH AS 400 PERCENT....ALSO TREND OF THE TIMES IS THE FACT THAT KAISER-FRAZER IS BUILDING A SALES FORCE MADE UP ENTIRELY OF WOMEN... 31 NBC NETWORK AFFILIATES ARE EXPECTED TO HAVE TELEVISION STATIONS ON THE AIR BY THE END OF THIS YEAR....BING CROSBY PONDERING OVER THE QUESTION OF CONTINUING HIS AIR SHOW NEXT YEAR....WHAT GIVES WITH CBS, BILL GOODWIN AND THE HOUSE-BUILT PACKAGE? HARRY CONOVER IS HAPPY THAT MARCH, WHICH CAME IN LIKE A LION, IS GOING OUT ON THE LAM....AND HERB SHELDON SWEARS HE SAW THIS SIGN IN A PAWNBROKER'S EMPORIUM: SEE US AND DROP DEBT.

GEN'L FOOD HAVE TAKEN AN OPTION ON MEREDITH WILLSON'S "SHOW ROOM," LAST HEARD FOR FORD....ILL HEALTH HAS FORCED PRESS AGENT MILTON KARLE TO TAKE A LEAVE OF ABSENCE FOR A FEW MONTHS, WITH VIRGINIA WICKS TAKING OVER...JERRY SALTZBERG, POPULAR RADIO ROW PHOTOG, HAS ORGANIZED PERMA NEWSCLIP CO.- NEW IDEA IN PRESS CLIPPINGS SERVICE AND PERFECTED IN A WAY TO KEEP CLIPS FRESH AND NEW PERMANENTLY....DON PALLINI SEZ THAT WITH SO MANY CIGGIE OUTFITS SPONSORING TELEVISION SHOWS, THEY OUGHTA CALL IT A SMOKE SCREEN....PENNY GERRARD, (WHO USED TO BE KNOWN AS PENNY PIPER BUT CHANGED BACK TO HER REAL TAG), GUESTING WITH JACK SMITH WED...LARRY FINLEY NEGOTIATING TO FILM HIS TRANSCRIPTION SHOW, "DIAR OF FATE," WITH THE ORIGINAL CAST..RONSON'S TELEVISION SPOTS HAVE BEEN SO SUCCESSFUL THEY'RE SEEKING A GREATLY EXPANDED SCHEDULE OF STATIONS...JO JANIS, WHO RETIRED FROM RADIO FOR A STORK CO. ASSIGNMENT, RETURNING TO THE MIKE. SHE'S MRS. PETER DONALD, THE WIT'S PETER-HALF.

New Books

WORLD WORDS

World Words by W. Cabell Greet (Columbia University Press, 608 pp., \$6.75) Newly revised and enlarged, Greet's authoritative guide to the pronunciation of names in the news now has about 25 entries, twice as many before. Originally compiled for CBS, the book is invaluable to news casters, commentators, producers, actors and announcers. Each entry is identified by country or region and re-spelled in two ways: phonetic and in a simplified Wiersterian alphabet. Obviously the result of exhaustive research the work includes pronunciations from every crossroads between Thailand and Texas. Entries run the alphabet from Aa, pronounced at a river in the Netherlands, through Leominster England, pronounced le-stuhr, to Zywiec, Poland pronounced zhi-vyets..

COME TO THE FETTER FAMILY HOTELS
On S. Kentucky Ave., near Beach
ATLANTIC CITY

The Jefferson
AMERICAN AND EUROPEAN PLANS
Delicious Meals
Sun Deck & Solarium overlooking Ocean.
PLANTATION ROOM
Cocktail Lounge & Grill

MONTICELLO
EUROPEAN PLAN
Moderate Rates
New Modern Tile Baths with Showers
"Couch-and-Four"
Lounge & Grill

BOSCobel
EASTER SPECIAL
\$6 - \$8 or \$10
THREE Fri. - Sat. - Sun. DAYS or Sat. - Sun. - Mon.

Monticello and Boscobel guests may secure meals at the Jefferson, if desired. JOHN H. FETTER, Gen. Mgr.

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. 4
HENRY GREENFIELD, Mgr. Director N.Y. 19



TO YOUNG WORKING GIRLS — WHETHER IN LOVE OR NOT

When a young girl goes to work, she is apt to look on her job pretty much as a fill-in between maturity and marriage.

Whether in love or not, she's confident that a handsome breadwinner will come along . . . to provide her with a nice combination of bliss and security.

"So why," she may ask, "should I save money out of what I make?"

There are a number of reasons why—all good ones. For example:

- (A) The right man might not happen along for some time.
- (B) He might not be able to provide quite

all the little luxuries a young married woman wants.

(C) Having money of her own is a comfort to any woman, no matter how successfully she marries.

So we urge all working girls—if you're not buying U.S. Savings Bonds on a Payroll Plan, *get started now.*

It's an easy, painless, and automatic way to set aside money for the future. In ten years, you'll get back \$4 for every \$3 you put in—and a welcome \$4 you'll find it!

Remember, girls—having money of your own may not make you *more* attractive, but it certainly won't make you *less*!

P.S.
Women not on pay-rolls, but who have a checking account in a bank, should buy their Bonds on the simple, automatic Bond-A-Month Plan.

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



This space contributed by RADIO DAILY

NETWORK SONG FAVORITES

Survey Week of March 5-11, 1948

Title	Publisher
Ballerina	Jefferson
Beg Your Pardon	Robbins
Best Things In Life Are Free	Crawford
Big Brass Band From Brazil	E. H. Morris
But Beautiful	Burke & Van Heusen
Dickey-Bird Song	Robbins
Feathery Feelin'	Beverly
First Time I Kissed You	Harry Warren
Golden Earrings	Paramount
Hooray For Love	Melrose
How Lucky You Are	Peter Maurice
I'm Looking Over A 4 Leaf Clover	Remick
I'm My Own Grandpaw	General
In A Little Book Shop	Tringle
Love Is So Terrific	Mellin
Manana	Barbour-Lee
Now Is The Hour	Leeds
Pass The Peace Pipe	Crawford
Passing Fancy	Broadcast Music
Pianissimo	Santly-Joy
Saturday Date	Southern
Saturday Night In Central Park	T. B. Harms
Serenade Of The Bells	Melrose
Shauny O'Shay	Chappell
Tell Me A Story	Laurel
Teresa	Duchess
Thoughtless	Feist
Treasure Of Sierra Madre	Remick
What'll I Do	Berlin
You Do	Bregman-Vocco-Conn
Don't Have To Know Language	Burke & Van Heusen

Second Group

Title	Publisher
All Dressed Up With Broken Heart	E. B. Marks
An Old Sombrero	Shapiro-Bernstein
At The Candlelight Cafe	Hitmark
Eye Bye Blackbird	Remick
Dreamy Lullabye	Oxford
Haunted Heart	Williamson
I Never Loved Anyone	Dreyer
I'll Dance At Your Wedding	George Simon
I'm Comin' A Courtin' Corabelle	Dreyer
Just About This Time Last Night	Broadway
Let's Be Sweethearts Again	Campbell-Porgie
Little White Lies	Bregman-Vocco-Conn
Ooh Look There, Ain't She Pretty	Leeds
Sabre Dance	Leeds
What's Good About Goodbye	Melrose
When You're Smiling	Mills
You Were Meant For Me	Miller
You're Gonna Get My Letter	London
You're Too Dangerous Cherie	Witmark

IT TAKES ALL KINDS OF PEOPLE

...to run a radio station

caricature by BASIL WOLVERTON
Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



ABE BERCOVITZ
Musical Director

KGW and Abe Bercovitz have grown up together. When Abe came to the station, some 23 years ago, there were no network programs and the musicians broadcast on a more or less ad lib basis. In 1927 KGW affiliated with NBC and Abe was appointed KGW Musical Director. KGW received its 20-year plaque from NBC this year. Abe observed his 20th anniversary as KGW Musical Director by directing several programs. Maybe KGW should have given him a plaque! If it is true—and it surely is—that a station establishes its personality as much by the quality of its live-talent programs as by its network releases, then Abe Bercovitz has been one of the big elements in KGW's continued progress. Here's to 20 more years of mutual success, Abe!

Next — CHUCK FOSTER
Nite News Chief

KGW
PORTLAND, OREGON
AFFILIATED WITH

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

The Mailbag

More Cross-fire

WHAT is all this to-do and poth in the Mailbag column concerning the first classical disc jockey? "WNYC's Masterwork Hour first took the air in 1924. As recently as 1934, the program 'Symphonic Varieties' was presented on WNYC by Ted Cott, WNEW's program vice president. Out of 'Symphonic Varieties' came the musical quiz, which in its latter days was known as 'So You Think You Know Music.' All this was going on, strangely enough, at about the same time that the term 'disc jockey' was being applied to the Martin Block show on WNEW, the station over which Mr. Cott now holds forth.

"As for the ordinary program when somebody spins classical discs and makes comments on composers and their works, there are dozens and dozens of them which are more than a dozen years old. While the eminent Milton Cross is entitled to many 'first,' the classical disc jockey 'first' is apparently the press department's exuberant appellation.

Sincerely yours
SEYMOUR N. SIEGEL,
"Director of Radio,
"WNYC, New York City"

**RADIO'S THRILLING
HALF-HOUR TRANSCRIBED
DETECTIVE SHOW!**

**"BOSTON
BLACKIE"**
Radio's greatest point-per-dollar buy!

10.8
IN NEW YORK
C. E. HOOPER MAY-JUNE, 1947
Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
Hollywood
New York • Chicago

TELEVISION DAILY

Daily section of RADIO DAILY — Tuesday, March 23, 1948 — TELEVISION DAILY is fully protected by register and copyright.

ABC PUSHES PLANS FOR TELE EXPANSION

TELE TOPICS

By JIM OWENS
Associate Editor

ABC'S NEXT PICKUP OF TOSCANINI AND THE SYMPHONY IS SCHEDULED FOR APRIL 3, WHICH WILL BRING UP THE PRESENT SERIES. SHOW WILL BE CONSIDERABLY MORE VISUAL, SINCE TOSCAINI WILL DO BEETHOVEN'S NINTH SYMPHONY FEATURING SEVERAL TOP PERFORMERS AND LARGE CHORAL GROUP. HAL ROSE, WHO DID A TOP JOB DIRECTING LAST SATURDAY'S TV PREEM, WILL DO A REPEAT... ABC'S AD AND SALES PROMOTION DEPT. DID A 24-HR RUSH JOB ON THE WEB'S PICKUP OF THE PHILA ORCHESTRA SATURDAY. NETWORK DISTRIBUTED POSTERS TO MUSIC SHOPS IN THE NYC AREA THRU COLUMBIA RECORDING CORP.

RCA, WITH WARNER BROS. AND 20TH FOX PICTURES ARE SAID TO HAVE SHELLED OUT A TOTAL OF 25 G'S FOR THAT THEATER VIDEO SYSTEM NOW NEARING THE DEMONSTRATION STAGE... NOW THAT THE MUSIC BAN IS LIFTED IN ALBANY (SCHENECTADY) IS EXPANDING TO 7-DAYS.

WBEN-TV SETS RATES UP TO \$220 PER HOUR

Buffalo--- WBEN-TV, now on the air here with test patterns and planning programming debut in late spring, issued its first rate card this week with hourly transmitter charge set at \$220. Use of live studio facilities for broadcast or rehearsal is charged at rate of \$15 per half hour. Use of film studio facilities for broadcast, and rehearsal carries a \$10 per half-hour charge.

New Spot Business Marks Heavy WTMJ-TV Schedule

Milwaukee.—New business reported last week by WTMJ-TV includes four 13 weeks contracts calling for a total of 18 new one-minute spots a week. The Schuster Department stores have signed for 10 spots a week. Lucky Strikes will start four film spots a week on March 31.

Gets Sales Post

Appointment of Herbert Schiller as metropolitan regional sales manager for U. S. Television Mfg. Corp., has been announced by Hamilton Hoge, president of UST.

TELEVISION & RADIO COMBINE TO SET ELECTION RECORD IN MILWAUKEE

Milwaukee--Effectiveness of tele in political life was clearly demonstrated here last week when it and radio joined forces to stimulate voter interest and record the biggest election turnout in this city's history. Record 188,290 persons came to polls in the March 13 primaries---an increase of more than 20,000 over the previous high set in '36. Officials expect another record

TOP INDUSTRY EXEC'S TO ADDRESS TELE MEET

Leading pioneers of the television industry, including Dr. V. K. Zworykin, Dr. Allen B. Du Mont, and Dr. Lee de Forest, will be among industry officials scheduled to address the three-day television Institute at The Hotel New Yorker, April 19-21. Meet, which will cover all phases of TV progress to date, will also hear talks by J. R. Poppelo, TMA proxy, Lawrence Lannon, Theater Guild, Arthur L. Inger, CBS, Dr. Leon Levy, proxy of KGMV-TV, E. R. Leverer, PTZ, Lawrence Phillips, director of Du Mont web, and several others.

Finley Productions Set Series Of Short Stories

Los Angeles—Larry Finley Productions have scheduled a series of the world's most famous short "short" stories to be televised on film with top names in film circles, now members of the Finley Television Stock Company. First three films to be made, of half-hour duration, will be based on stories by Guy de Maupassant, Robert Louis Stevenson and Mark Twain.

turnout when the final elections are held on April 5. Prior to the primaries 14 candidates for mayor were given equal time to talk on three one-hour forums aired simultaneously over WTMJ-TV, WTMJ and WJ, all owned by the Milwaukee Journal. Candidates themselves were enthusiastic regarding "personal appearances" before this city's voters, predicted tele would set a pattern for future elections.

SIGNS WFIL-TV, PHILA AS FIRST TV AFFIL.

ABC'S DRIVE FOR EXPANSION OF ITS VIDEO NETWORK ACTIVITIES WAS ACCELERATED YESTERDAY WITH SIGNING OF WFIL-TV, PHILA., AS ITS FIRST AFFILIATE UNDER A TWO YEAR CONTRACT TO GO INTO EFFECT ON APRIL 5.

FACT, ANNOUNCED BY MARK WOODS, PRESIDENT OF ABC AND ROGER W. CLIPP, GENERAL MANAGER OF WFIL-TV, IS DESCRIBED AS THE FIRST BETWEEN AN INDIE STATION AND A NATIONAL NETWORK UNDER THE MAXIMUM PERIOD PERMITTED BY THE FCC.

ABC, WHICH HAS ALREADY ANNOUNCED PLANS FOR DEBUT OF ITS FIVE OWNED-AND-OPERATED STATIONS, WILL BEGIN OPERATIONS ON A REGIONAL SCALE ON APRIL 5 THRU USE OF WFIL-TV FACILITIES. WEB WILL AIR SHOWS TO WMAL-TV, WASH., AND WMAR-TV, BALT., ON A REGULAR SCHEDULE BEGINNING THAT WEEK. BOTH STATIONS ARE EXPECTED TO BECOME OFFICIALLY AFFILIATED WITH ABC BEFORE THAT DATE.

IT'S ALSO REPORTED ABC WILL DEBUT ITS OWN STATION IN NEW YORK BY EARLY SUMMER.

AGENCIES

JOHN Q. (JACK) HALL has been named vice-president and general manager of Western Radio Advertising, Inc., representative of Western Stations, it has been announced by Lincoln Dellar, president. The appointment takes effect April 1, 1948. Hall will headquarter in San Francisco and will co-ordinate the activities of the San Francisco and Los Angeles office of Western Radio. He comes to his new post from the W. S. Grant Company, where he was San Francisco manager. During the previous 10 years he was associated in regional and spot sales with Don Lee Mutual (KFRC) and CBS in San Francisco.

CHARLES MICHELSON, INC., transcription program distributors, have been appointed to handle the national distribution of the popular transcribed series "My Prayer Was Answered" effective immediately.

CANADIAN office of Kenyon & Eckhardt Ltd., formerly located in Montreal, has moved to 304 Bay street, Toronto. William J. Frost heads the Toronto office.

Goldstein Radio Chairman Of Negro College Fund Dr.

Leon Goldstein, vice-president of Station WMCA, has accepted the chairmanship of the radio division of the fifth nation-wide campaign of the United Negro College Fund, for thirty-two member private Negro colleges, opening April 13, according to an announcement from William E. Cotter, national campaign chairman. He will work with a national committee headed by John D. Rockefeller, Jr., chairman, National Council; Winthrop W. Aldrich, treasurer, and Thomas A. Morgan, chairman of the executive committee.

Large Indie Order

The largest single contract for custom-built audio equipment ever placed by an independent radio station, has been awarded to the RCA Engineering Products Department by WHN, New York, it was disclosed by the Broadcast Audio Section of the Department.

The specially designed equipment, now being built at Camden consists of twelve audio racks, a center-section master control, and six studio control room consoles. It will be installed in WHN's new studios, now under construction, at 711 Fifth Avenue, in Manhattan. First units will be shipped by RCA this month.

The master control will accommodate ten studio outputs feeding into six channels simultaneously or individually by means of a pre-set interlocked relay system. Provision has been made for sixty incoming radio and private line terminations. Fixed equalization is provided for in 30 of these, while variable equalizers are used on the remaining lines. The equalizers make it possible to balance all the lines to 15 kilocycles.

COAST-TO-COAST

"The American Crisis"

Syracuse, N. Y.—"The American Crisis," a program employing modern news technique to reconstruct the Constitutional Convention of 1787 will make its debut tomorrow night over WFBL. Originating in the Radio Workshop at Syracuse University, the program will bring actual verbal arguments of the Independence Hall debates, via on-the-spot reporting and city-to-city roundups.

KDKA Airs Science Quiz

Pittsburgh, Pa.—A series of School Science Experts Quiz broadcasts recently made its debut over KDKA as a salute to the annual School Science Fair to be held at Buhl Planetarium. Competing will be students from public, private and parochial high schools with one winner chosen each Sunday. Winners receive a gold science key and an opportunity to compete for scholarships awarded by Carnegie Institute of Technology. Moderator of the series is KDKA production chief, Ed Young.

Indians' Ball Games On WJW

Cleveland, Ohio — WJW has announced that it will carry the play-by-play accounts of 147 out of the 156 Cleveland Indians ball games this summer. The station will provide more complete coverage than last year in that its using both AM and FM outlets. Tentative plans call for the stations to carry as many road games as possible as live broadcasts rather than re-creating the games from wire reports.

Florida FM Expansion

The Florida Forest Service radio network will be expanded soon with the addition of five permanent stations and 21 mobile communications units. The equipment, all FM, will be located in Escambia, Calhoun, St. John's and Duval counties.

Gets Texas Assignment

Ray S. Gronier has been appointed RCA sales engineer in charge of communications sales for the southwest region, it was announced by the RCA Engineering Products department. Gronier will headquarter in Dallas and will cover the territory which includes Texas, Oklahoma, Arkansas, Mississippi, Louisiana and a section of Tennessee.

Barometer

Present convention of the Institute of Radio Engineers and exhibition at the Grand Central Palace, New York, is regarded as an excellent barometer of business in prospect for the radio and television industry. The attendance and list of exhibitors far exceed the records of any previous year. There are 168 exhibitors of AM and FM radio, television, and other communications on hand with equipment displays.

Benoit To Mexico

Walter E. Benoit, radio and electronics executive of the Westinghouse Electric Corporation, has been granted a two-year leave of absence to serve as treasurer of Industria Electrica de Mexico in Mexico City. Walter Evans, vice-president in charge of all Westinghouse radio activities, announced. Mr. Benoit will leave for Mexico City on March 26.

Industria Electrica de Mexico is a \$15,500,000 company organized in 1945 by Mexican and American capital for the production of a complete line of electrical and electronics equipment. Production, now underway, under American methods and standards was made possible by a 20-year license agreement with Westinghouse covering all phases of plant layout, operation and product design. The technical agreement also includes the training of Mexican personnel in manufacturing and business procedures.

The Druggists Pay, And Gain

One hundred and seven druggists in central Connecticut, members of the Hartford County Druggists Association, have just launched a radio promotion. They've bought a show called the "Kiddie Korner" on WCCC, 9 to 9:30 each morning Monday through Saturday. Addressed to youngsters of pre-school age, the show is put on by Joe Girand, popular local disc jockey, who plays children's songs and stories, and occasionally feeds one of the stories himself. The "commercials" in the show are unusual in that they don't attempt to sell anything but "Your Druggist—the man who carefully prepares prescriptions to make you well." To help promote the new show, each member druggist is supplied by the station with window stickers, counter cards and birthday club membership cards, telling of the program.

In Praise Of Babies

A neat promotion letter is being sent out to prospective time buyers and agency heads by the merchandising and promotion department of KCOR, San Antonio, which directs attention to the Latin American audience it serves. Headline of the promotion piece states that "Texas Sets A New Record With 195,000 Births In 1947." Besides a cut of two storks flying is the report that born in San Antonio was an all time high of 14,000 in 1947; of these 52 per cent were Latin American, 42 per cent were Anglo-American and 6 per cent were Negro. The letter points out that 60 per cent of KCOR's air time is directed to its Latin-American audience. A notation to the effect that the station will soon increase to 50,000 daytime and 1,000 watts nighttime rounds out the letter which is printed on the regular KCOR stationery.

Morton On "Sardi" Show

Tommy Morton, former disc jockey and singer on radio station WPDQ, will be a guest on Luncheon At Sardi's, over WOR, 1:00-1:30 p.m., Thursday, March 25.

NEW BUSINESS

WCBS, New York: Sofia Brothman Inc., renewed its participations for weeks in the Tuesday and Thursday 6:00-7:45 a. m. Arthur Godfrey program, and Saturdays in the Har Marble program at the same time. F. W. Woodruff & Sons, Inc., also purchased participations in the Godfrey program on Tuesday and Thursday and the Harry Marble program Saturdays for 13 weeks extending through May 29. Terry Candy Co. of Elizabeth, N. J., contracted for participations for 52 weeks in the 8:30-9:00 a. m. Margaret Arlen program on Tuesdays and Saturdays. Bir Eye-Snyder Co. bought participation in the 6:00-7:45 a. m. Arthur Godfrey program on Monday, Wednesday and Friday, in the "This Is New York" program, 9:15-10:00 a. m. Tuesday and Thursdays, and in the same program on Saturdays, wired 9:15-9:30 a. m. General Electric Co., of Bridgeport, Conn., purchased daily station break announcements Monday through Saturday extending through April.

WGN, Chicago: Three new contracts and one renewal were included in the past week. Evans Fur Co. assumed sponsorship of "The Passin Parade," featuring John Nesbitt, for 13 weeks. M. & M., candy company, signed to sponsor the new weekly series, "Radio Telephone Game," for 52 weeks; Sta-Rite Ginnie-Lou, Inc. signed a 52-week contract for a one minute spot on the "Singing Strings" show on Sundays, and M. J. Lanahan auto agency, renewed "Song Solveners" for 52 weeks.

WMAQ, Chicago: Renewal of "The Musical Milk Wagon" for its fourth year by Bowman Milk Co., and an order from Welsh Grape Juice Co. for participating announcements of the "Food Magician" program on Tuesdays and Thursdays for six weeks.

New Letter Contest

Launching of a nationwide prize contest, with over 150 awards totaling approximately \$20,000 in prize money for the best letter of not more than 250 words on "How To Make Democracy Live" was announced by Drew Pearson, noted radio commentator, in his regular broadcast over ABC at 6 p. m., EST., on Sunday March 21.

First prize in the contest, which will start immediately and continue until April 29, 1948, will be \$5,000 in cash. The next four prizes will be 1948 Kaiser-Frazer sedans, delivered completely equipped. A veteran or member of the Armed Forces; a college student; and a high school student who do not win one of the first five awards will be eligible to compete for three special awards of \$50 each. Additional awards which will be offered include four prizes of \$25 each, 15 awards of \$100, 25 awards of \$20 each, and 100 awards of \$10 each.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 57

NEW YORK, WEDNESDAY, MARCH 24, 1948

TEN CENTS

FCC CHAIRMAN ADDRESSES IRE

Nielsen Adds A New Device

New Audimeter developed by the A.C. Nielsen Co. will enable simultaneous measurement of AM, FM and cable audience, whether the three are combined in a single receiver or arranged in separate sets, it was revealed yesterday. Demonstration of the electronic recorder is expected in the near future.

The new device, which will cut time lapse in NRI reports to about two weeks, will measure also listening on up to four radios simultaneously on a single record. This feature was incorporated as a result of a sales trend toward small sets.

In announcing the new meter, Nielsen said that the firm has conducted technical research with instantaneous systems using wire and radio links.

Coy Gives Meeting Progress Report On Electronic Developments-Hails Impact Of Tele

Speed-up of the development of high-frequency television "is an urgent matter," FCC Chairman Wayne Coy told the national convention of the Institute of Radio Engineers yesterday.

Speaking at a luncheon in honor of IRE president B.E. Shackelford, of RCA International, at the Hotel Commodore, Coy pointed out the "present inadequacy of channels" and said that within a year all video channels in the country's 140 metropolitan areas will be assigned.

"Even then many people who want television service and who should have it will not be able to get it. Hundreds of broadcasters who want to get into the television business will not be able to do so..."

The FCC, he said, "has not had made available to it adequate information as to the characteristics of high band tele (475-890 mc.)" to enable it to write detailed standards for such as a service. We at the Commission must look to the industry for

(Continued on Page 2)

M'Vane Heads News Analysts

Association of Radio News Analysts Monday elected John MacVane, of NBC, as president for the coming year succeeding H.V. Kaltenborn. Annual election meeting of the group was held at the Williams Club.

Other officers elected were: George Hamilton Combs and William Hillman, vice-presidents; Gregor Ziemer, secretary; Cecil Brown, treasurer; Larry Lesueur, assistant secretary; Max Hill, assistant treasurer. Kaltenborn, John Daly, Bill Henry and Edward R. Munrow were named to the executive committee.

Two new members joined the organization at the meeting. They were Thomas J. Hamilton, of WQXR and Richard Hottelet, C.B.S.

Press-Time Paragraphs

WNBC BILLING UP

Total billings for WNBC, key station for NBC in New York, during the first quarter of 1948 showed a 37 per cent increase over the same period last year. Volume of local business doubled while total billings for March are higher than any previous March in the station's history.

.....

FRENCH LANGUAGE STATION

Montreal—The Canadian Broadcasting Corporation yesterday announced that it had recommended approval of plans to establish a French language broadcasting station in Edmonton.

.....

GODFREY PROGRAM RENEWED

Thomas J. Lipton division of Lever Brothers has renewed Arthur Godfrey's Talent Scouts on CBS, effective April 5. Agency is Young and Rubicam.

.....

NBC MAY USE TAPE FOR DST PROGRAMS

NBC is expected to make an official announcement within the next few days that it will institute delayed recorded broadcasting for the first time this spring and summer during the daylight saving time period starting April 25. Web will use tape for the delayed schedule, thus keeping all programs at the same broadcast hour in all time zones.

COURT STAY GRANTED FOR MUTUAL'S ANSWER

MBS has been granted a 60-day extension in which to answer charges by Dan Golenpaul that the network has not lived up to its agreement in the handling of "Information please." Request was made by Mutual attorneys Charles Goldberg, attorney for Golenpaul, who promptly granted the request. Mutual now has until April 12 to answer the charges.

Barnyard Broadcast

Lebanon, Pa.—Folks around here think radio can perform miracles, opines Peter Krueger, Lebanon county farmer, who credits WLBZ with rounding up his vagrant white-faced Hereford steer. Krueger asked Bill Phillips to broadcast a description of the critter on his WLBZ "Music Hall" program. The animal was found by a man carrying a radio in his jeep.

FM Reception
San Antonio—Charles "Bud" Lutz, station manager of KYFM, the FM station of the San Antonio Express and Evening News is claiming some sort of record for the distance the station has been received. Lutz is in the receipt of a post card from M. S. Edwards of Redlands, California reporting that KYFM has been received there. Redlands is about 1100 air line miles away.



Vol. 42, No. 57 - Wed., Mar. 24, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
 Ralph Wilk, Manager
 8425 Hollywood Blvd. Phone: Granite 8887
WASHINGTON BUREAU
 Andrew H. Oltar, Chief, 5417 Dahlgren Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
 Nat Gross
 1417 Ashland Bldg., 135 No. Clark St.
 Phone: State 2332
 Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

★ **COMING AND GOING** ★

ROBERT B. JONES, Jr., manager of WIRL, Peoria, Ill., visited yesterday at the New York offices of American network.

PAUL FRANKLIN, writer and director of the "Red Ryder" show, has arrived from West Coast for conferences at Slesinger - Cowan offices.

GERALD W. MAULSBY, assistant to the veepee at CBS, back from Connecticut, where he'd been doing some painting.

W. AVERA WYNNE, WEED's manager, is in town from Rocky Mount, for confabs with officials of ABC.

RICHARD HESS, research head of CBS Radio Sales, now visiting the Chicago office of the web to acquaint employes with the newest research technic.

COY ADDRESSES IRE

(Continued from Page 1)
 more rapid developments in this area. It is an urgent matter."

Reporting on the international broadcasting situation, Coy said that 15 conferences slated for this year and the projected reassignment of frequencies will "soon bring order out of chaos in the filed of international radio."

Among newer applications of radio, private communications, or "citizens radio service" soon will be available to the public, he said. The FCC has type-approved the first transceiver for the service and "will make it very simple to get a station license." (An IRE official said private transceivers, probably using newly-developed printed circuits, will be about the size of a candy box and weigh about two pounds.)

Almost 50 technical papers were delivered.

CHARLES C. BARRY, vice prez of ABC in charge of programs, is back at his desk following a trip to the West Coast.

MAURICE MITCHELL, WTOP sales head, has returned to Washington, following a few days in New York.

LE ROY FIELDNER, technical director for WKBW, Buffalo, N. Y., spending this week in Gotham.

EDDIE GRIF, publicist has returned from a business trip to Chicago.

GLOVER DELANEY, WHTT's manager, arrived yesterday from Hartford, Conn.

ROBERT HUDSON, director of education and opinion broadcasts for CBS, back from Washington where he conferred at WTOP.

CBS ADVISORY BOARD RE-ELECTS 4 MEMBERS

Four members of CBS's Affiliates Advisory Board have been reelected for two years while one new member was elected. Re-elected were I.R. Lounsbury, WGR, Buffalo, chairman; Glenn Marshall, WMBR, Jacksonville, Fla.; Richard Borel, WBNX, Columbus, Ohio; and Kenyon Brown, KWFT, Wichita Falls, Tex. William Quarton, WMT Cedar Rapids, Iowa, was elected to serve through 1948, filling out the unexpired term of George Higgins who changed his district. Next CAAB meeting will be held at the NAB convention in Los Angeles.

PROGRAM ANNIVERSARY

Hummert-produced soap oper "Our Gal Sunday," celebrates its 11th anniversary on CBS Mar. 29.

JOIN 4-A STAFF

George L. Ogle has joined the 4-A staff as executive in charge of membership procedure and of council and chapter activities.



Dumb Pigeon

Honest... this is a true story according to Wide World Photos. Here's what they say:

"Mama Pigeon stands guard over her unhatched progeny in the home she and her spouse built over a fanlight of a building here. The nest is made of old razor blades, wire and other material the birds got from a dump in the rear of the adjoining building."

No soft string? No downy grass for the nest?

Those two pigeons are like the time buyer who's too prone to take what is close. You who buy time know there are kilocycle-happy fellows like that. If it's in the backyard, why fly farther?

If you're feathering your client's nest with old and broken-down razor blades, just because it's easy... may we tell you something?

Just a little farther out beyond the familiar call letters is a bunch of soft-as-duck feather bedding. It's the independent in Baltimore, W-I-T-H.

W-I-T-H 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

FINANCIAL

(March 23)

	HIGH	LOW
Admiral	8 3/8	8 1/8
AT&T	149	148 3/4
CBS-'A'	25	25
Frnswth	6 3/4	6 1/2
Gen. El.	35 1/4	35
Philco	30 1/4	30
RCA Com	10 1/8	9 7/8
RCA pfd	69 1/4	69 1/4
Stew.W.	13 7/8	13 3/4
W'house	28 3/4	28 1/4
W'h.Pfd	91	91
Zenith	23 1/8	22 3/4

N. Y. CURB EXCHANGE
 Heltine 15 3/4 15 1/2
OVER THE COUNTER
 Bid Asked
 U.S. Tel 1 7/8 2 1/8

10 YEARS AGO TODAY

(From the files of Radio Daily)

President Roosevelt signed Federal Trade Commission bill giving FTC jurisdiction control of false advertising of rugs, foods, cosmetics and devices... Wimbledon Lawn Tennis Assn. reported seeking pacts with US for airing of British matches...

★ ★ ★ **COAST - T O - COAST** ★ ★ ★

"UNITED WE STAND"
 Washington, D. C.-Be-
 tonight at 10:45 p.m.,
 "United We Stand", a
 program presented by
 the National Confer-
 ence of Christians and
 Jews, will be heard
 over WWDC.

JOINS CITY PRESS CLUB
 Denver, Col.- Sheldon
 "Pete" Peterson, KLZ
 news and special events
 director, was recently
 elected a member of the
 Board of Directors of
 the Denver Press Club.

KALTENBORN ON KVOA
 Tucson, Ariz.- H. V.
 Kaltenborn, "Dean of A-
 merican Commentators",
 recently guested on KVOA.

M.J.B.-SAFETY COMM'R.
 Des Moines, Ia.- Myron
 J. Bennett, M.J.B. of
 radio fame, was elected
 commissioner of public
 safety for the city of
 Des Moines in the re-
 cently held primary.
 The "M.J.B. Show" is
 now heard twice daily
 on KSO.

CONDUCTS RADIO COURSE
 Topeka, Kans.- Art
 Holbrook, WIBW studio
 manager, at the request
 of the extension divi-
 sion of the University
 of Kansas, is teaching
 a night school class
 in radio continuity at
 the Topeka High School
 each Wednesday eve.

NEW DISC SHOW ON WGL
 Fort Wayne, Ind.- Re-
 cently inaugurated
 disc show over WGL is
 "Uncle Fred's Music
 Store", featuring Bob
 Shreve as "Uncle Fred".

RIASKA JOINS KSFO
 San Francisco, Calif.-
 Jack Riaska, recently
 with KFTN, San Jose, as
 production manager, has
 been placed in charge
 of continuity in the
 KSFO program department.
 Prior to his association
 with KFTN, Riaska was
 assistant to the direc-
 tor for inter-American
 affairs, in charge of
 short wave programming.

"UP THE LADDER"
 Boston, Mass.- "Up
 The Ladder", new vo-
 cational series, re-
 cently made its debut
 over WNAC. Presented
 in cooperation with the
 Boston School Committee
 and the vocational
 counsellors of Boston's
 high schools, the pro-
 grams will originate
 each week at a different
 high school and tran-
 scribed on the Yankee
 Network wire recorder,
 so that students can
 hear their own voices
 in the actual broadcast,
 and see how the program
 is done. Working on
 the programs with Robt.
 Schimmel will be the
 Yankee's special fea-
 tures department.

BILL ANTES

Radio Director Of

**RINGLING BROS.
 and BARNUM & BAILEY
 CIRCUS**

has established radio headquarters at

THE HOTEL LINCOLN

for the New York,

Madison Square Garden Engagement,

April 7th through May 9th.

He will cooperate with Radio Management,

Program directors, and Producers in

supplying material and talent for

Circus programs and Sequences.

★

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.

HERE IS YOUR BI

*Whether it be AM, FM or TV,
Here is broadcasting's best
business opportunity*

For radio stations, National Spot is the most profitable form of business. It pays the highest rate per unit of time. And for the future it has the greatest potential for new development. Its potential volume is practically unlimited.

For new stations and for established ones feeling the first pinch of competition, National Spot offers a vast field of new business prospects. There are thousands of such prospects, national, regional and sectional, now paying national rates in competing media. This vast reservoir of new business might be opened for radio stations if we had a little cooperation, coordination and a united front.

Even without cooperation National Spot has grown into big business. It has reached the amazing volume of \$100,000,000 a year. In ten years it has increased 276%, which is faster than any other competing medium. How much further and faster might it grow with some national cooperative effort? With all of this, there has been comparatively little national program business. Why? Since the days of the Chevrolet "Musical

Paul H. Raymer Comp Inc.

NEW YORK • BOSTON • DETROIT • ATLANTA

BUSINESS

Moments" program twelve long years ago there has been no other program on a truly national scale. Out of the thousands of prospects there should be scores of such program advertisers. There should be big name, big talent, "Hooperated" programs on transcriptions or film that are expandable from station to station in the national market. This is the quality of business stations need and deserve.

National Spot is in itself one of the most important advertising mediums the country has ever known. It is a way, a system of doing business, of merchandising and selling goods. It has unique advantages not available in any other medium. It is basically competitive as a medium with national network, national newspapers, magazines and "outdoor." All of these competitors are well organized: all have national cooperative direction, promotion and research.

Our competition is busy—but our own great medium, radio's most profitable business, is still in a state of "every man for himself." We must have a united front to present to advertisers. If National Spot can show such an amazingly healthy growth without benefit of cooperation—how much faster might it grow with just a little of it? Whether your business be AM, FM or TV, the potential for National Spot is tremendous. We need a National Spot Business Association.

Inc. • Radio Advertising

CHICAGO • LOS ANGELES • SAN FRANCISCO

LOS ANGELES

By RALPH WILK

The Ken Dolan Company is preparing a show for Bob Burns titled "The Country Editor." Program will be ready for Fall sale.

Hollywood Star Records has made tieups whereby its recorded personality interviews will be sold at 27 rodeos throughout the country. Initial tieup will be with Bill Elliott's rodeo at Baton Rouge, La., on March 27th.

The Hollywood GHQ for Armed Forces Radio Service is sending out a call to reserve officers with AFRS experience to volunteer for immediate assignment overseas as managers of Army radio stations.

Jack Carson plans to use part of his vacation from NBC's "Village Store" this summer to make a personal appearance in Milwaukee, Wis., with his Badger buddy, Dennis Morgan, during the Wisconsin Centennial next August

Anita Ellis and David Street will cut audition platter "Standing Room Only" for ABC, scripted by Bill Mannhoff, Charlie Herbert and Leo Lefcourt. Buzz Adlam will conduct.

Marvin Young of Ruthrauff & Ryan has taken over producing chores on the Dick Haymes show, pinch-hitting for Sam Pierce, who is on a three-week vacation.

The Ed "Archie Gardner" celebrate their fifth wedding anniversary Tuesday, March 23rd.

STORK NEWS

Mr. and Mrs. Julian Elkins, technicians at WABF-FM, became the parents of a boy, weight six pounds, four ounces, born March 20 at Nassau Hospital, Mineola, Long Island



MAINLY ABOUT MANHATTAN.....!

TONY PROVOST, WNBC'S PROGRAM DIRECTOR, HAS COME UP WITH A GREAT IDEA FOR THE FORTHCOMING N.Y. CANCER DRIVE. HE'LL TAKE A WIRE RECORDER INTO THE LENOX HILL HOSPITAL'S CANCER DETECTION CLINIC, AND DO A BROADCAST OF JUST HOW A PERSON GOES THRU THE ASSEMBLY-LINE MEDICAL CHECK-UP TO DETERMINE WHETHER OR NOT HE HAS CANCER... WE'RE ONLY ASKING----- IS THERE SOMETHING COOKING THAT MIGHT PUT JAMES DURANTE IN THE VAUGHN MONROE SLOT FOR CAMEL CIGGIES NEXT FALL?.....JACK BENNY, LISTENING TO RALPH EDWARDS DISCLOSE THE NAME OF THE WINNER IN THE WALKING MAN CONTEST ALMOST HAD HEART FAILURE WHEN HE HEARD THAT THE WINNER WAS FROM CHICAGO AND THAT HER NAME WAS FLORENCE. (JACK'S GOT A SISTER FLORENCE IN CHICAGO, AND HE WAS SCARED TO DEATH THAT IT MIGHT TURN OUT TO BE HER).....TOM REDDY WILL BE IN THE TELE BOOTH WITH STEVE ELLIS CALLING OUT THE GIANT GAMES FOR CHESTERFIELD.....

EDDY DUCHIN SET FOR A RETURN TO BATON-WAVING.....A NEW RADIO SHOW BEING SET HAS THE FORMAT OF H'WOOD STARS ANSWERING OR CORRECTING STATEMENTS MADE ABOUT THEM BY COMMENTATORS AND COLUMNISTS.RECORD SHOPS DOING A BURN AT PLATTER COMPANIES' HABIT OF SENDING DISCS TO JOCKEYS FIRST---WITH THE RESULT THAT CUSTOMERS ASK FOR RECORDS THAT HAVEN'T ARRIVED IN THE STORES YET... TODD RUSSELL, A CLICK ON "STRIKE IT RICH" BEING GROOMED FOR ANOTHER CBS QUIZZER... LES TREMAYNE IN THE MARKET FOR A PLANE.. ASIDE TO GENE HAMILTON: NICE INTERVIEW WITH BEN GROSS ON JAZZ IN LAST WEEK'S NEWS.....TED STEELE, WHOSE ORK OPENS SAT. AT THE ESSEX HOUSE, SIGNED FOR MORE SINGING COMMERCIALS BY J. WALTER THOMPSON....MARY JANE WALSH OFF WHN WITH THE BASEBALL SEASON COMING ON... KAY KYSER DUE IN TOWN NEXT MONTH... DITTO MAGGI WHITING.

SOUTHWEST

Dr. Floyd Poe will be heard in a series of short sermons each weekday morning on WFAA-5, Dallas at 6:30 A.M. Monday through Friday.

After receiving a call for assistance from XE Matamoros, Mexico that was unable to secure telephone lines to broadcast the Charro Days Celebration at Brownsville. T McDaniel, manager of K and KGBS-FM, Harlingen arranged for airing of the affair on the FM outlet securing permission from the Mexican government and the U.S., the 45 minute airing was aired and rebroadcast through XEO.

Bob Oyster, announcer and conductor of the early morning programs for KITE, San Antonio is at home with the mumps.

Increased power and change in frequency have been authorized by the FCC. Amarillo, by the FCC. Station will switch from 1230 watts day and 5000 watts night to 1440 kilowatts. These are the facilities being relinquished by KGNC, Amarillo who are no longer operating on 710 kilowatts with 10 KW.

A meeting of representatives of the Texas Quality Network was held in Houston. At the meeting were Mar Campbell, WFAA, Dallas; Hugh Hall and Jack Keas, WOAI, San Antonio; George Cranston, WBAP, Fort Worth; O.L. Taylor, KGNC, Amarillo; Frank Smith, KRIS, Colorado Springs; Christ and KVAL, Brownsville; Byron W. Ogle, KVAL, Weslaco and Jack Harris and Jack McGrew, KPRC, Houston. The TQN accepted the application of KVAL supplementary application to the TQN and the resignation of one regular member WBAP. Also resigned from the web were KGNC and KRGV, supplementary outlets which were admitted for six months trial basis. Basic outlets are WOAI, WFAA and KPRC.

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD DEPTY & CO.

UNPARALLELED SERVICE FOR FILM PRODUCERS

cutting—screening—recording studios

emil VELAZCO

INCORPORATED 723 Seventh Ave., New York 19-PL7-8530

TELEVISION DAILY

Section of RADIO DAILY—Wednesday, Mar. 24, 1948—TELEVISION DAILY is fully protected by register and copyright.

AT&T TO FILE NEW RATES WITH FCC

TELE TOPICS

By JIM OWENS
Associate Editor

iff between Mike
obbs' 20th-Century
& NY fite mana-
s regarding tele
nts comes to ahead
ay at a confab in
dson Sq. Garden.
s. have been need-
y Mike for a chunk
he TV \$ for "our
", but NY Boxing
mission ruling has
ad the plea thus
They'll yell for
Strike" unless
obs coughs up....
, quietly lining
sports staff,
ot to ink a pact
Guy Lebow, vet
TV sports gabber.

Gann-Erickson has
nd a new audience
roduced by Bob
mayer, who rock-
the industry with
"O'Gold". It's a
n. shot, and will
veiled as part
le Swift "Home
ce Club" on NBC
it goes nitetime
l...Century Thea-
one of the group
vie exhibits mull-
ction to break
heater video ban
g TV the ice
ment another way:
ng to pass out
ix to DuMont's
ision Fashions
ade."

FOUR BUY 266 SPOTS ON WCBS-TV BB SKED

WCBS-TV this week announced sale of 266 time signals and one-minute film spots to wrap around the entire Brooklyn Dodgers home baseball schedule. Time segs were bought by Ronson Art Metal Works, Inc. which has signed for 145 time signals; Barney's Clothes, Inc.; Pepsi-Cola Company; and Bulova Watch Company. Barney's set 82 one-minute film spots, Pepsi-Cola, will use 30 film spots for "Everess", and Bulova, already on CBS air, will extend time signals thru the Dodger schedule.

WWJ-TV Appts. McKenney

Detroit-Keith McKenney has been named program supervisor of WWJ-TV, Detroit News outlet, it was announced yesterday by Melvin Wissman, general manager.

WABD "ET's" At 4-A Meet

WABD-DuMont will supply video "ET's" to the 4 A's convention at Virginia Beach next month for discussion during one of the major sessions.

CANADA MAY DEBUT TV IN MONTREAL BY AUG.

Montreal - Television will make its formal debut here by late August, with sports events as the bulwark of early programming, if official sanction by the Quebec Government is forthcoming by that time. Walter Downs, prominent local manufacturers' representative and producer of major hockey broadcasts from the Montreal Forum, said this week that the Government has already advanced verbal sanction of the project.

Downs revealed that his organization has already contracted for \$104,000 worth of monitor reception equipment. Plans have been made for a site nearby the Forum for a studio.

US RUBBER CO. DEBUTS NEW SERIES ON WFIL-TV

US Rubber Co. debuted new series on WFIL-TV, Phila., last night under title "At Liberty Club", to plug company's home and electrical products. Show has variety format and stars Jacqueline Turner, French opera singer.

CABLE CHARGE SET AT \$35 PER AIR MILE

AT&T'S NEW RATES FOR ITS COAXIAL CABLE & RELAY, SCHEDULED TO GO INTO EFFECT ON MAY 1, WILL BE FILED WITH THE FCC NEXT WEEK, IT WAS ANNOUNCED YESTERDAY BY BARTLETT T. MILLER, VICE PREXY.

PROPOSED RATES WILL COST THE BROADCASTER \$35 A MONTH PER AIR-LINE MILE--AS DISTINGUISHED FROM CIRCUIT MILE HERETOFORE QUOTED ---FOR EIGHT CONSECUTIVE HOURS EACH DAY, AND \$2 A MONTH PER MILE FOR EACH ADDITIONAL CONSECUTIVE HOUR.

PART-TIME SERVICE RATE IS \$1 PER AIR-LINE MILE FOR THE FIRST HOUR AND \$.25 FOR EACH ADDITIONAL CONSECUTIVE 15 MIN.

TERMINAL EQUIPMENT AND MAINTENANCE IS CHARGED AT THE RATE OF \$500 A MONTH FOR CONNECTING STATIONS TO THE VIDEO WEB FOR 8 CONSECUTIVE HOURS DAILY. FOR OCCASIONAL SERVICE, RATE IS \$200 PER MONTH PLUS \$10 PER HOUR.

RATES NOW IN EFFECT FOR SOUND BROADCASTING WILL APPLY FOR THE SEPARATE SOUND CHANNEL.

*** SHORT TELE TAKES ***

Weed Opens TV Dept.

Weed & Co., station reps, has formed a tele dept. with Peter B. James, former magazine ad exec, as manager.

Schaefer Buys Ziv Album

Schaefer Beer has bought sports album of 5-min. shots from Ziv Television Programs, Inc., for use in pre-game spots before Dodger home schedule on WCBS-TV.

FCC Declines Yankee Web Plea

FCC yesterday refused request from Yankee Network that TV channel 10, allocated to Hartford, Conn. be made available to the web in Bridgeport.

★ AGENCY NEWSCAST ★

ADVERTISING FEDERATION OF AMERICA has announced that the following have been elected to membership in the Federation: Ernest H. Abernethy Publishing Co. Inc., and Walter W. Brown Publishing Co. Inc., both of Atlanta, Ga.; Kight Advertising, Inc., of Columbus, Ohio; Maxwell Sackheim & Co., New York; Schoenfeld, Huber & Green, Ltd., and Decora, Inc., both of New York.

* * * *

DEUTSCH & SHEA, Inc., has been engaged to place the advertising of Pioneer Television Company.

* * *

RICHARD L. GILBERT has joined Griffin Appel Associates. He had been promotion manager of WAEF.

* * * *

NORMAN E. NOYES, formerly of NBC, Los Angeles, has joined the Bolling Co. in an expansion of the firm's West Coast operations. New offices are in operation at 6912 Hollywood Boulevard, Hollywood, and One Nob Hill Circle, San Francisco.

* * * *

RODNEY ERICKSON has joined Young & Rubicam as editor-producer of "We the People." Previously, he had been with Foote, Cone & Belding.

* * * *

A. J. CUTTING, formerly of Evans-Winter-Webb, Inc., Detroit, has joined the Detroit copy staff of Brooke, Smith French & Dorrance, Inc. He was at one time in the advertising and public relations department of Fisher Body division, General Motors Corporation.

* * * *

L. ROSE & CO. Ltd., of London, has named Erwin Wasey & Co., to handle advertising in the United States for Rose's Lime Juice.

* * *

KIRKLAND-WHITE AND COMPANY, Atlanta, announces the association with the firm of James B. Schell, as partner and art director of the agency, to be known as Kirkland, White & Shell.



His Sponsors Alone Make a Sizeable Audience . . .

Sponsored locally on 293 Mutual stations, this famed news commentator works for a lot of different local advertisers at the same time. He keeps them all grinning happily as they cock an ear at their ringing cash-registers. Also they enjoy the thought that their network program is billed at a low pro-rated talent cost and a low local time cost.

His program is the original "co-op." It generally originates in Washington, D. C., and is piped to the stations of the Mutual Network. It's "live"—and the local sponsor's message (also "live") is synchronized so well that millions of listeners think of the program as the local sponsor's own show.

Since Mutual is 464 stations, and the Fulton Lewis, Jr., program is sponsored on 293, that leaves some desirable availabilities. If you want a ready-made audience for a client (or yourself) perhaps there's an opening in your city. Call, write or wire the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 — or Tribune Tower, Chicago 11.



Easter Programs Planned

RTMA President Addresses IRE

Possible expansion of the radio industry to a five-billion-dollar giant was envisioned by Max Balcom, president of the Radio Manufacturers Association, last night at the annual banquet of the Institute of Radio Engineers at the Hotel Commodore. "The radio industry attained maturity during World War II," Balcom said, "and now is embarked upon a period of expanding markets and services that may well make it one of the greatest in this nation of industrial giants."

Radio today is a billion-dollar industry, he said. "Tomorrow, as television and FM stations increase along with set ownership, and as radio non-broadcast services grow, it may well be a five-billion dollar industry or even greater."

NEW BIZ AND RENEWALS ANNOUNCED ON WNBC

Brown & Williamson for Kool cigarettes has bought sponsorship of Clyde Kittell's 7-7:05 a.m. newscast over WNBC on Tuesday, Thursday and Saturday, starting April 12. Agency is BBD&O.

Skeptic

Watertown, N. Y.—"Where are the chairs?" asked a visitor from the hinterland calling at WWNY last week. "What chairs?" said Manager Louis Saiff. "The chairs people sit in and clap their fool heads off on your programs," replied the visitor. When Saiff explained that such shows originate in N. Y. or Hollywood, the guest exclaimed, "Oh, it's a fake, huh!"

Networks and Stations Complete Plans For Impressive Series of Special Programs This Weekend

A series of traditional Easter events stretching all the way from New York's Fifth Avenue to Hollywood Bowl will highlight network and station programming next Sunday, March 28. In addition to outside pickups, many regularly scheduled programs will be attuned to the Glory of Easter and special studio dramatic presentations have been arranged.

C.B.S. will begin its daily schedule two hours earlier than usual to broadcast the 175th annual Moravian Easter Sun-

rise Service from Winston-Salem, N. C., at 6 a.m., EST. Microphones will be placed along "The Avenue," a broad walkway bordered by wide lawns and rows of sycamore trees along which a half mile processional takes place. CBS will shift to Arlington National Cemetery at 7:30 a.m., EST, where Easter Service are held under auspices of the Grand Encampment of Knights Templar, U.S.A. At 8:30 a.m., EST, Columbia will carry the Sunrise Service in the Garden of Gods near Colorado Springs.

(Continued on Page 2)

Poll Audience In Chi Survey

CHICAGO—The relationship existing between radio listening and the general musical activity of the American people is extremely important, according to the results of an exhaustive survey made by A.S. Bennett Associates for the American music Conference, Chicago, and released today (Thursday). The survey is one of the most thorough ever made of music in America, presenting a cross section of music attitudes and activities of the entire nation.

Results of the survey indicate that the more radios a family owns, the more hours they listen to radio, and the more records they own—the more likely they are to own and play musical instruments.

POLITICAL PROGRAMS OFFERED BY COLUMBIA

An offer of free network time was made by CBS yesterday to seven avowed candidates for Presidential nominations. The series of programs titled "Presidential Timber" is scheduled to be heard Wednesday nights beginning March 31 from 10:30 to 10:45 p.m.

Press-Time Paragraphs

FCC INVESTIGATION

WASHINGTON—The FCC yesterday announced that it has ordered a full-dress investigation of the news policies of KMPC, Los Angeles, as well as of WJR, Detroit, and WGAR, Cleveland. The move was taken in response to the filing with the commission of charges by the Radio News Club of Hollywood.

HEAVY TIME USER

Toni Co., which debuted over CBS just a little over a year ago, is about to leap well into the top ten on Columbia's sponsor list with gross time purchases amounting to \$2,250,000 a year.

INC. HOLD MEETING

Industry Music Committee held its first meeting in six weeks yesterday to bring all members up to date on agreements reached between AFM and the networks. Seven-man executive sub-committee held its own session prior to the big one.

No. 1 Citizen

C. G. McDermott, general manager of KBUR, has been named the "No. 1 Citizen" of Burlington, Iowa, by the American Business Club. In selecting McDermott for the honor the committee took note of his contributions to the infantile paralysis campaign, promotion of radio, and unselfish support in all civic drives. Station is outlet of ABC and Tull Corn Network.

RADIO DAILY'S "New Look" Is Occasioned by the N.Y. Printers Strike

RADIO DAILY



Vol. 42, No. 58 Thurs., Mar 25, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 153 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.

Radio's Easter Weekend

(Continued from Page 1)

For the second straight year, CBS has scheduled "The Son of Man," Archibald Macleish's Passion Play for radio which was commissioned by the network. It's to be performed again with the original cast at 1:30 p.m. EST.

NBC is carrying the annual Easter Dawn Service at Radio City Music Hall at 7:30 a.m., EST. Music will be rendered by the Rockefeller Center Choristers. At 8:05 a.m. EST, NBC will pickup the Sunrise Service of the St. Louis Metropolitan Church Federation.

The film capital's impressive ceremony in Hollywood Bowl will be fed to ABC listeners at 9:30 a.m., EST, with screen actress Alexis Smith reading "Salutation to the Dawn." Dennis Morgan will be the featured soloist in the 350-voice adult choir.

OPPENHEIM RESIGNS

Charles Oppenheim has resigned as promotion director at WINS, New York, effective April 2. He will continue to produce and direct "The Doubleday Book Concert" over WQXR and is also working on several retail television promotions and programs. Before he joined WINS a year ago, Oppenheim was publicity director of WOR and previously director of advertising and publicity for Jay Thorpe, Inc.

PERCY FAITH HONORED

Percy Faith, conductor of CBS' "The Pause that Refreshes," has been awarded a scroll by the Mexican government.

ABC has scheduled Sunrise Services at Washington Cathedral in the nation's capital at 7:30 a.m., EST, and a half hour later will switch to the Soldiers' Memorial at St. Louis where the Lutheran Walther League holds its service. Maggie McNellis and Herb Sheldon are slated to report on the Easter Parade along Fifth Avenue, using a portable mike, starting at 12:30 p.m., EST.

Outstanding Easter event on Mutual is the hour-long "The Triumphant Hour," featuring 17 Hollywood stars, arranged by Rev. Patrick Peyton, C.S.C. Program, originating in Hollywood, is set for 1:30 p.m., EST, will feature Bing Crosby, Dennis Day, Eileen Farrell, Ann Jamison and Christopher Lynch as vocalists; Ethel Barrymore and Pedro de Cordoba as narrators; Loretta Young as hostess; and Marguerite Chapman, Dan Daily, Irene Dunne, Fibber McGee and Molly, J. Carroll Naish, Bob Ryan and Elizabeth Scott. Father Peyton will be introduced on the broadcast by Jimmy Durante.

GETS NEW WJZ POST

Walter Dunn, sales promotion manager for WJZ, has been appointed account executive with ABC's spot sales department, it is announced by Earl B. Salmon, eastern sales manager of the department. Dunn has also been handling promotion for spot sales as well as WJZ.



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!

FINANCIAL
(March 24)

NEW YORK STOCK EXCHANGE

	HIGH	LOW
T&T	149 1/4	149 1/8
rnswth	6 1/2	6 1/2
en.El.	35 1/4	35
hilco	30 1/4	30 1/4
CA Com	10	9 7/8
CA Pfd	70	70
'house	28 3/4	28 3/8
'hs.Pf	91	91
enith	23 3/4	23 3/4

OVER THE COUNTER

	Bid	Asked
.S. Tel	1 7/8	2 1/2
CAO	29	32
FR	12	12 1/2

AL RICKEY, Top Composer-Conductor in the kiddie record field, is composing the original score for Willida Records new kiddie release, STORY OF TOY VILLAGE. Broadway star JULIE HAYDON (GLASS MENAGERIE TIME OF YOUR LIFE, etc.) has been signed to narrate the story, written by Julie Marvin. Rickey will also conduct.

Worcester

WTAG
Slanted to the Central New England Market

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

AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Read

Camel's Choice... NBC Television

Right now the R. J. Reynolds Tobacco Company is starting something—
 what will be one of television's 'most elaborate, exciting developments
 —The Camel Newsreel Theatre.

Naturally, when Camel decided to sponsor a new full-length newsreel
 each day, 5 days a week—naturally, the choice in television was NBC.
 So . . . excuse this paraphrase of Camel's *Choice of Experience* clincher:
*Let your own experience tell you why more sponsors are choosing
 NBC Television than ever before.*

Here's how CAMEL Telecasts the NEWS!

 <p>The Camel Newsreel Theatre</p>	<p>Wm. Esty Co. has events filmed by Twentieth Century Fox Movietone News . . .</p> 	<p>Shots are edited, scored, narrated, then</p> 	<p>Camel themes and commercials are integrated.</p> 
<p>A new 10-minute reel is telecast each Monday through Friday—with NBC's own Television Newsreels (Mon.-Thurs.-Sun.) That means last-minute sight and sound news programs offered on NBC, 6 days a week.</p> 	 <p>Reels are flown to NBC television affiliates not yet joined to the Eastern Network while</p>	<p>Viewers in New York, Philadelphia, Washington, Baltimore, and Schenectady, (Boston soon), watch simultaneous broadcasts of latest events.</p> 	 <p>Result: more news, more viewers, more Camels.</p>



NATIONAL BROADCASTING COMPANY
 30 Rockefeller Plaza, New York 20, N. Y.
 A Service of Radio Corporation of America

PLUG TUNES

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

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

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

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

The World Wants PEACE
 You'll Want for your Programs
"PEACE OF MIND"

DUBONNET MUSIC PUBLISHING
 1619 Broadway, New York 19, N. Y.

I'VE ONLY MYSELF TO BLAME

JEFFERSON MUSIC CO., INC.
 1619 Broadway New York 19, N. Y.

I'M MY OWN GRANDPAW

GENERAL MUSIC PUB. CO., INC.
 400 MADISON AVE., NEW YORK CITY

WATCH THIS "SLEEPER"
IF YOU CARE FOR ME

RAINBOW MUSIC CORP.
 156 W. 44th ST., NEW YORK 18, N. Y.

BUT BEAUTIFUL

By
 JOHNNY BURKE
 and
 JIMMY VAN HEUSEN

WORDS AND MUSIC

By PINKY HERMAN

. . .TIN PAN ALLEY OOPS:- A fine, most timely ballad titled "Where In The World (But In America) which Fred Waring yesterday introduced on his NBC Commercial, is set for a national build-up by Robbins Music Corp..written by Fred Waring, Gene (formerly Gene & Glenn) Rowell and Jack Dolph...Tunesters Jimmy Cavanaugh and Dick Charles have given their new ditty "The Man On The Carousel" to Bob Miller Inc...Warde Donovan, NBC Canary will be new featured songster, starting April 8 at Monte Proser's Copacabana Niter...Disk Jockey Ted Steele adds another chore to his crowded daily schedule when his orchestra follows Erwin Kent into the Essex House in Gotham...Patt Barnes will, for the 23rd consecutive year broadcast his annual Good Friday program via WJZ..he's never changed a line of the script since 1925 when it was aired for the first time over W H T in Chicago...Smilingest face in town is that of Victor, Maitre de at the Roosevelt Hotel Grill..his favorite, Maestro Lawrence Welk has returned for a lengthy stay...ABChantootsie Vera Massey has been averaging over 500 letters per week..her Sunday evening serenades fall so delightly on the ears...

* * *

. . . Baritone Dick Brown, co-featured with Kay Armen and Harry Salter's orchestra on the new ABC coast-to-coast terrific musical "Stop The Music," is slated to star in a program of his own shortly...Watch some smart Television sponsor grab Captain Stubby and his Buccaneers for a series..a natural...Disk Spinner Eddie Hubbard's own ditty, "Twelve O' - Clock Flight" may well prove a WINDfall of royalties...Music Workshop starting a plug campaign on a sentimental ballad "Ev'rything Shall Pass, My Love, But You written by Walter Cooper, and C. Siegel, which is featured nitely by Don Richards at the Sert Room of the Waldorf-Astoria...Radiolite Ann Thomas signed to narrate Universal short subjects..... J.J. Robbins & Son has acquired the American rights to the English hit, "Shoemaker's Serenade" published there by Kassner, the firm that started off in the music business with "How Lucky You Are"... Feist staff setting a lot of plugs on "Easter Sunday With You"...

PLUG TUNES

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

WORTH DATING!
"TERESA"
 DUCHESS MUSIC CORP.

DECCA'S DELIGHTFUL DISCOVERY
 MARY OSBORNE
 First Decca Release No. 24308-A
YOU'RE GONNA GET MY LETTER IN THE MORNING
 LONDON MUSIC CORP.
 1619 Broadway, N. Y. C. Joe Santly, Gen. Mgr.

DISK JOCKEYS: Write for free Records—
CONGRATULATIONS
 *MARCHANT MUSIC PUBLISHERS
 1619 Broadway New York 19, N. Y.
 Bob Lee, Gen. Prof. Manager

A Revival!
"MOONLIGHT IN VERMONT"
 CAPITOL SONGS, INC.
 RKO Bldg., N. Y. C.
 1491 Vine St., Hollywood, Cal.

A New Novelty
"TACOS, ENCHILADAS & BEANS"
 CRITERION MUSIC CORP.
 RKO Bldg., N. Y. C.
 1491 Vine St., Hollywood, Cal.

"TROUBLE IS A MAN"
 By
 ALEC WILDER
 REGENT MUSIC CORP.
 1619 Broadway New York 19, N. Y.

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

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

GROWING BY LEAPS AND BOUNDS!

Lyric by

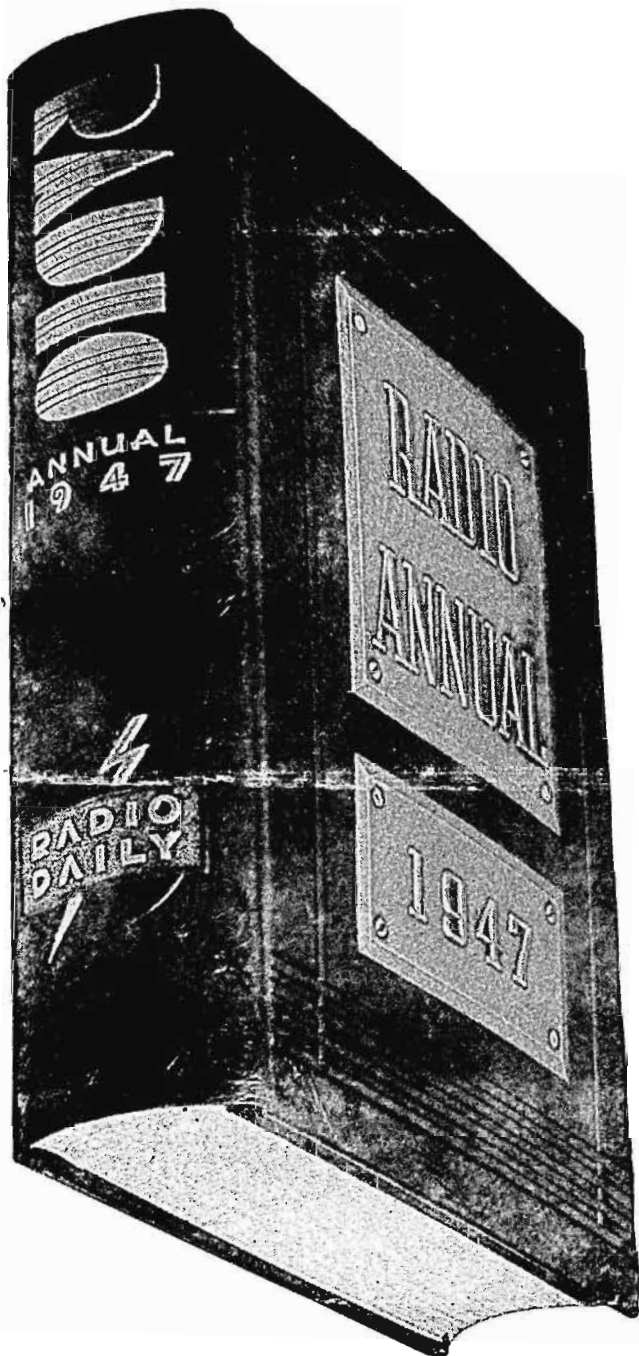
Buddy Kaye

THOUGHTLESS

Music by
 Carl Lamp

RESERVE YOUR 1948 RADIO ANNUAL

NOW!



THE 1948 RADIO ANNUAL WILL
BE BIGGER AND BETTER.

*The 1948 RADIO ANNUAL will
contain information and statistics
essential in your daily work.*

*The 1948 RADIO ANNUAL is now
in intensive preparation.*

SEND IN YOUR SUB-
SCRIPTION ON THIS
COUPON AND BE AS-
SURED OF BEING ONE
OF THE FIRST TO RE-
CEIVE THE NEW 1948
RADIO ANNUAL

Subscription
\$10.00 a YEAR
260 Issues



1501 Broadway
New York 18, N. Y.

Please enter my subscription to RADIO DAILY and the RADIO ANNUAL for 1948
to start immediately. Enclosed is my check for \$10.

NAME

COMPANY

ADDRESS

SOUTHWEST

Monte A. Kleban, program and production manager, and Arthur L. Forrest, promotion manager of WOAI, San Antonio attended the recent NBC clinic for network affiliates held in Chicago. Department heads of NBC outlets in the Central time zone gathered for a discussion of three phases of broadcasting: promotion and publicity and Production. Top representatives from NBC's New York office attended.

National Radio Promotion Service has been organized in San Antonio by W. Poundstone Jackson, former merchandising and promotion manager for KABC, San Antonio and now with the Texas State Network, in a similar capacity. Jackson will send out bulletins on merchandising and promotion to outlets subscribing to his service.

Forrest Clough, treasurer of the Texas State Network will be in charge of the Gridiron Dinner to be given there next week at the Texas Hotel, Fort Worth.

The Transcribed "Guy Lombardo Show" is being heard each Sunday afternoon over KRLD, Dallas sponsored by Sears Roebuck and Co. Airings are narrated by David Ross and feature the twin pianos, Don Rodney, Kenny Gardner and the Lombardo Trio.

A new Quarter hour program titled "The Chamber Speaks" will be heard each week on KTSA, San Antonio on Sunday. Program will be aired in cooperation with the San Antonio Chamber of Commerce and will feature a talk each week on the activities of the various committees of the Chamber.



MAINLY ABOUT MANHATTAN.....!

TALK THAT HENRY LUCE IS PLANNING TO GET HIMSELF A NEWSPAPER AND RUN IT IN LOS ANGELES. (TIME'S A-WASTIN' AND THERE'S A FORTUNE TO BE MADE, HEY?).....STELLA KARN FILLED IN THE FIRST 20 MINUTES OF MARY MARGARET MCBRIDE'S SHOW MONDAY. (WHEN MARY MARGARET SHOWED UP, SHE EXPLAINED TO LISTENERS THAT SHE HAD GOT STUCK IN HER CORSET WHILE DRESSING AND HADDA BE CUT OUT!..... FRANK SINATRA AND THE HEARST PAPERS HAVE KISSED AND MADE UP.....CBS MULLING A WEST COAST SELLING SETUP SO THAT IT COULD MORE EASILY SELL SCRIPTS TO THE FILMS...A COAST RADIO SCRIPTER IS GETTING BIG LAUGHS FROM INSIDERS BY RELATING THE REAL REASON THAT HE WAS DROPPED BY A CERTAIN RADIO COMIC ..THE COMEDIAN COMPLAINED THAT THE SCRIPTER DIDN'T WRITE HIM "BIG JOKES".....JOE LOUIS TAKE ON THE NEWSREELS OF HIS BOUT WITH WALCOTT IS DUE TO TOP \$100,000, PLUS \$15,000 FOR THE RADIO AND TELEVISION RIGHTS. (TOTALING MORE THAN THE 90 G'S HE MADE ON THE FIGHT ITSELF.)

DAILY NEWS' BEN GROSS, DEAN OF RADIO EDS TO HEADLINE NOVEL AND CLEVER VIDEO PACKAGE OVER PAPER'S STATION, WPIX... TENTATIVELY TAGGED "STARS IN YOUR EYES," FORMAT WILL REVOLVE AROUND BEN'S FAMED SUNDAY INTERVIEWS ...IRENE KUHN, NBC'S ASSISTANT DIRECTOR OF INFORMATION, AND HER DAUGHTER, RENE, NOVELIST, WILL ORIGINATE THEIR WNBC PROGRAM "THE KUHNS," AT A LUNCHEON OF AMPA AT TOWN HALL .PENTHOUSE THEATRES BEGINNING TO SPRING UP IN MIDTOWN....TIN PAN ALLEY STILL GUFFAWING OVER GUY LOMBARDO'S CONVERSATION WITH A TOP SONG PLUGGER ON A RECENT CANDID MIKE SESSION. SOME SAY THERE'LL BE REPERCUSSIONS FROM THE CONTACT MEN'S UNION. (THE PLUGGER TOLD GUY: "WE BELIEVE IN SHARING THE WEALTH. YOU DO MY SONG-WE'LL SEE THAT YOU GET A NEW RUDDER FOR THE BOAT.") FLETCHER MARKLE, STUDIO ONE DIRECTOR, DOUBLING AS FILM DIRECTOR FOR EASTERN SOUND STUDIOS.

EQUIPMENT

NAMED VICE PRESIDENT

James P. Bray, national sales manager of the London Gramophone Corp. has been appointed a vice president of the company. Bray joined the company two months ago after serving as national sales manager for Keynote Records.

MAGNETIC SPEAKERS

Complete line of Permanent Magnet speakers for universal replacement service is announced by Zenith Radio Corp. New line includes all popular sizes of speakers ranging from 3 1/2 to 12 inches in all magnet weights.

NEW MICROAMMETER

RCA tube department announces a new ultra-sensitive microammeter capable of measuring direct currents down to one-billionth of an ampere. The microammeter, a portable, battery operated, vacuum tube meter, is expected to be of especial value in television, atomic research, facsimile and similar projects.

ILLUSTRATED CATALOGUE

Terminal Radio Corp., 85 Cortlandt St., New York, has just published a new illustrated catalogue showing the latest sound equipment for custom set builders, stations and recording studios. Catalog covers amplifiers, tuners, speakers, cabinets, record changers.

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

WTA-g SHEET
PROMOTION-WISE!
WTAQ awards three
four-year College
Scholarships
annually
WTAQ CBS
GREEN BAY
5000
1360
WEED'S our class-mate

TELEVISION DAILY

By section of RADIO DAILY—Thursday, March 25, 1948— TELEVISION DAILY is fully protected by register and copyright.

IRE NOTES ADVANCES IN TELE DEVELOPMENT

TELE TOPICS

By JIM OWENS
Associate Editor

A few trade execs, come out of the blue after AFM blowout, now won't if Jimmy the tooter really all sugar and be at that. They feel all let video get de- cent on music then dig the hatchet for high es when the new pact written three years ce.

Catch the Gulf News on WCBS - TV tonite (om) for a close look a daily trade sheet cking during the print like. Web sent a camera w headed by Chet Bur e to scan RADIO DAILY offers sweat thru gal- os of paste and vari - ve proofs.

ivian Gordon, former S staffer, now director video for the Sherman H Dryer package outfit N.Y....Lucille Ball, te gorgeous muddle-head from H'wood, will attempt t prove she's not just achina doll on the WABD "harade Quiz" tonite.

ack Dillon, vet sports r will help Jim Stev- on do the fites on NBC orrow nite.

WBZ-TV PREPS DEBUT AT BOSTON ELECT. SHOW

Boston--First large-scale public showing of video in the Hub will be daily demonstrations by WBZ-TV at the First Annual Electric Show at the Mechanics Building, April 3-10. Station, which plans official debut early in May, will also conduct a "Miss New England Television" contest in co-op with the exposition and the Boston Post. WBZ-TV will air "in-tramural" shows via its mobile unit at the exposition which will be seen on tele sets displayed throughout the building, in addition to pickups of NBC web shows from NY.

PETERSON JOINS DU MONT

Daniel M. Peterson has been appointed assistant director of mobile operations for WABD, to assist Harry Coyle, manager of the department. He's a Yale grad and was formerly an independent radio producer.

FCC AGAIN WAVES RULE ON 28-HR WEEKLY MIN.

Washington---FCC yesterday announced that it has again waved the effective date of its 28-hour television rule, which was to have become effective next week, for three months. Present requirement that commercial stations be on the air two hours per day is continued pending Commission disposal of the recent TBA proposal for graduated on-the-air requirements for new video stations.

WWJ-TV 30% COMML.; 6800 SETS IN DETROIT

Detroit---WWJ-TV, Detroit News outlet, is now operating on a full 7-day 33 hr-week schedule on a 30 per cent commercial basis, it was disclosed this week, with studio programs occupying slightly less than half the hourly total. Number of sets in use in the greater Detroit area is put at 6800.

*** SHORT TELE TAKES ***

BARNEY'S ON WABD

Barney's Clothes, Inc., expands its TV advertising sked with purchase this week of a series of spot announcements on WABD. Announcements will be aired for 13 weeks, Tuesday and Sunday, starting April 4 thru June 29.

DAVEGA BUYS "STOP ME"

"Stop Me If You've Heard This One", half-hour NBC comedy show, has been bought by Davega Stores over WNBT starting tomorrow (Fri., 8:30-9 pm.) Program features Cal Tinney, Lew Lehr, Morey Amsterdam and Roger Bower.

FOUR APPLY TO FCC

Washington---FCC yesterday announced receipt of video applications from: Hearst Radio, Milwaukee; Conroy Broadcasting Company, Fresno, Calif.; George E. Cameron, Tulsa, Okla.; and Beck Studios, Inc., Minneapolis, Minn.

COAST-TO-COAST VIDEO FORECAST BY 1949, CHEAPER TV SETS

MAJOR STRIDES IN THE TECHNICAL DEVELOPMENT OF TELE, DESCRIBED AS HASTENING THE ERA OF BETTER AND MORE ECONOMIC RECEPTION OF THE MEDIUM IN THE HOMES OF THE AMERICAN PUBLIC, WERE REVEALED YESTERDAY AT THE IRE CONVENTION AT THE HOTEL COMMODORE IN N.Y.

DR. T.T. GOLDSMITH, JR., DUMONT LABORATORIES.. PREDICTED THAT COAST TO COAST VIDEO WOULD BE A REALITY BY NEXT YEAR, AND RECEIVER PRICES WOULD BE CUT IN HALF WITHIN TWO OR THREE YEARS. DISCUSSING THE SET SITUATION, GOLDSMITH ASSERTED THAT 50% OF RECEIVERS IN THE NY AREA CAN USE INDOOR ANTENNAS, AND THAT ENGINEERING CHANGES IN CURRENT SETS CAN "PRETTY WELL LICK MOST OF INTERFERENCE PROBLEMS ENCOUNTERED THUS FAR."

PROSPECT OF EARLIER AVAILABILITY OF COLOR TELE WAS OUTLINED BY F.J. BINDLEY, PHILCO CORP.

THE LONG ISLAND STORY!

WHLI DELIVERS MORE LISTENERS PER DOLLAR IN LONG ISLAND'S LARGE QUALITY MARKET THAN ANY OTHER STATION, INCLUDING THE NEW YORK CITY 50,000 WATTERS!

*Of course WHLI has the Fall 1947 HOOPER
"Station Listening Area Coverage Index"
for Hempstead Town
—and—
CONLAN, January 1948, for Hempstead

*Percent of Listening Audience By Stations (Conlan)	*DAYTIME
NETWORK STATION A	22.5%
NETWORK STATION B	21.1%
WHLI	14.9%
NETWORK STATION C	14.2%
NETWORK STATION D	10.6%
STATION E	4.0%
STATION F	2.9%
STATION G	1.8%
ALL OTHER STATIONS	8.0%

WHLI

1100
on the dial

• Between WHN and WNEW

and WHNY 98.3 on the FM dial *In the middle of the dial*

HEMPSTEAD LONG ISLAND, NEW YORK

"The Voice of Long Island"

ELIAS I. GODOFSKY, President • PAUL GODOFSKY, Executive Vice-President • JOSEPH A. LENN, Vice-President, So

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL, 42, NO. 59

NEW YORK, FRIDAY, MARCH 26, 1948

TEN CENTS

Summer Replacement Outlook

Court Verdict Awarded ABC

The \$139,000 damage suit—known as the "Swagger case"—filed over two years ago by Products Distributing Corp. against WJZ and ABC was concluded Wednesday when a Federal District Court jury rendered a verdict in favor of the network. Verdict also stipulated that WJZ was entitled to collect \$1,259 from the plaintiff, sponsor of a program series from which the case ensued, for unpaid commercial time commitments.

In 1945 Products Distributing Corp., sellers of a perfume and shaving lotion known as "Swagger" and "Carousel," signed with WJZ for a half-hour daily show featuring the Val Olman trio. After the first 13 weeks, WJZ refused to continue the commercial series, claiming that the sponsor owned five music publishing firms and that the program plugged his own tunes far out of line with their actual popularity.

BASEBALL BROADCASTS

Dallas, Tex... Big State baseball league officials meeting here, have decided to leave the matter of radio broadcasting of games up to the individual clubs.

When Day Is Done

A BBC study of the evening listening audience in the United Kingdom unearthed some curious facts recently. Among the discoveries was the fact that listeners in the North and in Scotland go to bed considerably later than do others in the UK. Surprisingly, Londoners turn in earlier than do most "cosmopolitans," and peak audience time is between 6 and 7 p.m.

Agencies and Sponsors Auditioning Musical and "Giveaway" Shows To Replace Web Programs

Agency program chiefs have begun their annual Springtime search for low-cost programs to use as summer replacements for big-name web fare. This is a strong indication that most big advertisers will retain choice time slots during the warm weather period, contrary to belief in certain trade circles that an unduly large number of sponsors will drop radio for the summer.

Although only two replacement shows are set so far, this is not unusual for this time of

NEWS PROGRAM MOVING FROM CBS TO MUTUAL

Bill Henry's five-minute newscast on CBS will be withdrawn by the network after June 18 and the sponsor, Johns-Manville Corp., is planning to switch the show to Mutual. Reason for the withdrawal is because Columbia wants to change the practice of breaking into the middle of its evening schedule with a news period at 8:55 p.m. EST.

F. C. & B. AGENCY RESIGNS LUCKY STRIKE ACCOUNT

Foote, Cone & Belding announced yesterday that it had resigned the \$12,000,000 a year American Tobacco Co. account consisting of Lucky Strike, Pall Mall and Kentitas cigarettes. According to Emerson Foote, president of FC&B, the development is a result of "general and respectful disagreement on execution of advertising" between the agency and client. Upon question-

the year. A check through Radio Daily's files for past years revealed that seldom have summer subs been set before mid-April.

Reports that the uncertainties of the international situation would bring about sharp curtailments of ad budgets were discounted by an agency exec. who said: "We get the same thing every year. It's radio's peculiar form of Spring fever. The entire industry seems to get the jitters in the Spring. But it

(Continued on Page 2)

INDIE ALL-STAR SHOW FOR HEART FUND SET

Added impetus to the final weeks of the New York Heart Association campaign will be supplied by New York's indie stations via a special all-star show Friday night, 9-9:30 p.m.

Stations carrying the show live will be WBNX, WEVD, WINS, WMCA, WNEW, WNJR, WNYC and WOV, WHN and WHOM will re-broadcast.

WITH Planning FAX Showing

Baltimore—The first public demonstration of newly-perfected facsimile transmission and recording equipment will be broadcast by WITH in cooperation with the Baltimore News-Post beginning Wednesday, April 7th.

Embodying newly perfected technical refinements, the equipment will be capable of high fidelity reproduction of pictures and text at a rate of more than 3" a minute. The public demonstration will be broadcast from South Hall of Hotel Emerson where the Baltimore News-Post will employ a full staff of ideal workers to prepare special facsimile editions daily of what has been described as "the newspaper supplement of the future."

The transmission will be carried on WITH's F-M station on 104.3 megacycles, beginning at noon April 7th.

SIEGEL TO SPEAK

Seymour Siegel, director of WNYC, will address the New York Federation of Women's Clubs in New York next Monday, March 29, in the first of a series of forums on radio.

Tele Interference

Hollywood—To insure interference-free reception of television, the Los Angeles City Council, has been asked to adopt a resolution governing use of diathermy in downtown Los Angeles. Downtown stores, it is claimed, are unable to provide suitable demonstrations on television receivers because of diathermy interference. A committee will probe the matter.

ing, Foote admitted that this disagreement did not prevail prior to the death of George Washington Hill, Sr., at which time Vincent Riggio became president of American Tobacco. FC&B's resignation (effective March 22) came only three days after that of George W. Hill, Jr., who resigned as vice president and chief of American Tobacco with

(Continued on Page 2)

RADIO DAILY'S "NEW LOOK" IS DUE TO THE N.Y. PRINTERS STRIKE



Vol. 47, No. 59 Fri., Mar. 26, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 8807
WASHINGTON BUREAU
Andrew H. Older, Chief, 6417 Dahlgren Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
1417 Ashland Bldg., 135 No. Clark St.
Phone: State 2332

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

FINANCIAL

(March 25)
NEW YORK STOCK EXCHANGE

	HIGH	LOW
AT&S	149 1/4	149 1/8
CBS'B'	25	24 3/4
Fmnswth	6 7/8	6 7/8
Gen. El.	35 3/8	35
Philco	30 1/2	30 1/4
Ph.Pfd	85 7/8	85 7/8
RCA Com	10	9 7/8
RCA Pfd	70	70
Stew. W.	13 5/8	13 5/8

OVER THE COUNTER

	Bid	Asked
Du Mont	9 1/2	10 1/4
Strom C.	14 1/4	15 1/2

10 YEARS AGO TODAY

(From the files of Radio Daily)
James C. Petrillo, president Chicago AFM local, rejected offer of National Association of Performing Artists to head the organization... Thomas Velotta, of NBC sustaining division, promoted to assistant to Phil Carlin, sustaining department head.

★ COMING AND GOING ★

E. R. BORROFF, executive veepee in charge of ABC's central division, and **J. L. STIRTON**, general manager of the division, are in New York.

HOWARD K. SMITH, head of CBS web's news staffs in Europe, off to Geneva for the sessions of the UN's Freedom of Information conference.

GEORGE B. STORER, the president of Fort Industry Co., in town over the week-end for business conferences.

FRANCIS H. BRINKLEY, vice-president of WILM, Wilmington affiliate of the American network, in N. Y. for confabs with ABC officials.

LOWELL THOMAS, Columbia network commentator, to Montreal. Tomorrow's newscast will originate at CKAC.

LARRY HARDING, program manager at WVET, Rochester, N. Y., in New York this week on business.

SUMMER SHOWS

(Continued from Page 1)

doesn't do too badly in the Summer, and in the Fall it comes back as strong as ever."

It appears probable, however, that there will be a trend toward cheaper summer shows this year. Increasing popularity of audience participation programs and mysteries, coupled with relatively low production costs, make them a safe bet for heavy network scheduling.

Replacements set thus far are "Rexall Summer Theater," with Pat O'Brien, in the Jimmy Durante seg. on NBC for United Rexall, through N.W. Ayer; Nelson Eddy for Al Jolson, on Kraft Music Hall, through J. Walter Thompson; Frankie Carle's ork will replace Phil Spitalny on the Electric Hour, but this is believed a permanent switch.

On the speculative side, Tex McCrary and Jinx Falkenburg are pencilled in by Bristol Meyers and Y&R for Duffy's Tavern, and Goodman and Jane Ace on CBS may get the nod from Philip Morris as replacement for the Shore-James-Mercer stanza which will shift to NBC Apr. 20, for some sponsor replacing Milton Berle.

LUCKY STRIKE

(Continued from Page 1)

the statement that "my operations have been hampered with executive decisions with which I am in fundamental disagreement." Lucky Strike and its sister brands, FC&B's first account when it opened early in 1943, represented about 20 per cent of the agency's total business in 1947. It also amounted close to but under 50 per cent of all billings handled by the New York office.

Footo said the resignation was entirely "voluntary" and not because of any expectation that the sponsor was about to shift agencies. He said his partners Don Belding and Fairfax Cone, left the decision up to him and that first he offered to resign himself, leaving the way open for the other two to keep the account. His suggestion was turned down and then he decided on his own to drop American Tobacco. No agency has been named to take over the account.

N. W. Ayer & Son is the only other agency at present handling a Lucky Strike account—a detective program which starts on NBC television next month. While FC&B resigned the business as of last Monday, it will continue to service the account until the switch can be made to another agency.



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 one. 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

BEHIND THE MIKE

By SID WEISS

All the top singing stars in H'wood flocking to the Papillon to hear Thelma Carpenter's great warbling. (The gal can really show 'em a thing or two)

Staats Cotsworth (Casey, the Crime Photographer) guesting on CBS "Give and Take."

It's hardly revealing a secret to mention the barrier between newspaper sport scribes and aircasters. But what we started out to item was for the first time we know of, the Met Basketball Writer Ass'n invited an aircaster (WJW's Marty Glickman) to sit on the dais at their annual get-together the other nite.

Frank Cooper Associates handling new Pete Arnell show, "Hold Your Own," now being waxed for CBS audition. Walt Frammer is writing and directing.

Reader's Scope featuring yarn on Jack Barry's "Juve Jury."

Una Mae Carlisle headlining the new show at the Club Ebony.

EDITORIALIZING STATEMENT

Statement on editorializing by CBS prexy Frank Stanton before the FCC has been reprinted in booklet form and is being mailed by the web to editors, agencies and others interested.

ANOTHER ABC AFFILIATE

ABC will add its 267th affiliate Aug. 1 when WJPS, now under construction in Evansville, Ind., goes on the air. Station will broadcast on 1330 kilocycles with 5,000 watts daytime power and 1,000 watts at night. Robert McIntosh is manager of WJPS.

★ AGENCY NEWSCAST ★

CLIFFORD L. FITZGERALD, a principal in Dancer-Fitzgerald-Sample, Inc., hereafter will devote the major share of his time as director of creative work and chairman of the plans boards for all D-F-S operations in Chicago, N.Y.C. and Toronto. Samuel M. Sutter, formerly copy chief, Biow Co., Inc., and Howard W. Newton, formerly vice-president and copy chief of J. M. Mathes and Donahue & Coe, Inc., have joined D-F-S as vice-presidents. They'll report to Fitzgerald.

TRANS WORLD AIRLINE has launched special advertising campaign in newspapers and over radio stations in five cities through BBD&O. Stations being used are: KMBC, KCMO, Kansas City; WOR-WJZ in New York; KHJ, KCCA, KMPC, Los Angeles; KFRC, KGO, KNBC, KJBS, San Francisco, Cal.; WIND, WGN, WMAQ and WENR, Chicago.

ROGER A. PURDON has joined the copy dept. of Kenyon & Eckhardt, Inc. He formerly was associated with Young & Rubicam, Inc.

JOSEPH F. HARDS has been named manager of the London Full Range Library Service, subsidiary of the London Gramophone Corp. He formerly was associated with Muzak and the A.F.R.S.

ST. LOUIS advertising - its quality and importance - will be stressed in the 4th Annual Exhibit to be sponsored by the Women's Adv. Club of St. Louis at Hotel Jefferson, May 11, 12, 13.

DAY, DUKE & TARLETON, Inc. New York advertising agency, has been engaged by Lever Bros. Co., Cambridge, Mass., to handle the advertising of a new Lever product to be marketed shortly, John F. Gilman, Lever vice-president in charge of advertising, announced this week.

SHERMAN H. DRYER PRODUCTIONS has signed James Dunn, former movie star and Academy Award Winner, for the lead in a new situation comedy series, "Chuckie Charlies," which will be auditioned today at NBC.

ALFRED PAUL BERGER COMPANY has been named advertising agency for Sylvette, Inc., a chain of corset and lingerie shops in N. Y. and Jersey.

RICHARD DANA, free lance writer-director, has just completed a two-months assignment preparing a recorded series for Young & Rubicam

SOUTHWEST

The Hays County Broadcasting Co., at San Marcos, has been granted a license for a standard broadcast outlet to operate with 250 watts on 1470 kilocycles. Charles L. Cain has 75 per cent interest while Merl Saxon has 25 per cent. Both are radio engineers and have an application pending with the FCC for another outlet at Galveston. Saxon also has a 25 per cent interest in KBUD, Athens.

King H. Robinson, general manager of KATL, Houston has announced a \$200,000 expansion program for the station. Proposed changes include leasing of the entire floor of the Houston's State National Bldg for the studios of KATL-TV which will be located on the 11 floor. Newcomers to the staff of KATL include B.C. Moses as account executive and Allen F. Livers as public relations chief.

In recognition of National Girl Scout Week, Murray Cox, WFAA, Dallas agricultural director interviewed on his regular Saturday airing March 20 Mildred Solez, Girl Scout executive; Mrs. F.J. Hicks, local Girl Scout troop leader; Mrs. Hick's son, Bob, member of a local Cub Scout troop and her daughter, Patricia, a Girl Scout. The group will discuss the program of food conservation for the aid of Europe.

KTSA, San Antonio have made arrangements to transcribe the CBS documentary "Report Card" which is to be aired on March 24 and will offer the program to schools, civic clubs and Parent-Teacher groups for discussions purposes. Letters have already been written the various groups calling attention to the broadcast and the transcription.

BMB REPORTS

BMB's Study No. 1 station and network audience reports are now available at one-half the former price. Old price of the network report was \$25 while station audience reprints sold for \$65. Price of these two has been cut in half but the cost of individual station audience reprints remains unchanged.

“Try the economy size”

Why do most of the biggest users of Radio buy “TYPE 1” networks—the two top networks—though time on them “costs” more than on the other two?

Because in Radio (as in all other forms of distribution) the “big economy size” proves the better buy. Because *larger* audiences mean *lower* costs!

The two major U.S. networks have a balance of facilities that deliver more *coverage*. This—combined with their stronger programming—means *larger audiences delivered to advertisers at lower costs per listener*.

And in this final advertising pay-off, the impartial figures show that...

CBS delivers LARGE audiences at a LOWER cost than ANY other network*

*Write for the facts, if you haven't yet seen them.



COAST-TO-COAST

WONS ADDITIONS
Hartford, Conn.-
New additions to
the WONS announc-
ing staff include
Owen McFarland and
Irving Edwards. Mc-
Farland was former-
ly with WMCA
in New York City,
while Edwards was
heretofore asso-
ciated with WRNY,
Rochester, N. Y.

JOINS PRESS CLUB
Denver, Col.-Shel-
don "Pete" Peter-
son, KLZ news and
special events dir-
ector, was recent-
ly elected member
of the Board of
Directors of the
Denver Press Club.
He is the only
radio representa-
tive on the club's
nine-man board.

TO LEAD CONCERTS
El Paso, Texas- H.
Arthur Brown, mu-
sical conductor
of the El Paso Sym-
phony Orchestra and
musical director of
KROD, has been cho-
sen to conduct the
New Orleans summer
"pops" concerts.
Three programs will
be presented each
week during June
and July in Beau-
regard Park.

WHBC NEWS EDITOR
Canton, Ohio- Al A
Frances, formerly
with Merriam and
Martin, public re-
lations firm in
Cleveland, is the
new WHBC news ed-
itor



WINDY CITY WORDAGE...

DELORES MARSHALL 19-YEAR-OLD WGN SCRIPT
TYPER WHO MADE HER PROFESSIONAL RADIO DE-
BUT THIS WEEK ON MUTUAL'S "VOICES OF
STRINGS" PROGRAM AND IS HAILED AS A DIS-
COVERY," IS BY NO MEANS AN AMATEUR..SHE'S
BEEN SINGING FOR 12 YEARS AND HAS HAD
SEVERAL PROFESSIONAL SINGING ENGAGEMENTS
AT MIDWEST SUPPER CLUBS AND HOTELS..WHEN
THE RECORDING BAN IS LIFTED CHICAGOAN
JERRY LESTER INTENDS TO ACCEPT ONE OF
THOSE OFFERS HE'S RECEIVED FROM RECORD-
ING COMPANIES TO PUT HIS COMEDY AND SONGS
ON WAX...SID EIGES, NBC VEEPEE, HERE FOR
A MEETING OF EXECS LAST WEEK, WANTED TO
KNOW IF THE SUN EVER SHINES IN CHICAGO..
LOLA AMECHE, BLUES AND JUMP SONGSTRESS
HEARD ON "JUNIOR JUNCTION" ISN'T RELATED
TO DON AND JIM. IN 1944, SHE CHANGED HER
NAME FROM LORRAINE ANNE DEANGELIS TAKING
HER MOTHER'S MAIDEN NAME OF AMECHE.....
GOV. BEN LANEY OF ARKANSAS HAS MADE LEW
VALENTINE, NBC'S DR. I.Q., AND ANNOUNCER
ALLAN C. ANTHONY HONORARY ARK. TRAVELERS.

FRANKLYN MACCORMACK'S NEW ONE HOUR A-
CROSS THE BOARD DISC SHOW, "A GREAT DAY
FOR MUSIC," ON WCFL, IS WINNING MANY
FAVORABLE COMMENTS. MAC, WHO FOR YEARS AP-
PEARED ON THE WAYNE KING SHOW & RECORDED
"MELODY OF LOVE" WITH KING, IS DOING HIS
FIRST DISC JOCKEY ASSIGNMENT HERE SINCE
THE EARLY '30'S AND HIS PLEASING VOICE..
NEAT CONTINUITY AND SHREWD MUSICAL PRO-
GRAMMING MAKES "A GREAT DAY FOR MUSIC" A
LISTENABLE SESSION.

WGN IS PUTTING PLENTY OF ADVANCE BALLY-
HOO BEHIND ITS NEW VIDEO STATION WGN-TV.
ON TUESDAY THE CHI TRIB ENTERTAINED 1000
TELEVISION DEALERS AND DISTRIBUTORS AT A
SPECIAL MEETING AT THE SHERATON HOTEL, &
ON MARCH 29TH, A SPECIAL PREVIEW WILL BE
HELD IN THE DAILY NEWS BUILDING, ALONG
WITH A TOUR OF THE THREE FLOORS HOUSING
THE "WGN-TV FACILITIES.

COAST-TO-COAST

ELECTED TO AD FED.
Nashville, Tenn.-
F. C. Sowell man-
ager of WLAC, has
been elected pres-
ident of the new-
ly organized Nash-
ville Advertising
Fed. The club's
two vice-presidents
are James Armistead,
advertising manager
for the Newspaper
Printing Corp. and
Steve May, manager
of General Outdoor
Advertising.

WCBM GETS CP
Baltimore, Md.-The
FCC has just gran-
ted a construction
permit to WCBM for
a 10,000 watt sta-
tion to operate on
680 kc. Construc-
tion on the AM trans-
mitter will begin
immediately at a
site on the Reis-
tertown Road, sev-
eral miles beyond
the city limits. The
station is now op-
erating on 1400
kc., with 250 watts.

KOAC SALUTES KBPS
Corvallis, Ore.-
KOAC, the state
station, recently
saluted the sta-
tion of the Port-
land public school
system, on that
station's 25th an-
niversary.

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY SPANARD PETER & CO.

Big enough to be smallest

Obviously, you've got the best in Radio when you can spend money for a "big" program *and still get listeners at small cost.*

That's why the shrewdest buyers of Radio—the men who use Radio most and know it best—so overwhelmingly prefer the two top U.S. networks, the **TYPE I** networks, the "big audience" networks.

Advertisers can *afford* to put a "big" program on a **TYPE I** network because *these* networks, with their stronger, better-balanced facilities and stronger schedules, *deliver more customers in more markets* to their programs—producing the lowest cost per customer in all Radio!

And more of the hundred largest users of Radio prefer CBS to any other network. For the unbiased figures show that CBS delivers its **LARGE** audiences at **LOWER** costs than **ANY** other network.



TELEVISION DAILY

Daily section of RADIO DAILY — Friday, March 26, 1948 —

TELE TOPICS

By JIM OWENS
Associate Editor

FCB's sudden exit from the Lucky Strike picture may toss another sizeable chunk of TV biz in the lap of N.W. Ayer which is already polishing a 30-min seg for the account with NBC. FCB meanwhile, is continuing Luckies' spot for another 13 weeks plus first 3 shows of the "Tonight On Broadway" aircr on CBS...

Rheingold Beer, which was hot on the TV version of the World Series last summer—only to be mixed by Silly Chandler—will be on the air in New York before another baseball season opens....NBC's "Howdy Doody," the moppets' choice for president, has 11,000 votes in the hopper to date....Yank radio reps lolling on the Champs Elysees, getting a close looksee at the Frenchies' video system.

Telecomics, Inc., has wrapped up a 52-week TV film version of the comic strip "King of the Royal Mounted." They will offer it as an open-end package..WCBS-TV's Herb Swope bedded at Harkness Pavilion with pleurisy this week.

ANIMATED COMMERCIALS
FOR TELEVISION

FLETCHER SMITH STUDIOS, INC.
1585 Broadway, New York City
Circle 6-5280-1

'LIVE' MUSIC TO SPUR SET SALES 30% THIS YR., SAY RETAILERS

Addition of live music fare to tele has already evinced "new interest" in the medium from various passive segments of the public which will reflect itself in a 20 to 30% increase in set sales this year, according to retailers.

Conclusion, based on queries made to dealers this week is that greater variety of TV fare afforded by AFM relaxation will heighten interest from the distaff side, which, up to now, were not

enthused about sports as a steady TV diet.

Manufacturers expect anticipated increase in tele receiver sales to further tax production capacity, and expect the currently heavy backlog of orders to increase "considerably" between now and the winter months. They also feel increased orders from dealers and distributors will necessitate sharp revision of production schedules made at the beginning of the year.

TV EXECS SET FOR CCNY MEET

Tele execs will be on "equal footing" with AM officials this year at the two day radio and Business Conference set by CCNY for April 13-14.

Noran E. Kersta, tele director for NBC, Paul B. Mowrey, national director of TV for ABC, and Gerald O. Kaye, Bruno-New York, will be included among the panel speakers.

KSFO SETS TELE COURSE

San Francisco—Three-month course of study in all phases of television was started by KSFO here last week, under direction of Al Towne, director of engineering at the station. Frisco expects to be on the air by fall.

FOUR JOIN ABC

Charles Holden, former CBS staffer, has been named production manager of ABC's Video department. Dick Goggin, now with WFIL-TV, rejoins the web, along with Ralph Warren and Marshall Diskin, as directors.

LASKY WARNS HOLLYW'D RE.TV

Phil—Jesse L. Lasky, veteran Hollywood movie producer with more than 1,000 film vehicles to his record, said yesterday that video will be a strong sales tool for motion pictures and that film capital execs "had better recognize it."

Lasky, who appeared in an interview on WCAU-TV announced that he planned to launch his next film discovery on video prior to any film appearances.

MOORE JOINS WCBS-TV

Arthur F. Moore, veteran radio and show biz exec, has been added to the producing-directing staff of WCBS-TV. Moore is a former Young and Rubicam production man and previously was with Kenyon and Eckhardt.

KDYL AIRS TESTS

Salt Lake City—Experimental programming of test patterns, music and commentary has been started here this week by W6XIS, tele outlet of KDYL.

EASTER MORN' ON TELE

Eastern network audience will be provided on-the-spot close-ups of traditional Easter Sunday services via programs originating in New York, Washington, Philadelphia, and Baltimore. CBS has set four straight hours of Easter pageantry, including pickup of religious ceremony from Baltimore. WABD will also air shows from Washington, plus American Theater Wing awards from the Waldorf-Astoria Sunday eve. WNBT has set religious programs featuring Bishop Oxnam and Monsignor Fulton Sheen.

W N B T



ON THE AIR AT CHANNEL 4

FRIDAY, MARCH 26

- 1:00 Home Service Club—Tex and Jinx (Swift)
- 1:30 Feature Film—"Galgotha"
- 7:30 Musical Merry-Go-Round
- 7:50 Newsreel Theater (Camels)
- 8:00 U. S. Royal Sports Time (U. S. Rubber)
- 8:15 Travel Film
- 8:30 Stop Me If You've Heard This One
- 9:00 Sports Reports (Kools)
- 9:05 NBC Television Newsreel (General Electric)
- 9:15 Cavalcade of Sports—Boxing—Madison Square Garden
- Feature Baul—Eddie Giosa vs. Rocco Rossano (Gillette)
- 10:30 Telefilms (Simon Ackerman)
- 10:40 U.P. and Acme News

SATURDAY HIGHLIGHTS

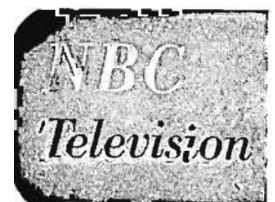
- 4:00 The Local Crowd—From Washington
- 5:00 Howdy Doady—Bob Smith
- 7:45 U.P. and Acme News
- 8:00 Ty Krum—Interviews Commander O'Neil on U.M.T.—From Washington
- 8:30 Feature Film—"Hangmen Also Die"

SUNDAY HIGHLIGHTS

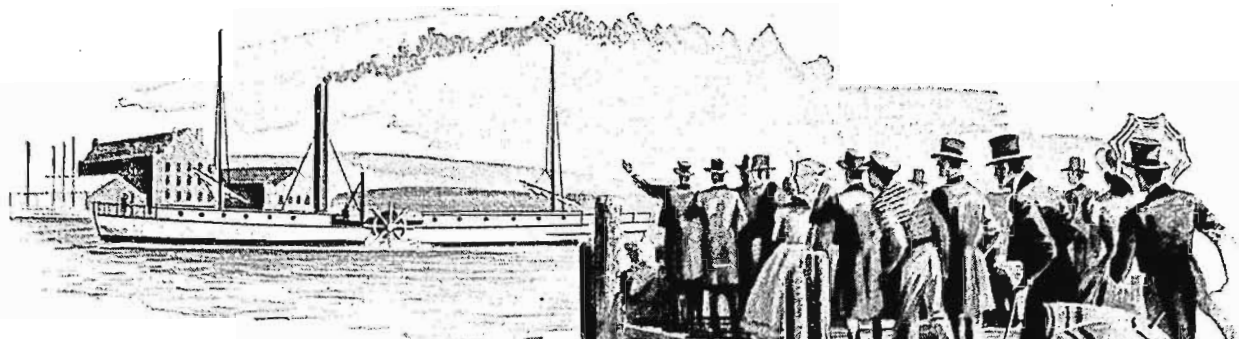
- 12:00 Easter Parade
- 3:00 Protestant Church Services
- 4:30 Catholic Church Services
- 7:50 Review of the News (Oldsmobile)
- 8:00 Theater Guild Presentation—(Stage Door)
- 9:15 Author Meets the Critics (General Foods)

WNBT SCANNING

About the Toscanini television debut Harriet Van Horne (in Monday's World-Telegram) said: "Television rose to glory this weekend—and I finally broke down and ordered a set myself." Just hold on, Harriet, honey—NBC will see that you get a set... Or you can always drop by the RCA Bldg. and look at ours. When it's Wonderful Television It's Worth Traveling.



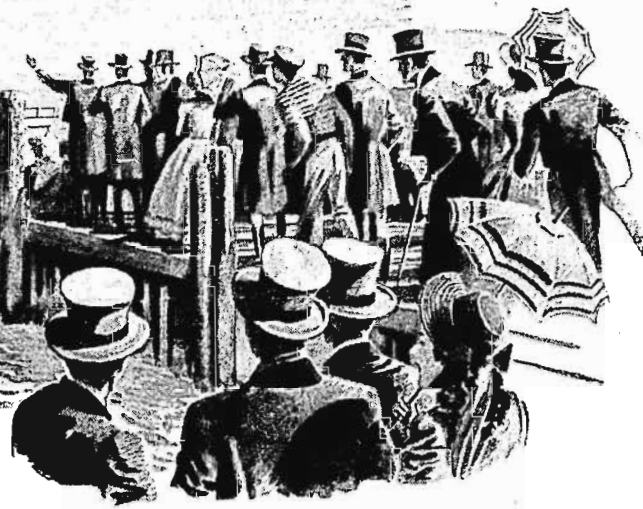
A Service of Radio Corporation of America



ROBERT FULTON



was first with his invention of the first practical steamboat, the Clermont, launched on the Hudson River in 1807... a mighty ally in the early struggle for the economic development and expansion of the United States. And WJR is...



First

IN POWER

AND RESULTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR

50,000 WATTS



CBS
THE GOODWILL STATION FISHER BLDG. **DETROIT**
 G. A. RICHARDS **HARRY WISMER**
 Pres. Asst. to the Pres.

Represented by
 PETRY

VOL. 45
 A
 Engi
 Rad
 Pe
 auto
 encir
 in th
 dio
 in-ve
 lovin
 end n
 of th
 lists
 first
 posed
 in th
 De
 of Be
 actor
 eer in
 lines
 during
 to di
 organ
 come
 of th
 tes
 asked
 bers
 audio
 Fax
 ces
 B
 He
 WLIB
 ger
 on h
 purc
 Bulc
 lear
 Di
 tran
 sion
 Mo
 An
 history
 radio
 the n
 Co.
 mite
 the h
 the
 recor
 deale



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 60

NEW YORK, MONDAY, MARCH 29, 1948

TEN CENTS

Announce CCNY Awards

Engineers Form Radio-TV Gp.

Formation of a semi-autonomous broadcast engineering group within the Institute of Radio Engineers appeared imminent yesterday following the past week-end national convention of the IRE. If established, it would be the first of several proposed specialty groups in the Institute.

Under the leadership of Royal V. Howard, director of the NAB engineering department, 25 broadcast engineers met during the IRE conclave to discuss the proposed organization. They recommended that details of the plan be circulated in the industry, and asked broadcast engineers in AM, FM, tele, audio, international, fax and kindred services for comment.

BESS TO WLIB

Herman Bess has joined WLIB as commercial manager pending FCC action on his application to purchase WOV from Arde Bulova, RADIO DAILY learned Friday.

Disposition of the WOV transfer by the commission is expected to take

(Continued on Page 6)

Mouth Organ Muddle

An RCA-Victor recording of Debussy's "The Girl With the Flaxen Hair," by Harmonica virtuoso John Sebastian, has been banned by the copyright owners, Durand & Co. of Paris. Piece was originally written for violin, and owners claim the harmonica version doesn't show "as much respect" for it. Victor records are being recalled from dealers.

Webs, Stations, Agencies Participate In 4th Annual Radio Awards Of City College Of New York

The ABC series "The Greatest Story Ever Told" walked away with the annual CCNY awards competition, winning a bronze plaque was awarded WLW, Cincinnati, for "outstanding achievement in promotion during 1947," and 14 other winners were named in addition to ten receiving honorable mentions.

Awards will be presented at a luncheon at the Hotel Roosevelt April 14 in conjunction with the college's fourth annual radio conference to be held at the hotel April 13 and 14.

PIONEERS TO DINE

The Radio Pioneers, a group whose members have been in radio 20 years or more, will hold a dinner meeting April 1

Plaque for "Story" was awarded to Rayshow, Inc., creator of the series, for "the outstanding radio program created and broadcast for the first time during 1947." The series won also, an award for Rayshow as most effective institutional sponsored show, and an award for the Kudner agency, which represents sponsor, Goodyear Tire & Co., for promotion of the stanza.

In addition to the plaque, WLW was cited for

(Continued on Page 2)

RACING SHOW SET

New York Racing Associations, comprised of major tracks in the metropolitan area, has signed for a weekly program over WMCA.

★ THE WEEK IN RADIO ★

IRE HOLDS CONVENTION

By VAL ADAMS

Institute of Radio Engineers, holding annual convention, heard Wayne Coy, FCC chairman, state speed-up in development of high-frequency television "is an urgent matter." Number of present channels are inadequate. Max Balcom, president of RMA, told engineers that radio may ex-

pand to a five billion dollar industry.

Toni Co. has jumped well into top ten on CBS sponsor list with billings of \$2,250,000 a year.... FCC ordered investigation of news policies of KMPC, Los Angeles; WJR, Detroit; and WGAR, Cleveland... In-

(Continued on Page 6)

NY Times Sets Spot Campaign

Using radio to advertising to plug an editorial subject for the first time in its history, the New York Times is mapping out an intensive campaign on behalf of forthcoming publication of Winston Churchill's war memoirs.

Campaign, which gets under way Apr. 12, employs both newspapers and radio, with latter getting about 25 percent of the total budget. Drive will run for two weeks. First installment of the memoirs will appear in the Times' Apr. 16 editions.

(Continued on Page 2)

FMA SURVEY

Washington—While 84 per cent of the nations FM affiliated stations carrying some network shows, confusion is prevalent on the question of obligation to carry "All or nothing." FMA

(Continued on Page 6)

Trend?

Survey of taverns and night clubs on Long Island indicates that patronage goes to night spots having the largest television picture. Time was, opined a bartender, when the largest stein of beer or biggest free lunch used to draw the trade away from the opposition. Now they seek out the largest and best baseball and fight pictures.



Vol. 42, No. 60 Mon., Mar. 29, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 8007

WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahloona 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** ★

LEE WAILES, veepee of Fort Industry, in charge of stations' operations, spent the week-end in N. Y., for confabs with Tom Harker, nat'l sales manager, and station reps.

WILLIAM FINESHRIBER, general mgr. of the CBS program dept., back from France, where he visited for a week as a guest of the French Government.

FRANK FALKNER, general manager of WBEK, is back in Chicago following attendance at tele conference in Syracuse.

JULIAN SCHWARZ, WSTC, Stamford, Conn., conferred here last week with executives of ABC.

RIS & STEVENS, heard on CBS, scheduled for a recital Tues. at Ft. Benning, Ga.

J. F. HOPKINS, owner of WHRV, ABC's outlet in Ann Arbor, Mich., here last week for talks with officials of the web.

DON MILLER, sales mgr. of WCBS, returning today from a trip to Chicago.

HARRY MARBLE, announcer for WCBS, went to Asbury Park Sunday to be a judge at the orchid fete held each Easter.

MEYER DAVIS is back in New York following visit to Montego Bay, Jamaica.



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!

CCNY AWARDS NY TIMES SPOTS

(Continued from Page 1)

(Continued from Page 1)

"the most effective all-over station promotion" in the 50-kw. class.

Winners in the "most effective direct-selling sponsored program" category were: Frederick W. Ziv, Inc., for Favorite Story; WAAT, Newark, for Second Honeymoon; CBS, for My Friend Irma.

Program promotion winners were: CBS, for The Eagle's Brood; Narragansett Brewing Co., for baseball broadcasts; WOWQ Ft. Wayne, for Fire; Columbia Pacific Network, for Menace in White; KLX, Oakland, for KLX Hourly news, and WKY, Oklahoma City, for Oklahoma's Front Page.

Over-all promotion winners, in addition to WLW, were: MBS; KELO, Sioux Falls; KLX, KMBC, Kansas City.

Campaign will be resumed in the Fall, when the second volume of the series appears.

Placed through St. Georges & Keyes agency, the Times radio advertising calls for across-the-board sponsorship of the 9 a.m. news program on WOR; a daily news show on WNBC, details of which had not been set by press time, and 26 spots a week on indies WHN and WNEW. In addition, the Times will plug the series on hourly newscasts on its own outlet, WQXR.

Health Aid

Los Angeles—Six patients with neuropsychiatric disorders in the Veterans Administration hospital in Los Angeles, Cal., completed a major step toward recovery when they put the finishing touches to small, three-tube radio sets they had built in the hospital's radio shop.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Send Birthday Greetings To—

March 29

Nancy Douglas Wm. H. Ensign
Bill Berns Harvey Goldin
Leon Levine Lewis King
Janice Dunn

March 30

Wm. H. Brown Mark Haas
Preston J. Pumphrey

March 31

Henry Morgan Bob Coe
Les Damon William Corley
James I. Saphier Bob Reynolds
Dwight E. Rorer

April 1

Eddy Duchin H.C. Hudson, Jr.
Jim Waldrop Linton Wells
Arthur King Roland Martini

YOELL EXPLAINS SYSTEM OF AUDIENCE INDEXING

The Yoell Radio Index "gives advertisers a sales effective rating and lets them know how many people actually heard their copy," William A. Yoell, marketing consultant, said in a luncheon speech Wednesday before the radio group of the American Marketing Association. Yoell said that the Index also assists broadcasters and sponsors increase audience ratings by taking advantage of living habits to bring listeners the kind of programs they will be in a position to hear.

The Waltz King is The Rating King!



YOUNGSTOWN
19.0

Wed. 7:30 P.M., WKBN. Beats four competing network shows: two mysteries, a drama, a comedy—almost 2 to 1.
(HOOPER—Oct. 1946, Feb. 1947)

MILWAUKEE
16.6

Sun. 12:30, WTMJ. Beats total ratings of all competing stations.
(HOOPER—Feb. Apr., 1947)

DETROIT
19.1

Tues. 7:30 P.M., WJR. 52% share of audience. Rating is more than twice competing network mystery—almost double two competing network variety shows.
(HOOPER—Dec. 1946, Apr. 1947)

CINCINNATI
12.0

Sun. 3:30 P.M., WKRC. Highest rated show on WKRC all day and night (Sunday). Highest rated Sunday afternoon show on all Cincinnati stations.
(HOOPER—Oct. Dec., 1947)

COLUMBUS
13.3

Sun. 2:00 P.M., WCOL. 54.2% share of audience. Highest rated musical show on all stations, Sunday afternoon.
(HOOPER—Fall-Winter, 1946-47)

INDIANAPOLIS
12.2

Sun. 1:00 P.M., WFBM. Double rating of nearest competition; almost four times rating of competing network musical.
(HOOPER—Dec. Apr. 1946-47)

Ziv's ⁹⁹ Wayne King Show

Tops all competition!

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP.

Here is a rating story seldom equalled by any radio show! Starting in June, 1946, THE WAYNE KING SHOW soon topped all competition in city after city. It's tops in production . . . with Wayne King and his Orchestra . . . and great stars like Nancy Evans, Larry Douglas, Franklyn MacCormack. It's tops in sponsor satisfaction as evidenced by repeated renewals and multiple market approval.

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD


TRANSCRIBED BY ZIV MEANS THE GREATEST IN RADIO SHOWS




ON THE WAY



IMPORTANT



THE 1948
YEAR BOOK
OF
TELEVISION



—Presented as a
supplement to
RADIO ANNUAL
—radio industry's
indispensable
reference book

LOS ANGELES

By RALPH WILK

Forrest W. Noble has joined Erwin Wasey in Los Angeles, to do merchandising work. Formerly on the Sales Production Staff of Campbell Soup, he was also at one time Field Merchandising Supervisor with Pacific Indoor Advertising. More recently, was Florida District Advertising Director for the Borden Company, in charge of promotion for 6 plants in Florida, Alabama and Georgia.

Franchot Tone will make three of his infrequent air appearances on top CBS shows while in New York during the next four weeks. Some of the shows set up for him include "Studio One" and the star spot on "Reader's Digest".

Disc jockey Martin Block is back at M-G-M for the third of a series of Martin Block Musical-Merry-Go-Round" shorts in addition to his regular radio commitments.



Mainly About Manhattan...!

N.W. Ayer making one of the strongest pitches for the Lucky Strike acc't, vacated by Foote, Cone & Belding, although no decision will prob'ly come through until April 7th when the American Tobacco Co. Board is skedded to hold its annual meeting. (Meanwhile, we understand that some 200 employees at FC&B are affected by the switch-over)...Ed Downs joins the exodus from Y & R to CBS. He's been a top director for years and has handled some of the leading shows there. Understand he'll handle the new Elaine Carrington ainer on CBS, "Marriage For Two"...Geo. Bernard Shaw has been invited by Jack Barry to be the first guest on his new air show, Life Begins At 80.....Al Jolson due in town in May.....As a result of the lifting of the ban on union music in television, look for a sudden revival in popularity of old time vaude tunes.

CHICAGO

By NAT GREEN

Spot business reported by WGN for the past week includes Lever Bros. Co., through Federal Advertising Agency, Inc., renewal of its daily spot on the Hol-land Engle show for 13 weeks, effective April 1; Local Loan Co., through Van Hecker, Inc. renewal of participat-ing spot on "Record Reveille" for 52 weeks, from March 29; Bristol-Myers Co., through Young & Rubicam, Inc., a daily spot on "Baker's Spot-light" for 26 weeks from March 22, and three week-ly station break an-nouncements for 52 weeks from March 23; San-Nap-Pak Mfg. Co., through the Biow Co., seven sta-tion breaks weekly for 52 weeks.

STORK NEWS

Horton Heath, director of information at NBC, be-came a grandfather Satur-day when a son was born to his daughter, Mrs. Roger V. Wellington.



KQV PROPS UP FLOPS!

A recent major Hollywood production was flopping all over the country. The producer's Pittsburgh office decided to try radio as a flop-propper-upper and picked KQV for the job. KQV came through with an interest-arousing contest and turned the picture into a solid hit in Pittsburgh. On its first run, the picture played to capacity houses for two straight weeks... just one more example of KQV's aggressive promotion policy matching the effectiveness of its 5000 watt pattern.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network • Natl. Reps. WEED & CO.

50 Kw Question:

What major Pacific Coast market does *not* have a 50,000 watt station?

50 Kw Answer:

PORTLAND, Oregon*

**But not for long!* Soon KEX will become Oregon's *only* 50,000 watt station... the station which will cover the BIG Portland trading area... most of the rest of the Oregon market... and a big slice of Washington!

KEX

THE ABC
AFFILIATE IN
PORTLAND, OREGON



WESTINGHOUSE RADIO STATIONS Inc
KEX • WBZ • WBZA • WOWO • KYW • KDKA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

THE WEEK IN RADIO

(Continued from Page 1)

dustry Music Committee held New York meeting to bring members up to date on agreement reach-

by networks and AFM.

FC&B resigned

\$12,000,000 American Tobacco account because of

disagreement on execution of advertising between

agency and client.

About 40 per cent of

total goes for radio....

CBS withdrawing Bill

Henry's five-minute news-

cast next June and sponsor,

Johns-Manville,

planning to switch to

Mutual

Decca Records has its

biggest year in 1947.

Sales ran \$32,508,718,

about two-million above

the previous year. Jack

Kapp doesn't think AFM

recording ban will have

adverse effect on '48 biz

...Ringling Bros. B&B

ordering transcriptions

from WOR Recording for

its coming air campaign.

...AFRA negotiating with

webs for cost-of-living

increase.

David Sarnoff sees tele-

vision bringing great

changes in political strategy

plus an era of "more

enlightened public opinion."

....New audimeter

developed by A. C. Nielsen

makes simultaneous

measurement of AM, FM and

tele audience. It'll also

speed up NRI reports..

NBC planning to use de-

layed recorded (via tape)

broadcasts during Day-

light Saving Time period

It's first time for NBC.

FMA asked FCC to crack

down on FM construction

permit holders "who are

negligent in putting their

FM stations on the air."

★ AGENCY NEWSCAST ★

THE DEADLINE for the fourth annual Erma Proetz Award, presented by the Women's Advertising Club, St. Louis, for most outstanding creative advertising done by a woman during the past year is April 10. The competition is open to any advertising woman in the United States, Canada, Mexico, or Cuba. First prize is \$200; second is \$100.

* * * * *

SCRIPPS - HOWARD RADIO has engaged the Branham Company as national representatives for WJWS, video station in Cleveland.

* * * * *

MARTIN C. CHAVEZ, formerly with Robert Otto & Associates, has joined Dorland, Inc., as the director of media for the overseas division.

* * * * *

BENNETT BATES, vice-president in the New York office of Erwin Wasey, and recently in charge of the discontinued Seattle office, has joined Erwin Wasey's Los Angeles office as a member of the executive committee.

* * * * *

YOUNG & RUBICAM, Inc., announces the addition of three more to its staff. John Richter, formerly of Grey Advertising, has joined the copy department; John E. Matthews, who had been with Roy S. Durstine, has been added to the copy dept. in Chicago; John S. Nagel joins merchandising dept., also in the Windy City.

* * * * *

DANIEL F. SULLIVAN CO., Boston, has announced the acquisition of Hayes Chromolithic Floors, Damariscotta, Me., as its newest account.

* * * * *

PHILIP H. COHAN, radio head, Sullivan, Stauffer, Colwell & Bayles, New York, has been elected a vice-president of the agency.

* * * * *

ED SPENCER and TOM WELSTEAD, of George P. Hollingbery Company's New York office, and Frank McCarthy and Warren Nelson, of the Chicago office, have returned from a four-day visit to Detroit, where they were guests of WWJ-TV, television station of the Detroit News.

* * * * *

MARIA J. WHITE has joined Day, Duke & Tarleton as radio time buyer. The agency, incidentally, has just elected Samuel H. Weber vice-president and general manager, and has upped G. Dudley Perrine to the post of secretary and treasurer.

* * * * *

TED BATES, Inc., has been engaged to place the advertising of American Sugar Refining Company.

* * * * *

FMA SURVEY

(Continued from Page 1)

reported today that its survey indicated 46 per cent of the 303 FM broadcasters participating thought they were required to take all or nothing and 41 per cent thought otherwise.

The policy of MBS is apparently quite clear with only five per cent thinking they had to take all or nothing. As for ABC, 57 per cent believed they had to take all or nothing, 61 per cent of the NBC affiliates thought likewise, and 84 percent of the CBS affiliates.

STASSEN & TAFT ACCEPT

Harold E. Stassen and Senator Robert A. Taft have accepted offers of quarter-hour time periods extended by CBS to seven declared Presidential candidates. Stassen will be heard March 31 at 10:30 p.m., EST,

BESS TO WL1B

(Continued from Page 1)

at least three months. FCC rejection of petition by General Broadcasting Co., of which Bess is president, to waive the AVCO ruling in the case, cleared the way for a competing bid to be filed shortly by a group headed by Ralph Weil, present manager of WOV.

Bess will take over the WL1B post today. The outlet, owned by Dorothy S. Thackrey, publisher of the New York Post, has been operating in the red for several years, and Bess has a reputation in the trade for being able to make a station pay off.

TELEVISION DAILY

Daily section of RADIO DAILY — Monday, March 29, 1948 —

TELE TOPICS

By JIM OWENS
Associate Editor

Movie industry getting more concerned about TV's mushroom growth. Southern California Theater Owners Association has called an important confab this Wednesday to mull a progress report. Group will also witness new showing of theater video equip... Jesse Lasky, H'wood film topper, followed his plug of tele last week with a trailer of "Miracle of the Bells" to hike opening of the movie in Quaker Town Friday night.

Lou Sposa, the TV author joins the McCann-Erickson video staff this week to team up with Tom Hutchinson on the Swift show. Latter has also turned out a tome on TV... Bob Emery has inked a new long-term pact with Du Mont, thereby axing rumors he'd exit to NBC with his two packages "Small Fry" and "Rainbow" ... 200 representatives of CBS stations hit the Big Town over the weekend for the network's TV clinic at the Waldorf Wednesday.

One out of every five Chicagoans planning to buy a video set, according to poll of last week on ABC's Welcome Traveler ainer. Fred Bate, one of the radio reps on trip to Paris, sez the French video image is "perfect." System uses 819 lines... WFLJ-TV debuted new show last week with an apt tag "Bowling Like Sixty" with Bill Sixty at the mike... Mars Television, Inc. has unveiled its table model to sell for \$395.

BRITISH MUSICIANS, THESPIANS TO NIX TELE AFTER MAY 31

BY CABLE

LONDON----EXPECTED FLARE-UP BETWEEN MUSICIANS & PERFORMERS HERE AND THE BBC REGARDING TELEVISION CONTRACTS HAS RESULTED IN A BAN ON UNION MEMBERS IN THE MEDIUM AFTER MAY 31, IT WAS ANNOUNCED HERE LAST WEEK AFTER A JOINT MEETING OF EQUITY, VARIETY ARTISTS FEDERATION AND THE MUSICIANS UNION.

HOWARD SETS WABD 52 WKS

Howard Clothes, national men's clothing chain, has signed a 52-week contract to sponsor Tuesday night boxing matches on WABD for "approximately \$100,000," it was announced Friday by John McNeil, manager of commercial operations for the Du Mont web.

BBC, ALTHOUGH IT DIDN'T ISSUE A STATEMENT IN RESPONSE, SAID IT HAD BEEN "SURPRISED" TO LEARN THAT THE UNION "REGARDS NEGOTIATIONS AS HAVING BROKEN DOWN.. BECAUSE WE ARE STILL IN CORRESPONDENCE WITH THEM." BBC SAID IT HAD SENT A LETTER TO THE UNIONS RECENTLY ON THE MATTER, HAD RECEIVED REPLY FROM ONLY TWO.

WCAU-TV IS CBS' FIRST AFFILIATE

CBS has signed WCAU-TV, Philadelphia outlet, as its first tele network affiliate, it was announced by William S. Paley, chairman of the board, and Dr. Leon Levy, president and general manager, WCAU-TV.

Pact calls for direct and immediate "live" service between stations in cities served by relay or cable facilities.

The Week in Television

INDUSTRY SET TO ADD "LIVE" MUSIC PROGRAMS

Industry took quick stock of itself with addition of live music, made immediate provision to duplicate AM shows on tele. NBC and CBS hit the wire first, with dupe broadcasts of Toscanini & Ormandy... ABC signed WFIL-TV (Phila.) as its full-time video affiliate is expected to wrap up WJAL-TV (Wash.) and WJAR-TV (Balt.) in couple of weeks... Tele and radio combined to break all previous attendance records at Milwaukee polls, drew 20,000 more than record high set in 1941.

AT&T announced it would file new cable and relay rates with FCC this week, scaled up to \$35 per month per "airline" mile. Previous rates had been based on circuit mile.

W N B T



ON THE AIR AT CHANNEL 4...

MONDAY, MARCH 29

- 7:50 Newsreel Theater (Camels)
- 8:00 Feature Film—"Law and Lead"
- 9:00 NBC Television Newsreel (General Electric)
- 9:10 Cavalcade of Sports - Boxing - St. Nicholas Arena
- 10:00 Feature Bout—Smuggly Hursey vs. Jose Basora (Gillette)
- 10:30 Sports Film (Philco)
- 10:42 U.P. and Acme News

TUESDAY, MARCH 30

- 3:50 Bowie Horse Races—From Washington
- 5:00 Howdy Doody—With Bob Smith
- 7:50 Newsreel Theater (Camels)
- 8:00 Television Screen Magazine—Variety
- 8:40 Wrestling—From St. Nicholas Arena
- 10:30 U.P. and Acme News

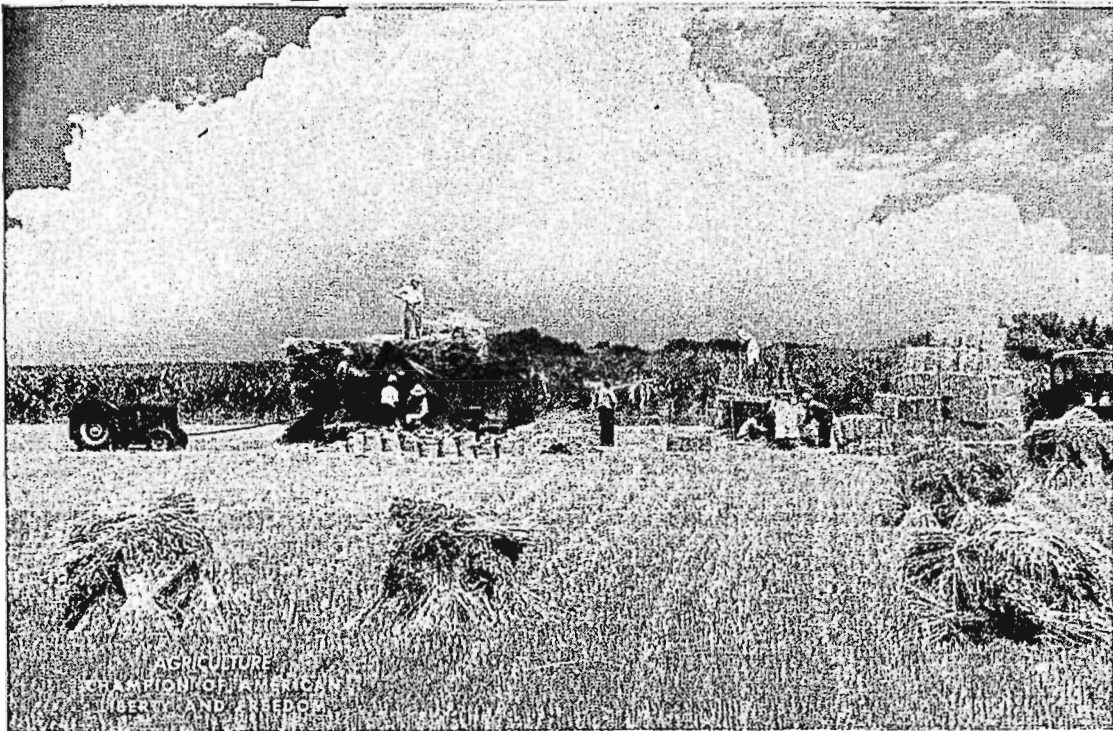
TODAY'S STORY...

The National Boxing Association has urged a general tidying-up of the sport for television with a few interesting recommendations. Insistence on neat attire for boxers, seconds, and referees and announcers is one. Another: "correct and proper" language and grammar. The most fascinating resolution was that the use of towels and buckets should be supervised. Television just doesn't know its own strength.



A Service of Radio Corporation of America

**LET'S GO
AMERICA**



AGRICULTURE
OF MICHIGAN
MILLS AND WEDS

**MICHIGAN'S GREATEST
ADVERTISING MEDIUM**

WJR

50,000 WATTS



C. B. S.

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

Represented by
PETRY

OWEN F. URIDGE
V. P. and Gen. Mgr.

VOL. 41
Mut
Sho
Mutua
sales f
ter of
five pe
er the
ear, a
Barnes,
increas
ex bus
rewals
account
contract
ship of
Shotwel
"Billy
"Teenti
timers,
First C
Scienti
progra
JOIN
Web o
was sig
tween W
indie,
Network
coverin
Ownes
ten ste
lization
under c
FM stat
San Q
Rance be
of the or
the World
states de
library of
members
abroad &
in honor
as "Time
"They D



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 61

NEW YORK, TUESDAY, MARCH 30, 1948

TEN CENTS

"Luckies" Account To BBD&O

Mutual Sales Show Increase

Mutual's gross time sales for the first quarter of 1948 will show a five per cent increase over the same period last year, according to Jess Barnes, MBS sales veepee. Increase is reflected by new business, contract renewals and expansion of accounts. Recent 52-week contracts include sponsorship of "True or False" by Shotwell Manufacturing Co. "Billy Rose" by Barbasol; "Teentimers Club" by Teen Timers, Inc.; and the First Church of Christ, Scientist for a Saturday program.

JOIN RURAL WEB

Web operating agreement was signed yesterday between WGHF, New York FM indie, and Rural Radio Network, Inc., of Ithaca, covering upper New York. Owned and operated by ten statewide farm organizations, the web has under construction six FM stations.

Exclusive

San Quentin, Cal.—San Quentin Prison here will get the equivalent of its own disk jockey, according to Warden Clinton Duffy, who states that the prison has a big library of recordings and request numbers will be played over the intercell hookup. Selection of titles is humorous (from the outside) such as "Time On My Hands," and "They Didn't Believe Me" etc.

To Succeed Foote, Cone & Belding; \$10 Million Budget; 60% Radio

Batten, Barton, Durstine & Osborn was appointed yesterday to handle the radio account for the Lucky Strike cigarettes, effective immediately it was announced by American Tobacco Co. Account will run to about \$10,000,000 per year and with approximately 60 per cent going for radio, it means that BBD&O's radio billing will be doubled. BBD&O was seventh on the list of total radio billings by agencies last year, the figure hitting slightly above \$6,500,000.

American Tobacco's announcement said that "the Lucky tele-

vision account will continue with N.W. Ayer & Son, Inc."

Another slice of the American Tobacco account---Pall Mall cigarettes---held by FC&B has gone to Sullivan, Stauffer, Colwell & Bayles. Pall Malls are distributed by American Cigarette and Cigar Co., subsidiary of the parent company. Account runs about a million, seven hundred thousand a year, some \$1,200,000 going for radio.

Announcement of the agency switch came only four days after Foote, Cone & Belding reported that it had resigned the account as of March 22.

Wire Services Release Pact

Three major wire services---UP, AP and INS---have agreed jointly to handle advance news releases by a designated method so there can be no discrimination against either radio or newspapers. In times past there have been cases in "hold for release" material where two different release times were stipulated by the source, one for radio, another for newspapers. Hereafter, the wire services will make it standard practice to recognize only the earlier release time.

NEW HILL SEG

Edwin C. Hill's five-minute news strip has been officially set to start on ABC under Kelvinator sponsorship April 26. Show will be heard Monday through Friday at 7 p.m., EDT, on the network and at 6:30 p.m. on WJZ, New York.

CALIFORNIA COMMENTARY

HOLLYWOOD...

Carlton Alsup, long time radio producer and agent, took his wife, Sylvia Sidney, to Las Vegas Easter Sunday to do the commentating on the Western Easter parade at the hotel El Rancho Vegas. Sylvia has never been nearer to a horse than her husband's sport coats before, but she knows fashions. Having been on several best dressed lists in the past few years. Because of the continuance of a virus infection in his left eye, Garry Moore has deferred for two weeks his projected junket to New York. Originally slated to broadcast his April 4 "Take It

(Continued on Page 8)

Record Innovation

Plans to package phonograph records individually in heat-sealed cellophane bags to eliminate unnecessary handling and replays in dealers' stores was announced yesterday by Richard Weil, advertising and sales promotion director for the Tempo Record Company of America. Innovation, according to Weil, also gives distinctive packaging to the company's records.



Vol. 42, No. 61 Tues., Mar. 30, 1948 Price 10 Cts.

JOHN W ALICOATE Publisher
FRANK BURKE Editor
MARVIN KIRSCH Business Manager

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

WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Bahlonega Rd
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., (55 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

★ COMING AND GOING ★

DAVIDSON TAYLOR, vice-president and public affairs director for CBS, sailed Saturday for European tour of 4 nations.

J. B. Conley, manager of Westinghouse stations a visitor Friday at the headquarters of NBC.

ROBERTO UNANUE, asst. director of Latin-American relations at Columbia, has left for Bogota.

TED MALONE and his ABC program personnel broadcast today from Chicago; tomorrow from K. C.

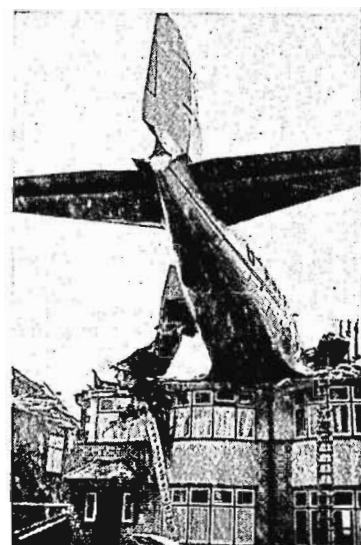
EDWARD TOMLINSON, commentator on NBC, now is in Colombia, S. A.

GUY LOMBARDO and band scheduled for appearance today in Pittsburgh.

WILMER SWARTLEY in N. Y. Friday from WBZ.

BERT LEE, accompanied by GUY LEBOW, returning from Detroit, where they aired the playoffs held for the Stanley Cup.

GENE AUTRY spent Easter in St. Louis, broadcasting over KMOX-CBS.



Nose Dive

That shot of an air wreck we thought was a honey of a spectacular. The plane piled into four houses just outside of London.

The caption on the picture said that the crew of four and one passenger escaped miraculously. The people in the houses weren't hurt either.

It just goes to show that things aren't always as bad as they look. That goes for business, too. If your sales have nose-dived in the Baltimore market . . . you can still get up where you belong. The way most advertisers do is to put radio to work . . . and sales by radio in Baltimore means W-I-T-H.

That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. Use W-I-T-H and you'll be on your way up again!

FINANCIAL

(March 29)

NEW YORK STOCK EXCHANGE

	High	Low
AT&T	149 1/2	149 1/4
CBS'B'	24 5/4	24 3/4
Fmswth	6 1/2	6 1/2
Gen. El.	35 1/4	34 3/4
Philco	30	30
RCA Com	10	9 3/4
Stew. W.	13 1/4	13 1/4
Zenith	23 5/8	23 1/2

CURB MARKET

Nat. Un.	2 3/4	2 3/4
----------	-------	-------

10 YEARS AGO TODAY

(From the files of Radio Daily)

Independent broadcasters of the NAB appointed a committee of five to discuss contract terms with AFM . . . ('Whistle While You Work' and 'Heigh Ho') drawing phenomenal play from networks.

★ AGENCY NEWSCAST ★

ADVERTISING FEDERATION OF AMERICA has elected to membership: The Englander Co., Chicago; J. L. Hudson Company, Detroit; Farm Bureau Mutual Automobile Insurance Co., Columbus, Ohio; Paul Kleatner & Co., Inc., Newark, N. J.; Krieger Publications, Inc., New York, and Andalusia Broadcasting Company, Andalusia, Alabama.

LOUIS M. HEYWARD has resigned as the director of radio and television at Emil Mogul Advertising Company to accept the post of director of production and sales promotion co-ordinator for Fashion Council Films, New York. Heyward formerly had been account executive and radio director of Russell Birdwell Associates, also scripter for AP.

JEANNE BLACKWOOD, formerly with the publicity department of J. Walter Thompson, has been named publicity assistant at WINS. She succeeds Madelyne White, who has joined the CBS tele staff as secretary to Jerry Danzig.

THE ADVERTISING COUNCIL has moved its Washington office from 1010 Vermont Ave., to 1200 Eighteenth Street, N. W.

ROBERT SEIDEL, president of Seidel Advertising Agency, has announced appointment of Oscar Harris as vice-president directing art and production.

AM FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



On behalf of
Mrs **RONALD COLMAN**
 and the entire cast of
Favorite Story
 we thank you for the
Award of Merit
C. C. N. Y. Competition

OUR THANKS TO:

... the *judges* of the CCNY Competition who selected "Favorite Story" for the AWARD OF MERIT.

... the *educators* who are using "Favorite Story" programs in classrooms.

... the *listening public* who show their preference for "Favorite Story" in ever higher Hoopers.

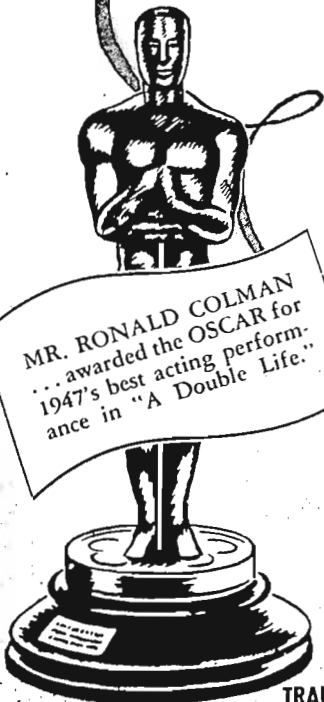
... the *sponsors and stations* whose imaginative and powerful promotion has contributed so greatly to the success of "Favorite Story."

104
 HALF-HOUR
 PROGRAMS
 NOW
 AVAILABLE

We knew that "Favorite Story" was radio's most brilliant dramatic program. Hundreds of satisfied sponsors confirmed this conclusion. We are proud that the judges of the CITY COLLEGE OF NEW YORK COMPETITION chose this show for the AWARD OF MERIT—proving that great stars, a great cast, great music, great scripts, great production, great promotion, great tie-ins, make for great rewards and awards.

TRANSCRIBED BY ZIV MEANS THE GREATEST IN RADIO SHOWS

MR. RONALD COLMAN
 ... awarded the OSCAR for
 1947's best acting performance in "A Double Life."



CHICAGO

By NAT GREEN

Johnny Nesbitt's 'Passing Parade', transcribed show conceived and organized by the co-op department of Mutual, has picked up 50 new sponsors since it began Last February 2.

'R.F.D. America,' which has been broadcast from Chicago since its start less than four months ago, will put on its first out-of-town broadcast on April 1 as feature of the grand opening of KNOX, newest Grand Forks, N.D. 1 station. Show will originate from the Grand Forks central high school auditorium.

Four WBBM publicity men—Don Kelley, Dave Moore, Chuck Willey and Don Danielson—will appear on WBBM's 'Party Time' show on April 3, when they will be given a chance to test their mike technique.

Lew James, director of vocal auditions for WGN, will be heard on the 'Harvest of Stars' program April 14, when he will join the Revelers, with whom he was formerly associated, for the one night.

Calling at Mutual' Chicago Offices the past week were Hugh Norman manager of KSTT, Davenport, Iowa; Frank Bishop and Gene O'Fallon of KFEL, Denver, and Richard Fairbanks of WIBC, Indianapolis. Les Learned, assistant MBS engineer, and Hal Wagner, assistant network program manager, both of New York, also were in town to discuss daylight savings plans with WGN executives.



Mainly About Manhattan. . . !

"THE BIG TIME," ORIGINALLY CUT AS A HALF-HOUR SHOW WITH GEORGIE PRICE, MAY WIND UP AS A ONE HOUR STANZA WITH MILTON BERLE IN THE SADDLE..BILL TODMAN LOOKING FOR NAME STAR TO TAKE OVER HIS NEW OPEN END E.T. "TREMENDOUS TRIFLES".....AS A GIMMICK TO CELEBRATE ITS 25TH ANN'Y, WOW IN OMAHA, (THRU ITS PRES. & GEN'L MGR., JOHN GILLIN, JR.), HAS DEPOSITED ONE BUCK TO THE CREDIT OF RADIO EDS IN THE OMAHA NATIONAL BANK. (AT LEAST WE WILL NEVER BE BROKE NOW).....ALLEN ROTH HAS WON THE BANDLEADER SPOT ON VARIETY SHOW REPLACING BURNS & ALLEN FOR THE SUMMER.. "AMERICAN FORUM OF THE AIR," A MUTUAL SUSTAINER, GOING TO BE TRANSCRIBED AND OFFERED FOR CO-OP SPONSORSHIP.....KEYES PERRIN NEGOTIATING WITH THAT FAMOUS PERFUME MFR. TO SPONSOR HIS AL SCHACHT SHOW ON TELEVISION CHANNEL #5..ARTHUR MOORE (REMEMBER "ARTHUR'S PLACE"?) TO BECOME HEAD OF CBS TELE, WE HEAR.....BILL ROSE DOESN'T LOSE ANY MONEY WHEN HIS TUES. & THURS. SPONSOR, MUSTEROLE, PULLS OUT ON APRIL 8TH. BARBASOL STARTS PICKING UP THE TAB ON THE 13TH...

THAT OPTION ON THE MEREDITH WILLSON SHOW, WHICH GEN'L FOODS TOOK, IS FOR THE FALL AND NOT THE SUMMER, AS MANY FIGURED.....RUBE GOLDBERG'S "DRAWING GAME," NEW KERMIT SCHAFER TELE PKG, WHICH PREEMED OVER NBC LAST WEEK, DREW OVER 3000 LETTERS ON ITS INITIAL PERFORMANCE...DURING A WAR, POINTS OUT THAT OLD CYNIC, - TIM MARKS, SOME NATIONS THINK IT PAYS TO HATE, BUT LATER THEY HATE TO PAY..... JUDY GERSHWIN'S VOCALIZING ON THE PAUL WHITEMAN SHOW PLUS HER CURRENT LA RUBAN BLEU STINT HAS RADIO ROW PLENTY EXCITED. LYN DUDDY'S FIRST LIBERTY PIECE, "THE CLUTCHING CLAUSE," OUT IN THE CURRENT ISSUE...LATEST NETWORK AIRER TO LOSE ITS SPONSOR BECAUSE OF TOO EFFECTIVE A SELLING JOB IS ABC'S "THIS IS ADVENTURE," WHICH HAS BEEN RESPONSIBLE FOR OVER -ENLISTMENT IN THE U. S. COAST GUARD.....

SOUTHWEST

First of a new series of 13 programs titled 'Opera-Once Over Lightly' will begin this week on WFAA, Dallas. This show will offer an unusual musical treatment, similar to the old network show, 'Music of Lower Basin Street'. Scripts will be written by R. A. Bradford.

A new program 'Revue of the New' is being aired over KTTA, San Antonio each Saturday and features the voice of Ben Baines, veteran south Texas editor who analyses the week's news. He was former city editor of the San Antonio Evening News.

Construction is under way on Hamilton's new standard broadcast station to be known as KCLW, permit which was granted five months ago to Clyde L. Weatherby, local businessman. Downtown studios are being built to house the office and programming departments. The transmitter building will be located two miles west of town. Outlet will operate full time with 250 watts power on 900 kilocycles.

A special broadcast 'Census of Manufacturers' was aired over WPTX, Dallas last Saturday and presented Russell E. Westberg, district supervisor of the Census Bureau's Field Service in Fort Worth and Harold M. Young, Dallas, assistant to the president of the Murray Co. one of the largest manufacturers of cotton gin equipment in the world.

About three years ago, you heard a lot about me when Okinawa was a big name in the newspapers.

I'm still laid up with wounds suffered there, but I'm coming along fine, thank you.

Besides, the Red Cross is helping me out in so many different ways, too.

It gives me needed advice on family problems and anxieties.

It provides me with recreation.

It gives me advice on government benefits and pension adjustments.

Remember me?

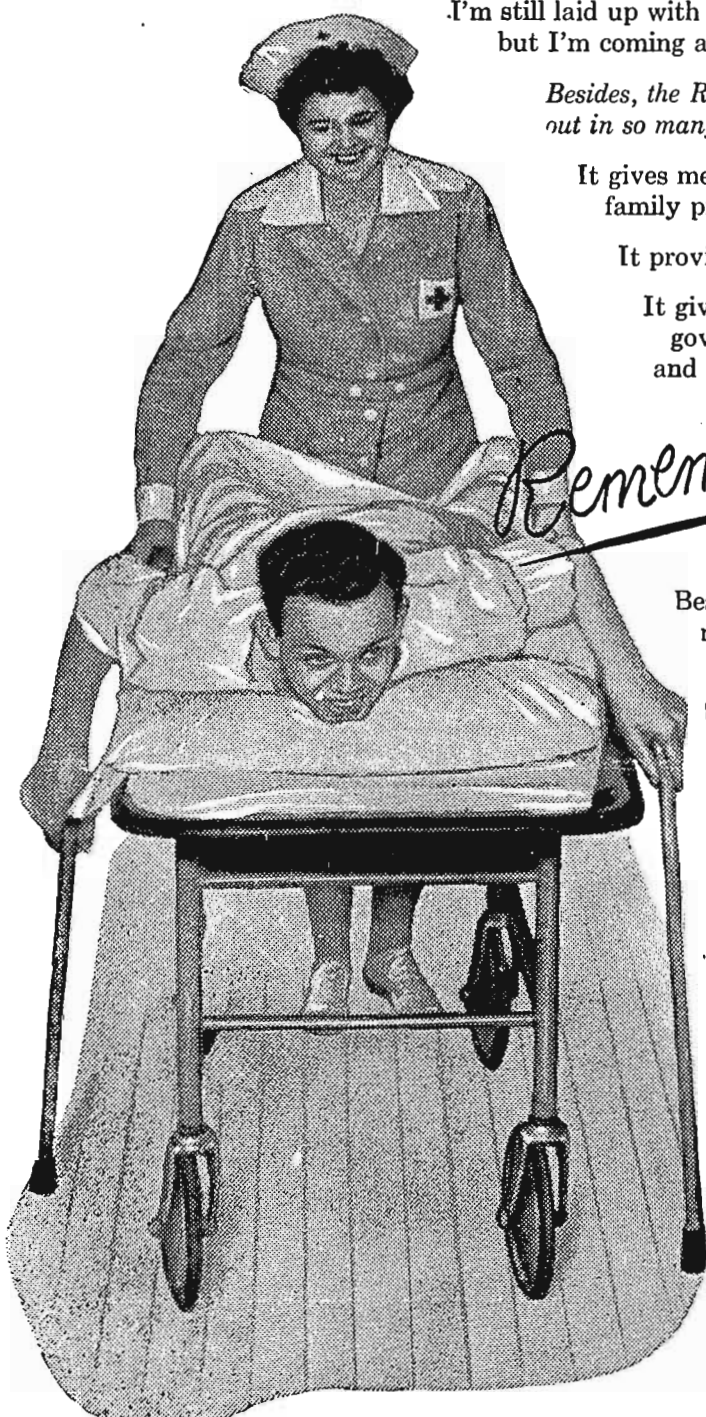
Best of all, it bolsters my morale—a guy needs encouragement sometimes.

I may not be a headliner now, but the Red Cross hasn't forgotten me.

You won't forget the Red Cross, will you?

So give—all you can—to this great friend. Right now, it's staging an important appeal for urgently needed funds.

The Red Cross depends on *you*, just as I depend on *it!*



IT'S YOUR RED CROSS... KEEP IT GOING  Give Generously!



At RCA Exhibition Hall, radio, television, and electronics are on parade in thrilling exhibits.

"World's Fair" of radio-electronic wonders...RCA Exhibition Hall

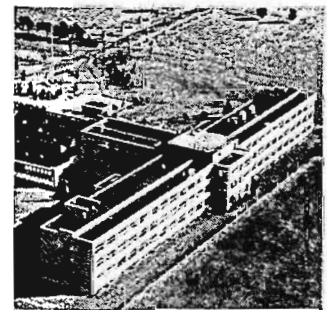
100,000 visitors every month—that's how people have responded to the new and fascinating RCA Exhibition Hall in Radio City, New York.

Like a "World's Fair," this is a place where you can watch, and even operate, many recent developments of RCA Laboratories. Television, radio, loran, the electron microscope, and other scientific achievements . . . you'll find them "on show," and thrilling to see.

For instance: step on a platform and televise yourself, see yourself in action on a television screen. Watch radio

waves heat steel red-hot in a jiffy. Hear new RCA-Victor recordings. Take home a souvenir message from globe-encircling RCA Communications—see Radiomarine's radar and how the NBC Network operates to bring its "Parade of Stars" to your home.

Conveniently located in the heart of Radio City—at 40 West 49th Street—RCA Exhibition Hall is open 11 a. m. to 9 p. m. daily. Everyone is welcome, there is no admission charge. *Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.*



RCA Laboratories, Princeton, N. J., a great research center, and "birthplace" of many of the radio-electronic achievements shown at RCA Exhibition Hall. Research conducted here is reflected in the fine quality in any product bearing the names RCA, or RCA Victor.



RADIO CORPORATION of AMERICA

TELEVISION DAILY

Daily section of RADIO DAILY—Tuesday, March 30, 1948—TELEVISION DAILY is fully protected by register and copyright.

ABC, CBS, IN TV AFFILIATE "TUG-O-WAR"

TELE TOPICS

By JIM OWENS
Associate Editor

Competish between TV
s. hitting "give-
y" stage already.
is reportedly in
Chi. area with a
"package" promotional
t whereby dealers
a 20-buck allow-
e for pushing cer-
an of the firm's
put, including tele
TV, Cincy outlet ang-
g for summer biz
a May-thru- Sept.
count....Pat Ball-
r's writing machine
ng revised for use
sa TV show as well
SAM.

CBS' Joe Ream will
ll discuss the dim-
sions of TV before
le Chi. Fed. of Ad
ubs Thurs.....Paul
lbot, Fremantle Ov-
seas Radio exec, is
anning the foreign
untries for short
lms for tele. He's
ready snagged a kid
ries which feat-
es lavish puppet
oduction.

WNBW, Wash. NBC out-
t, will do the Bow-
hoss-race meet
arting today. And
en track officials
ard Gunther Brew-
g Co. was the bank-
oller they ordered
ses and cases of
lzzwater.

WMAR-TV, BALTIMORE, DROPS ABC TIE,
JOINS CBS AS WEB'S THIRD AFFIL.

ABC and CBS, currently
in first stages of form-
ing respective video webs
have become embroiled in
the first major tussle re
the acquisition of affil-
iates, with each effect-
ing significant change in
the other's planning dur-
the past 10 days.

Latest development of
the affiliate tug-of-war
is CBS' acquisition over
the weekend of WMAR-TV,
Baltimore Sun outlet from
ABC, with which it had a
working agreement. Move
follows shortly after CBS

WPIX GETS TV RIGHTS
TO ROOSEVELT RACES

WPIX, NY News station,
has acquired exclusive TV
rights to the trot races
at Roosevelt Race Track
in Westbury, L.I. it was
announced this week.

Strotz, NBC Veepee,
Here For TV Talks

Sidney H. Strotz, west-
coast veepee for NBC, is
in New York for a several
month tour of inspection
of the web's facilities.
He'll confer with Frank
ullen and Miles Trammell.

loss of WMAL-TV, Washing-
ton, which is expected to
officially affiliate with
ABC on an exclusive basis
this week. CBS' deal with
the Sun outlet, however,
is said to be non-exclus-
ive, which means WMAR-TV
may take feeds from ABC
or Du Mont if desired.

Loss of WMAL-TV poses
a problem for CBS toppers
because of the importance
of the Capital in the TV
picture. However, its re-
ported the web may ap-
proach Du Mont re an offer
to work thru WTTG.

KSD-TV's "ANNEX"
TO AIR ST. LOUIS SHOW

St. Louis--KSD-TV owned
by the Post-Dispatch will
set up and operate a com-
plete TV station in the
Kiel Auditorium here next
week as a prominent fea-
ture of the Land, Sea and
Air Show which starts on
April 3 to 11. KSD will
air all its live - talent
programs from the expo-
sition. Spectators will
witness shows on screens
installed throughout the
huge auditorium.

TO AIR WALLACE AT SENATE HEARING

Washington---Henry A. Wallace, third-party presidential
candidate, will appear before the video cameras today and to-
morrow as he testifies before the Senate Armed Services Com-
mittee in the Senate Caucus Room. Hearing, which starts at
2:30 p.m. EST, will be televised on a pooled basis in all
cities on the eastern network.

SHAWN TO WMAL
AS OPER. MGR.

Washington---Fred Shawn
NBC administrative and
program exec here and in
New York for the past 15
years, has been appointed
manager of television and
broadcast operations of
WMAL-TV and its AM facil-
ities. Appointment, made
by K. H. Berkeley, vice-
prexy and general manager
of WMAL, is effective on
April 13. He's a veteran
industry exec, started at
WLS in Cincinnati.

This is the way
you spell it in
Baltimore

THE  SUN

WMAR
TV
FM

Things are happening fast in
Baltimore—are you up-to-
date? WMAR-TV, Maryland's
first television station, is on
the air daily on Channel 2.
WMAR-FM is also going
strong and operates daily on
Channel 250 (97.9 Mc.). Write
for availabilities.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVE. • NEW YORK 13

NETWORK SONG FAVORITES

The top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of March 19-25, 1948

Title	Publisher
All Dressed Up With A Broken Heart	E. B. Marks
Baby Face	Remick
Ballerina	Jefferson
Beg Your Pardon	Robbins
Big Brass Band From Brazil	E. H. Morris
But Beautiful	Burke & Van Heusen
Dickey-Bird Song	Robbins
Easter Parade	Berlin
Feathery Feelin'	Beverly
Golden Earrings	Paramount
Haunted Heart	Williamson
I'm A Comin' Courtin' Corabelle	Dreyer
I'm Looking Over A Four Leaf Clover	Remick
Laroo Laroo Lilli Bolero	Shapiro-Bernstein
Lone Star Moon	Advanced
Love Is So Terrific	Mellin
Manana	Barbour-Lee
Now Is The Hour	Leeds
Oooh Look-a There, Ain't She Pretty	Leeds
Passing Fancy	Broadcast Music
Pianissimo	Santly-Joy
Saturday Date	Southern
Saturday Night In Central Park	T. B. Harms
Serenade Of The Bells	Melrose
Tell Me A Story	Laurel
Teresa	Duchess
Thoughtless	Feist
Toolie Oolie Oolie	Charles K. Harris
Treasure Of Sierra Madre	Remick
What'll I Do	Berlin
You Turned The Tables On Me	Sam Fox
You Were Meant For Me	Mills

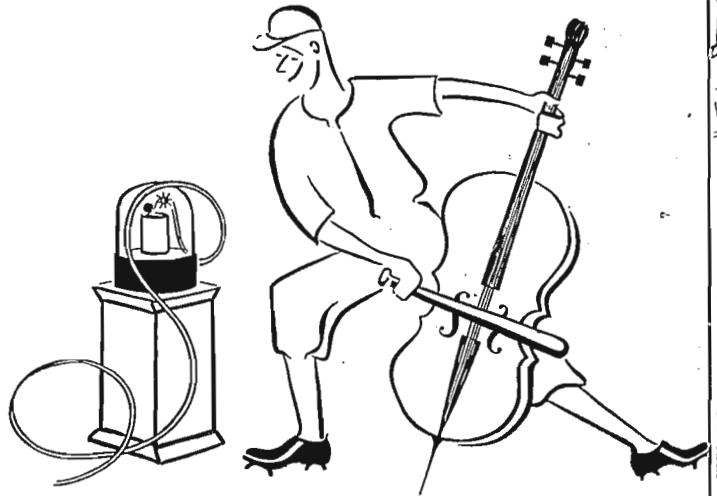
CALIFORNIA COMMENTARY

(Continued from Page 1)

or Leave It' show from Gotham, and air from there through the entire month, Garry's first Manhattan program of this season will now be April 18. Nick Bourne, formerly of the United Press in San Francisco and Los Angeles, and Maxine Garrison, former Hollywood correspondent for the Pittsburgh Press, have joined the Hollywood staff of Margaret Ettinger and company. Walter Greaza, University of Minnesota alumnus and well-known stage and radio actor in the East, has been signed for an important part in Paramount's "The Great Gatsby."

Leo Guild, co-owner of "Wizard Criswell", heard over KFMB, has completed a new book, "Zig Zag", which is laid in Hollywood. Its heroine is a radio news commentator and the chief male character an ex-All-American football player, who tries to live by his wits.

Having completed a solid year on the air for Texaco, Tony Martin left Hollywood on a semi-vacation journey to the East. His first stop was Miami, where he is headlining the show at the Beachcombers, top Florida night spot, for a limited 10-day engagement.



A TRIPLE PLAY!

<p>MUSIC</p> <p>Jack Eigen Jack Lacy Johnny Clarke Irving Landau Orch.</p>	<p>NEWS</p> <p>Don Goddard Howard Chamberlin Joy Latimer Sid Wallon</p>	<p>SPORTS</p> <p>Mel Allen Russ Hodges Geoff Davis Don Dunphy</p>
-----------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------

On the field a triple play is thrilling — on the air it means greater listening. Our listeners approve of the WINS three-way programming. They like music, news, and sports — and in that order. (They told us so in 10,000 letters received in a two-week period recently). "It's easy listening," they wrote. "There's something for every member of the family."

We've knocked many a "homer" for our clients, too. One was just nice enough to let us know that WINS secured for him the lowest cost-per-thousand response of the 101 stations he was using from Coast-to-Coast. Another told us to take a bow for pulling the second greatest number of letters of the eight New York stations in his campaign. (The first just nosed us out; the third was far behind).

It takes teamwork to win... and WINS has the team!



CROSLY BROADCASTING CORPORATION



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 62

NEW YORK, WEDNESDAY, MARCH 31, 1948

TEN CENTS

Industry Mulls Revised Code

BMB TO GAUGE DAY-AUDIENCES

Omaha--An average daily audience figure will be included in the 1949 nationwide BMB survey, Hugh Feltis, president of the Bureau, said here last week. He said that research experiments 'prove' that such a figure can be determined, and that subscribers want it included.

Feltis was a guest of KFAB, KOIL, KBON and WOW at a luncheon presided over by Harry Peck, of KFOP, president of the Nebraska Broadcasters Association.

Present BMB membership of over 600 is sufficient to insure the second study, Feltis said. He expressed the hope that at least 1000 stations would be subscribers before the survey is made. The report is due in October, 1949.

REC, OPC TO HOLD JOINT MEET THURS.

Ann O'Hare McCormick, of the New York Times, and George V. Allen, assistant secretary of state, will speak at joint luncheon meeting of Radio Executives Club and Overseas Press Club at the Hotel Roosevelt tomorrow.

William S. Hedges, of NBC, president of REC, and Bob Conside, OPC prexy, will be co-chairmen. At head table will be execs of press services and web international departments.

Talk by Allen will be aired by NBC, less WNBC, 1:15-1:30 p. m.; and rebroadcast locally at 1:45 p. m.

WJZ APPTS. COHAN Appointment of Alfred E. Cohan as promotion manager of WJZ effective Apr. 1, was announced yesterday.

Midget Tube

A radio tube smaller than the eraser of a lead pencil—only a trifle larger than a grain of rice—has been developed by the Tube Laboratory of the National Bureau of Standards. This "rice-grain" tube, known as the "microtube," is but one development of a basic and applied research program on vacuum tubes, undertaken by the laboratory.

BROADCASTERS FEEL REVISED DOCUMENT WILL BE MORE WIDELY ACCEPTED, SEEN AS ISSUE AT CONVENTION

First response to NAB's revised code, just mailed to the membership, is that the document will be more widely accepted than the original but that no final conclusions can be made until the issue is tossed onto the floor of the NAB convention next May.

While some broadcasters who found points of disagreement at Atlantic City last year now are ready to go along with the revised code standards, others call it a "great improvement" but hold it needs refinement

and clarification.

Ted Cott, vice president and program director of WNEW New York, who strongly opposed certain code points last September, said yesterday that he is in complete agreement with the new edition. Bernice Judis, general manager of WNEW, issued a statement saying the "NAB revised Standards of Practice represent the composite thinking of the whole broadcasting industry. The early mistake in not taking independent station opera-

(Continued on Page 2)

NBC-STANFORD SET RADIO MEET

San Francisco--The sixth annual Stanford-NBC Radio Institute will be held June 17 to August 14, according to an announcement by John W. Elwood, KNBC general manager, and Dr. Alvin C. Ehrlich, acting president of Stanford.

Allen Miller, head of the Rocky Mountain Radio Council in Denver, will serve as director of this 1948 Summer Radio Institute. The school offers professional instruction in radio, combining theory with practice, and students divide their time between the JNBC studios in San Francisco and the classroom instruction at Stanford University in Palo Alto. The faculty will include both members of the KNBC staff and Stanford faculty members.

DOROTHY LEWIS APP'TD TO UN RADIO POST

Dorothy Lewis, who resigned two months ago from NAB, has been appointed coordinator of women's broadcasts by the United Nations Department of Public Information. Mrs. Lewis has been in radio for 20 years, serving as station manager, agency executive and program producer. She joined NAB in 1942, founding and building the Association of Women Broadcasters to a membership of 1150 on 600 stations in 400 cities.

COCA-COLA SWITCHES DOWNEY TO NBC

Coca-Cola will switch 'Songs by Morton Downey' from Mutual to NBC on June 8. Series ends its MBS run April 24 and will continue to be heard on NBC on Tuesday, Thursday and Saturday nights at 11:15 p. m., EST.

Press-Time Paragraphs

KOOL EXITS BBD&O

Kool ciggies account of Brown & Williamson Tobacco Corp. will be transferred from BBD&O to another agency, as yet undesignated. Kool was the only B&W account handled by BBD&O, which this week received the Lucky Strike plum.

.....

MCCARTHY LEAVES KQW

San Francisco--C. I. McCarthy, for the past 14 years vice-president and general manager of KQW, CBS outlet here, has resigned, and is selling his interest in the station to the Brunton Family. McCarthy will become general manager of video outlet to operate here on channel 11. Ralph Brunton, KQW prexy, said no immediate replacement is planned.

.....

BRAND NAMES POST TO FOLSOM

Frank M. Folsom, executive vice-president of RCA Victor, yesterday was elected Chairman of the Board of Brand Names Foundation at the annual business meeting of that organization at the Waldorf-Astoria. He succeeds Edward S. Rogers, of Sterling Drug. Henry E. Abt, president of the Foundation, was re-elected for a second one-year term.

.....

ARMY DAY COMMITTEE FORMED

Honorary committee of 15 broadcasters with former military rank has been formed by NAB to serve in connection with Army Day ceremonies next month. Heading the list of war-time brass is Brig. Gen. David Sarnoff, of RCA.

Scientific

Montreal--Researches into conditions in the ionosphere—the blanket of electrons 30 to 300 miles above the earth—are being conducted at a newly opened federal experimental laboratory near Ottawa. Experts at the laboratory are working in conjunction with a series of stations in Canada's far-north and Newfoundland.

RADIO DAILY'S "NEW LOOK" IS DUE TO THE N.Y. PRINTERS STRIKE



Vol. 42, No. 62 Wed., Mar. 31, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES Ralph Wilk, Manager 6425 Hollywood Blvd. Phone: Granite 6607 WASHINGTON BUREAU Andrew H. Oider, Chief 6417 Dahmness 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 (March 30)

NEW YORK STOCK EXCHANGE High Low A&T 149 5/8 149 1/2 CBS 'A' 25 3/4 25 3/4 CBS 'B' 25 25 Frnswth 6 1/2 6 1/4 Gen. El. 35 34 1/2 Philco 30 3/8 30 RCA Com 10 9 7/8 RCA Pfd 70 70 Stew W. 13 13 Zenith 24 1/4 23 5/8 OVER THE COUNTER Bid Asked DuMont 9 1/2 10 1/4 Strom C. 14 1/4 15 1/4 WCAO 29 32 WJR 11 1/2 12 1/2

10 YEARS AGO TODAY

(From the files of Radio Daily) NAE indie committee, headed by Lloyd C. Thomas, of WRCK, met with AFM executive board which declared a 20-day truce before resumption of negotiations.

INDUSTRY MULLS REVISED NAB CODE, B'CASTERS PREDICT WIDE ACCEPTANCE

(Continued from Page 1)

tion operation into consideration has been rectified. This is now a genuine industry document, which reflects the experience & participation of hundreds of radio stations."

WNEW's statement added, "Members of our staff have been active in the revision, and we are pleased that so many of our recommendation have been accepted."

Another independent broadcaster said however, he didn't think that independent station operation had been taken into consideration even now as far as it should be. He hailed the changes as a great improvement but added he was not at all clear on the suggestions about spotting of announcements. The indie exec related that by his interpretation four successive announcements were okay in some instances but in others only two were permissible.

Ted Streibert, pres. of WOR, New York is another who finds that his one complaint of last September has vanished. He originally questioned the commercial limitation placed on participation

programs (certain shows now get a one-hour daily waiver) but said yesterday that "we can live within the code all right." WOR's president predicted the way will be paved at the Los Angeles convention for adoption of the code.

Other broadcasters are withholding any speculation adoption of the standards-----a percentage large enough to indicate that further heavy debate will be forthcoming in Los Angeles. While the issue at the next convention may not produce the torrid sessions of Atlantic City, they still may be more tepid.

Important changes in the revised code include a slight expansion of commercial time permissible on evening programs, deletion of specific language on unacceptable business, re-writing of the section on controversial time and an okay for dramatization of political issues. First code had banned drama & politics.



Comfort

He's the happiest polar bear in Baltimore. The kids swarm down to the zoo on Sunday afternoons ... and all he has to do is splash around in the pool and make 'em happy. Then he gets fed.

Pretty soft! But there are other equally effortless ways of getting by ... even in business.

Take radio advertising in Baltimore, for instance. To get things done in this sixth largest city without a lot of sweat and bother, simply jot down the call letters W-I-T-H for that next list.

W-I-T-H is the independent station that delivers more listeners-per-dollar-spent than any other station in town. What's more, Baltimore is a five station town. Put W-I-T-H on your next list.

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

WTA-g SHEET PROGRAM-WISE! Have you heard about our Armchair Detective Club? You Will! WTAQ CBS 5000 1360 GREEN BAY See WEED for Clues-

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

Beckjordan, Scheidker named 4-A's Veepees
Herald Beckjordan, Richard L. Scheidker and Richard Turnbull have been named vice-presidents of AAAA. They formerly were assistant executive secretaries.

Beckjordan is in charge of 4-A activities in media operations, radio production and research. Scheidker handles public relations, creative services and commissions. Turnbull specializes in administration and technical production.

IN AVCO ECO. POST

Catherine Beck has been named director of home economics of the Crosley Division, Avco Manufacturing.

SAUDEK, STRINGER ON RADIO COMMITTEE

Robert Saudek, of APC; Arthur Stringer, of NAB, and Lowell Clucas, of Voice of America, have been named radio judges of the Gold Medal Award sponsored by National Board of Fire Underwriters. Nearly 50 stations have been nominated for this year's award.

NEW WHLI SERIES

Hempstead, N. Y. - "1948: Boom or Bust?", a new weekly series of shows which discuss the national economic situation, will make its debut April 7 over WHLI and its FM affiliate WFLY.

REUTHER, TAFT ON CBS "PLATFORM"

Accepting a challenge made by the Congressmen when both men engaged in a Philadelphia Forum early in March, Walter Reuther, president of the United Automobile Workers of America (CIO), will join Senator Robert A. Taft Republican from Ohio, in a debate on the topic "The American Standard of Living: How Can It Best Be Improved," on CBS' "People's Platform" Sunday, April 11, 12:30-1:00 PM. EST.

GETS AWARD

"Page One" citation by the Newspaper Guild of New York has been awarded to CBS for its "CBS Views the Press".

SEVEN OF ASCAP BOARD RE-ELECTED FOR 3 YRS

Re-election of seven of the eight Ascap board members whose three-year terms expired this year was announced yesterday by Deems Taylor, president of the society. The eighth member, John J. O'Connor, declined renomination, and was replaced by J.J. Kobbins, a former director.

JOINS KSFO

San Francisco, Cal. Erma Parkes, former music librarian at KOLE, Port Arthur, Texas has joined the staff KSFO in the same capacity. Before joining KOLE, Miss Parkes was staff organizer for stations in the Salt Lake City area.

the question is:

"WHY SHOULD I BUY 'THE ANSWER MAN'?"

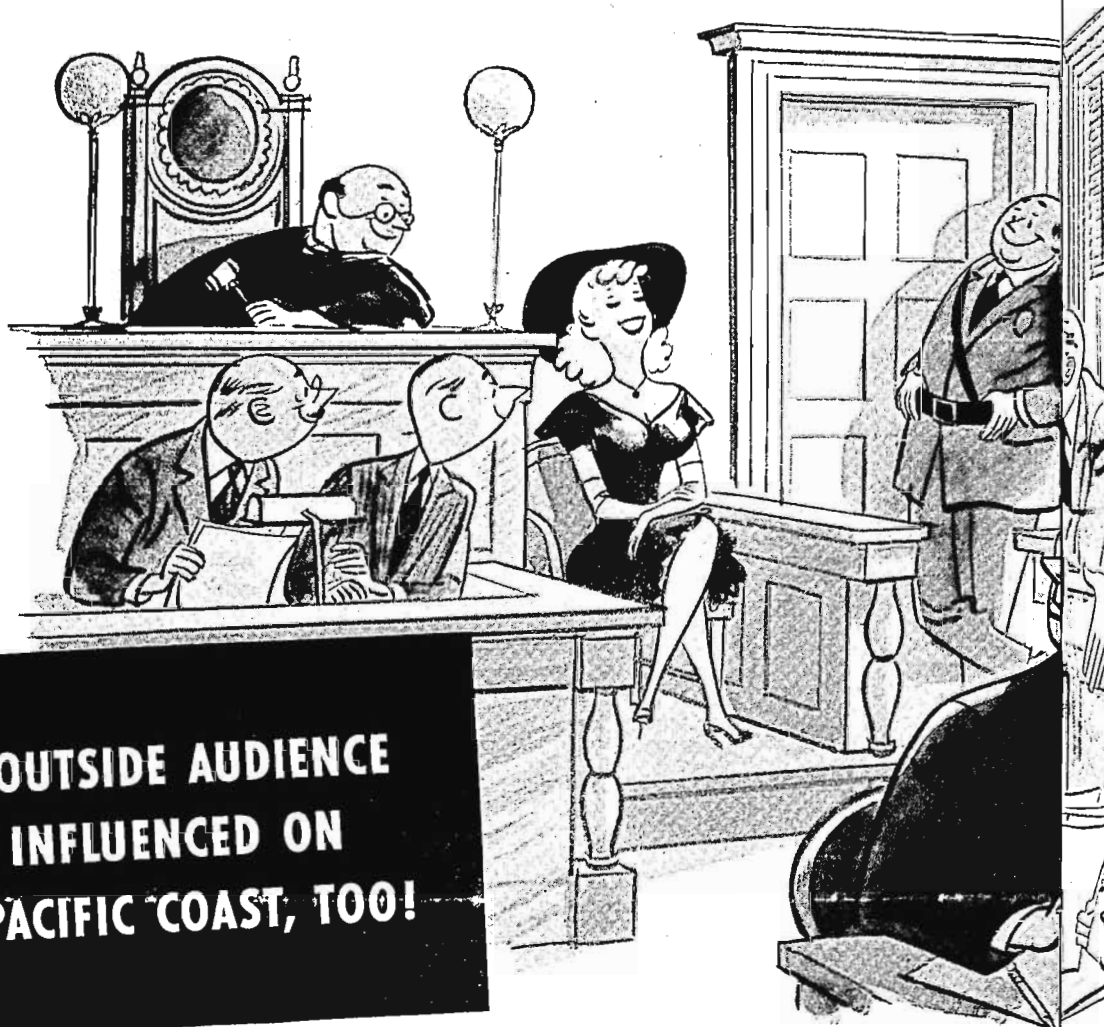


Answer:

- During an average week, people in 1,070,612 homes listen avidly to the evening "Answer Man."
- It's so effective, no sponsor has ever failed to renew it.
- It has been on the air in New York for 11 years straight.
- It's so popular, it now does noon-and-night duty on WOR.
- It's been rated the second most popular 15-minute local daytime show.
- It's a low-cost show that brings big-time returns.

TO WIT: "The Answer Man" answers some 6,000 questions a week! Everybody from Board Chairmen to baffled children toss queries at him. "The Answer Man" is really a big research organization with 10,000 volumes and a list of 20,000 authorities to consult. *Everybody* gets an answer (unless the question is unethical). The colorful questions go on the air, the rest are answered by mail. The service slices The Answer Man's bankroll but pays off in good will for you in extra promotion. YOU can cash in on that good will, by phoning LOnacre 4-8000 now.

heard by the most people where the most people are . . . **WOR** mutual



**THE OUTSIDE AUDIENCE
IS INFLUENCED ON
THE PACIFIC COAST, TOO!**

ONLY ONE NETWORK has what it takes to influence the 5½ billion dollar outside market on the Pacific Coast (the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). That network is Don Lee, and what it has are 44 local stations, two and three times as many stations as any of the other Pacific Coast networks. * Pacific Coast radio is *different*. Because most markets on

THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-Pres., Gen. Mgr. • SYDNEY GAYNOR, Gen. Sales Mgr.

The Nation's Greatest Regional Network

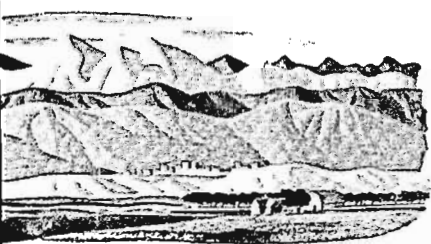




the Pacific Coast are surrounded by high mountains, reliable long range reception is impossible. Here people listen to their *own local network station*, are influenced by their *own local network station*, within their own trading area. Remember: a C. E. Hooper 276,019 coincidental telephone survey proves only Don Lee completely covers the *outside* (as well as the *inside*) Pacific Coast market. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

55 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM





TO YOUNG WORKING GIRLS — WHETHER IN LOVE OR NOT

When a young girl goes to work, she is apt to look on her job pretty much as a fill-in between maturity and marriage.

Whether in love or not, she's confident that a handsome breadwinner will come along . . . to provide her with a nice combination of bliss and security.

"So why," she may ask, "should I save money out of what I make?"

There are a number of reasons why—all good ones. For example:

(A) The right man might not happen along for some time.

(B) He might not be able to provide quite

all the little luxuries a young married woman wants.

(C) Having money of her own is a comfort to any woman, no matter how successfully she marries.

So we urge all working girls—if you're not buying U.S. Savings Bonds on a Payroll Plan, get started now.

It's an easy, painless, and automatic way to set aside money for the future. In ten years, you'll get back \$4 for every \$3 you put in—and a welcome \$4 you'll find it!

Remember, girls—having money of your own may not make you more attractive, but it certainly won't make you *less*!

P.S.
Women not on payrolls, but who have a checking account in a bank, should buy their Bonds on the simple, automatic Bond-A-Month Plan.

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



This space contributed by RADIO DAILY

TELEVISION DAILY

Daily section of RADIO DAILY—Wednesday, Mar. 31, 1948

TELE TOPICS

By JIM OWENS
Associate Editor

Bill Slater, will make Yankee games on tele, (WABD) on days when Mel Allen, and Russ Hodges are busy with All chores..... Roland Gillett, long-time British video executive has joined Martin Gosch Production as ass't on the "Tonight on B'way" seg. He handled first remotes for WBC before the War.

Charles Stark, the package producer, has filmed a one-min. audition spot for video titled "What's In a Name" featuring radio & movie celebs.. William Morris Agency has wrapped up a series of celluloid shorts for TV featuring the great Byron Nelson doing his stuff for the duffers.....Dr. Orestes Caldwell, industry pioneer, seg tele. has started a sweeping revolution among "suburbia"---a happy return to the fire-side as the center of attraction to the family.

A Labor jurisdictional squabble nixed WCAU-TV's plan to air American Opera Company's "Bartered Bride" last nite. IATSE men refused to work with station's remote crew who are CIO members. Program would have been initial opera telecast.

ACTORS' EQUITY SETS TELE DRAMA PROGRAM

Actor's Equity will unveil a video package titled Television Theater Of the Air in which legit B'way talent will be starred. Program will be produced by Equity and profits will go toward Actor's Fund. Plan calls for use of four or more live companies, each originating a show in NY and then going to TV cities on tour.

DuMONT'S PITTS. STA. TO DEBUT IN SEPTEMBER

Television station WDTV Pittsburgh outlet of the DuMont tele network, will be on the air with test pattern by the middle of September, and will be carrying a full program schedule by December 1. Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc. announced this week.

*** SHORT TELE TAKES ***

New Emerson TV Set

Emerson Radio and Phonograph Corporation announced this week delivery of its new television table model to dealers throughout the U.S. Set, which has a 52-square inch picture will sell for \$296.50

Fenton In GE Post

Syracuse--Russell S. Fenton has been named sales manager of parts in the Electronics Division here. He was formerly a sales executive in the firm's Bridgeport plant.

Ritts Joins WCAU-TV

Philadelphia---Paul Ritts, formerly with the staff of WFIL-TV, has joined the program department of WCAU-TV, Bulletin outlet here.

BBC SETS NEW SITE FOR SECOND TV STA.

London--BBC has begun expansion of its tele broadcasting activity with acquisition of a site for its new outlet at Sutton-- Coldfield, in Birmingham, it was announced this week. New station is geared for coverage of six million people in a major mining, industrial area.

NEW WCBS-TV RATES UP TO \$700 PER HR

WCBS-TV has issued new rate card, effective on April 1, which ranges up to \$700 per hour for air time, it was announced yesterday. Other charge runs: \$560 for 40 minutes; \$420 for half-hour; \$350 for 20 min.; \$280 for 15 minutes, and \$150 for one minute.

Joins TV Dept.

Desmond Davis, former BEC exec, is now with Western Reserve

W N B T



ON THE AIR AT CHANNEL 4...

WEDNESDAY, MARCH 31

- 3:50 Bowie Horse Races--From Wash
- 7:44 Tonight's Television Press Releases
- 7:50 Newsreel Theater (Camels)
- 8:00 Americana--Ben Grauer
- 8:30 In the Kelvinator Kitchen--Alma Kitchell (Kelvinator)
- 8:45 Richard Harkness--Interview--From Washington
- 9:00 Television Theater--"She Stoops to Conquer" (Kraft)
- 10:00 Sports Film (Philco)

THURSDAY, APRIL 1

- 3:50 Bowie Horse Races--From Wash
- 5:00 Howdy Doody--Bob Smith
- 7:50 Newsreel Theater (Camels)
- 8:00 Dress Rehearsal
- 8:15 The Nature of Things--Dr. Roy K. Marshall (Matarola)
- 8:30 The Swift Show--Lanny Ross (Swift)
- 9:00 You Are An Artist--Jon Gnagy (Gulf)
- 9:15 NBC Newsroom

TOMORROW'S STORY...

Thursday evening, Matarola, Inc. starts sponsoring Dr. Roy Marshall's Philadelphia-originated television show, "The Nature of Things". Maker of video sets, Matarola will buy the NBC Television Network to sell them, through the Saurfain-Cobb agency of Chicago. That makes the fourth sponsor currently using NBC Television to sell TV receivers.

A "HOWDY DOODY" DANDY...

More than 30,000 letters have come in from the kids in just one week, as the result of a free offer of a "Howdy Doody For President" button made by Bob Smith on NBC's network television puppet show last week -- and the returns from out of town are still being counted. 20,000 requests came in after the first offer alone -- biggest audience mail response ever known for a television program. Even on NBC.

Television

A Service of Radio Corporation of America

YOUR
ADVERTISING
DOLLARS
are wisely
spent on

W
K
B
O



MAINLY ABOUT MANHATTAN.....

Plenty of friction in the Mickey Rooney setup, we hear, with Mickey boy insisting on doing his own directing and producing.. Fourth Estaters hear that the reason Marshall Field extended the publication of PM for two weeks is that persons high in the Democratic Party are showing interest in buying it as a semi-official organ....Technicolor television will require nine times as much lighting as is used at present, according to Dr. Allen B. DuMont, who is therefore experimenting with heatless lights to enable this type of telecasting to be feasible....Interest in television in Canada is on the upswing with three broadcasters readying applications for permits to operate video stations....



IMP-RESSIONS: Michael of Rumania: International heart-throb, king-sighs....H.L. Mencken: Rap Van Winkle.....Jackie Egan: Disc-jacke....Georgia Sothern: Mistress of the Tease ... Pete Donald: Dr. Chuckle & Mr. Ha....Alf Hitchcock: Wm. Shocks-peer....Herb Sheldon: Jest a Giggle-o...C. Aubrey Smith Actor-genarian...Louis Prima: Horning Glory...Judy Canova Teacher of Mirthomatics.....Judy Gershwin: Happy-go-larky.



AROUND TOWN: Radio Row excited over Jimmy Burrell, who copped Mutual's 'Calling All Stars' program for three consecutive weeks, winning the jackpot of \$2500, plus a week's engagement at the Hippodrome theatre in Baltimore....That smart-ass-whip gal who's been standing television fans on their collective ears via DuMont's 'Charade Luiz,' is none other than Minabess Lewis, producer of the Bill Slater Sardi show and wife of Marlo Lewis, ad agency genius....Bret Morrison readying a new package of his own, 'The Story Man,' aimed at the kiddie trade....Big tele deal on the fire for Staats Cotsworth....Ed Begley back in N.Y. following a fling at picture-making in H'wood....Thomas L. Thomas will headline the new Borden CBS show starting 21st....Larry Finley signed comic Frankie Marlowe for a tele series Tony Janak, Buddy Clark's favorite recording engineer at Columbia, takes the fatal leap Sat. with Charlotte Christman, a Hartford, Wis., nurse.



MAIN STREET SEEN-ery: The Elliot Roosevelts moving their table closer to the blazing fireplace at the Fireside Inn.... James Mason phoning from the Dixie bus terminal, Mason-Dixie line ... Paulette Goddard and Frances Faye fashion talking at La Martinique....Nelson Eddy giving song stylist Cass Franklin some hints for his romantic dueting with Monica Moore at the Embassy. Sport-jacketed Doug Fairbanks strolling down B'way....

Nellie Revell's 'Neighbor Nell' has been off the air some nine years now--and WJZ is still getting inquiries about it plus requests for scripts for hospitalized vets. We don't pretend to know all the answers, or even some of them, but it strikes us that in these troubled times, a little of Nell's optimism and wit would go a long way toward helping us maintain our balance. And 'Neighbor Nell' isn't her only idea for an air show.

DANNIS, COMMENTATOR
IN SUMMER THEA. POST

Lew Danis, news commentator for Radiodiffusion, French Broadcasting system, has been appointed managing director of the Bard College summer drama theater at Annadale-on-the-Hudson. Season opens June 28 and extends through August 21.

THERE'S PLENTY OF
BUSINESS IN

DAYTON, OHIO

Get Your
Share By
Using...

WING The Dayton Station

WEED & CO. National Representatives

TIME BUYERS
ARE PEOPLE,
TOO!

DRAWN BY
BASIL WOLVERTON



Jerry F. Crollard
Account Executive

Ruthrauff & Ryan, Inc., Seattle.

You've had many honors, Jerry Crollard—president U. of Washington ad club; Inspirational Award, Alpha Delta Sigma ad fraternity; postgraduate scholarship Northwestern University; Seattle Jr. Chamber of Commerce "Outstanding Young Man of 1942" award. You've undoubtedly had many offers from New York and California, but remained by choice in our Pacific Northwest. California visitors to the contrary, our rain is our biggest asset. This ever-abundant rain has led scientists to predict unlimited growth for this area. Oregon's rainfall helped produce crops worth \$400,000,000 in 1947. Rain brings us our forest wealth, abundant water for drinking and industrial purposes and our low-cost hydroelectric power. Yes, the Pacific Northwest is a great place, Jerry, and we're proud that for going on 26 years KGW has been so much a part of the life of this region.

KGW
PORTLAND, OREGON
AFFILIATED
WITH

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

HARRISBURG PA.
Established In 1922
SALES REPRESENTATIVE
RADIO ADVERTISING COMPANY
New York • Chicago
San Francisco • Los Angeles
ALBERTMAN STATION