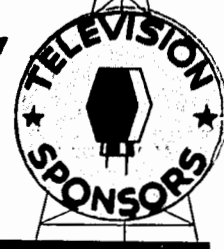


RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 44

NEW YORK, WEDNESDAY, SEPTEMBER 1, 1948

TEN CENTS

FCC 'ATHEISTS-ON-RADIO' EDICT ARGUED

Indies' Pub-Serv Role Studied At NAB Confab

Washington Bureau, RADIO DAILY
Washington—The role of the independent broadcaster in public service broadcasting and the devising of industry standards and other industry activities was studied yesterday and Monday by NAB's non-affiliate stations executive committee here. A resolution calling for full co-operation with the Advertising Council and greater participation in governmental and charitable campaigns for non-affiliates was passed Monday. The committee also formulated a plan
(Continued on Page 2)

Oscar Bradley, Conductor, Succumbs In Norwalk

Oscar Bradley, veteran radio theatrical and motion picture music conductor, and for the past six years musical director of Gulf Oil's "We, the People" on CBS, died yesterday morning at Norwalk General Hospital, Norwalk, Conn., after a long illness. He was 55, and despite his illness had remained with "We" for the past several months in an advisory capacity.

NBC Sells Two More Half Hours To Politicos

Two more half-hour time periods have been sold by NBC to the national committees of the Democratic and Republican parties. President Truman will be heard from Detroit on Labor Day, Sept. 6th, opening day of his speaking campaign. Broadcast will originate from Detroit, 1:30 p.m., EDT. Agency handling the Democratic account is Warwick & Ogeler.

The GOP, through BBD&O, will
(Continued on Page 4)

Party Line

Washington—Three D. C. area housewives were featured in telephone interviews, past Saturday night, as WTOP presented the first local two-way telephone conversation airing. Daily use of new equipment installed by WTOP since the FCC permitted airing of both ends of telephone conversations is planned. Housewives were interviewed regarding meat prices.

Indies "Score"

Indie stations in New York, Philadelphia, Boston, Chicago and Cincinnati, got their biggest slice of the audience pie during July-August, according to the latest report by The Pulse, Inc. Those carrying baseball broadcasts stood out more than others and in two cities the number one stations for July and August were those airing diamond play-by-play. Sets-in-use decreased in all cities studied because many big name shows were off the air.

AOA Gets \$273,000 From CBS Broadcast

Special one-hour variety show aired by CBS Aug. 17 on behalf of American Overseas Aid "Crusade for Children" has brought in almost \$273,000 for the campaign, William Plunkert, acting executive director of AOA, informed the web this week.

Letters are still coming in to the organization's offices throughout the country, Plunkert said. Contributions received by the New Office now total more than \$147,441.26 from
(Continued on Page 6)

P & G Sets Three Groups To Handle AM And Tele

Procter and Gamble Company announced yesterday creation of three separate groups responsible for supervision of its radio and television programs.

William Ramsey, director of radio, will continue to supervise the com-
(Continued on Page 2)

MBS May Drop Giveaway; Kobak Says Violates Code

Edgar Kobak, MBS president, called for clarification yesterday of that section of the NAB code which bans the buying of audiences and said that his network will either drop or revamp "Three For The Money" because he feels it definitely violates the new code. Mutual's chief said the change will be made by Jan. 1, when the code becomes effective. Show has been a sustainer since it premiered last June 26.

Harness Group Hears Representatives Of Religious And Anti-Religious Units; Godwin Testifies

Expanded NRI Service To Debut Next Year

The long-promised "National NRI" service, covering 97 per cent of the country, will be put into operation soon after the first of next year, A. C. Nielsen disclosed at a press conference yesterday. In addition to the larger sample, advantages claimed for the new audience research method are: Projectable ratings, faster report delivery, ratings 48 weeks a year, measurement of AM-FM-TV up to
(Continued on Page 4)

R. J. Reynolds Purchases Additional CBS Half-Hour

R. J. Reynolds Tobacco Co. has purchased the 7:30-8 p.m. Saturday seg over CBS for airing of the Vaughn Monroe Show beginning Oct. 2. The bandleader is now on for Camels on Mondays, 10:30-11 p.m. Ciggie firm is retaining the Monday slot for a new series to begin Oct. 4.

ABC Signs Kay Kyser For 1/2-Hour Daily Show

Kay Kyser, whose network radio career up to now has centered around a weekly half-hour show, will do five a week under a new contract made
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The Harness Committee demonstrated yesterday that two years have not diminished the controversy over the FCC's ruling that anti-religionists should be given time on the air to put their views before the same audiences addressed by religious spokesmen. The Commission was accused by NAB General Counsel Don Petty of "thought policing," while an atheist leader termed the Commissioners "keen theologians (with) better under-
(Continued on Page 6)

CFRB, Canadian Indie, Operating On 50 kw

Toronto — A pioneer Canadian broadcasting station back in 1927, CFRB today becomes the most powerful independent station in the British Commonwealth as its new 50,000 watt transmitter at Clarkson, 18 miles from here, begins regular operations on 1010 kilocycles, the newly assigned wave-length.

Costing \$500,000 with its buildings,
(Continued on Page 8)

"Take It" Tops Hoopers; Mysteries Continue High

"Take It Or Leave It" again is first on the Hooper list of evening shows, followed by "Stop The Music" and "Horace Heidt." An outstanding feature of the report, released yesterday, is that ten of the first fifteen night-
(Continued on Page 2)

Papal Audience

Arnold Hartloy, program director of WOV, was received by Pope Pius XII in private audience late last week. Hartloy is in Italy to attend dedication ceremonies of a hospital near Foggia erected to the memory of the late Florillo LaGuardia. From Italy, he goes to Franco to confer with officials of Radiodiffusion Francese on ET's being made in Paris for WOV.



Indies' Pub-Serv Functions Studied At NAB Conference

Vol. 44, No. 44 Wed., Sept. 1, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
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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.

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Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(August 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/2	7 1/2	1/8
Admiral Corp.	15 3/8	15	15 1/8	—
Am. Tel. & Tel.	153 3/4	153 3/4	153 3/4	1/8
CBS A	24 1/4	23 1/4	24 1/4	+ 1 1/2
Farnsworth T. & R.	7 1/8	7	7	1/8
Gen. Electric	39 3/8	38 3/8	39 1/2	+ 3/8
Philco	39	39	39	+ 1/8
RCA Common	12 3/8	12 1/8	12 3/8	+ 1/8
Stewart-Warner	13 3/4	13 3/4	13 3/4	—
Westinghouse	27 7/8	27 1/2	27 5/8	+ 1/8
Westinghouse pfd.	89 1/2	89 1/2	89 1/2	+ 1/2
Zenith Radio	29 3/4	29 1/4	29 3/4	+ 1/8

NEW YORK CURB MARKET

Nat. Union Radio	2 3/4	2 3/4	2 3/4	— 1/8
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	10 1/2	11 1/2
Stromberg-Carlson	13 7/8	15 3/8
U. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	25	29
WJR (Detroit)	7	8

Gladys Petch Honored

Gladys Petch, radio consultant and broadcaster for the Norwegian Information Services, has been awarded the Freedom Cross by King Haakon VII of Norway for her radio activities during the war. Presentation was made by Acting Consul General M. Bolstad in New York.

INS has served



FOR 12 YEARS

(Continued from Page 1)

for its continued activity and outlined its aims and objectives for approval at the next meeting of the NAB board.

Under the direction of the committee, the NAB will prepare a directory of non-affiliated stations, together with contact personnel and available services, in order to facilitate the exchange of program material.

The committee also requested the management and legal department of NAB to explore the possibility of amending the FCC's 14-minute, 30-second limitation in its determination of commercial programs. Additionally, the committee asked a clarification of the recent FCC proposed rules upon the subject of lotteries.

The committee requested that NAB take proper steps, either through the board of directors or management, or both, to insure adequate independent station representation on all committees, panels and other representative groups of broadcasters within the NAB.

Finally, the committee discussed general plans for utilizing the existing services in NAB departments for the more specific benefit of the non-affiliated stations group, pointing out that increased sales, better control of costs and the improvement of program techniques were to be the chief objectives of the committee's work with the NAB departments and directors.

All members of the committee and both board liaison members were present at all the meetings. Those present included Ted Cott, WNEW, New York, chairman; David Baylor, WJMO, Cleveland; Melvin Drake, WDGY, Minneapolis; Bob Maynard, WSVS, Crewe, Va.; Lawrence W. McDowell, KFOX, Long Beach, Calif.; Pete Schloss, WWSW, Pittsburgh; Patt McDonald, WHHM, Memphis, Tenn.; also board liaison members Calvin Smith, KFAC, Los Angeles, and Howard Lane, WJJD, Chicago. Participating for NAB were A. D. Willard, Jr., and C. E. Arney, Jr.

ABC Signs Kay Kyser For 1/2-Hour Daily Show

(Continued from Page 1)

with ABC. Deal was wrapped up by Bud Barry, ABC program veepee, who just returned to New York from a trip to the West Coast.

Kay Kyser's Kollege of Fun and Knowledge will be broadcast for a half-hour every afternoon, Monday through Friday. It'll be an audience participation show with the "kollege faculty" picked from the studio audience. Contestants will be presented with entrance and term examinations and the winning graduate gets a so-called "Phi Beta Kyser" key which opens the cupboard to a flock of prizes. Date of premiere and time of broadcast have not been set.

P & G Sets Three Groups To Handle AM And Tele

(Continued from Page 1)

pany's daytime radio programs. He also will represent the company on board matters of programming policy which concern both daytime and nighttime programs. Gail Smith will be responsible for supervision of nighttime programs. Previous activities on daytime programs will be taken over by W. F. Craig.

Gilbert A. Ralston, as director of television, will be responsible for supervision of the company's television and motion picture advertising films.

"Take It" Tops Hoopers; Mysteries Continue High

(Continued from Page 1)

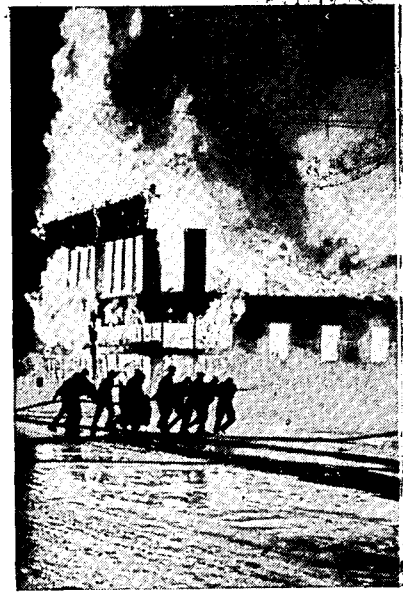
time programs are in the mystery-drama category.

Programs and ratings follow: Take It Or Leave It, 11.2; Stop The Music (average of sponsored periods) 10.5; Horace Heidt, 9.7; Break The Bank, 9.4; Suspense, 9.3; Big Story, 9.0; This Is Your FBI, 8.9; Crime Photographer, 8.8; Fat Man, 8.5; Sam Spade, 8.3; Mr. Keen, 8.1; Thin Man, 8.1; Mr. & Mrs. North, 8.1; We The People, 8.1, and Mr. Chameleon, 7.6.

Borroff, Taylor Form New Station Rep. Firm

Edward R. Borroff, former vice president in charge of ABC's central division and O. L. Taylor have formed a new national station representatives firm under the name Taylor, Borroff & Co., effective Sept. 1st.

Taylor, former partner of Taylor-Howe-Snowden, is majority owner and chairman of the new firm, which has bought out the Howe-Snowden interests. Borroff becomes president.



Fire! Fire!

That cry went out too late for this one. By the time the firemen really got to work, about \$1,000,000 worth of property had been lost in smoke and flames.

Which goes to prove that the time to cry "Fire! Fire!" is before the conflagration gets under way . . . while there's still a chance to put it out before serious damage is done.

And the same thing applies to sales in today's market. The smart time to do something about sales is before any trouble really gets under way.

In Baltimore there's a simple way for radio advertisers. You just buy W-I-T-H, the BIG independent with the BIG audience.

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

So if you want low-cost results from radio in Baltimore, call in the Headley-Reed man and get the W-I-T-H story today.



W-I-T-H

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

10 YEARS AGO TODAY

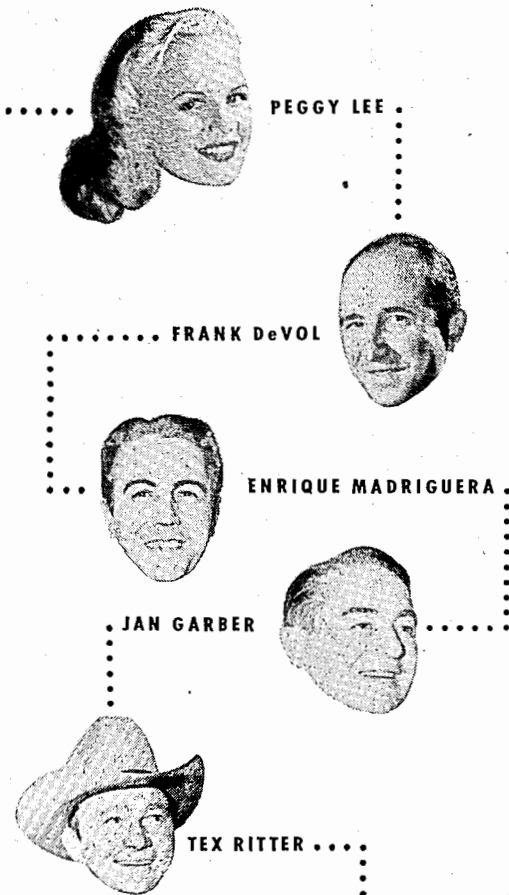
(From the files of Radio Daily)

Protest against the motion picture promotion drive based on the statement "Movies Are Your Best Entertainment," was made by Ed Kirby, director for public relations of NAB. Pointing out that radio is building new audiences for the film industry, Kirby said, "We have felt that such new contributions to film merchandising were deserving of some economic return. The same way in which newspapers justly charge for and earn a fair return for the services they render in the visual field." . . . The KFWB "Grouch Club" sustainer was sold to General Mills for the CBS Pacific network, through Blackett-Sample-Hummert. Show was originated by Jack Lescoulie and is written by Arthur Q. Bryan, who also acts on the series.

BUILD "SHOWS OF TOMORROW" FOR ANY SPONSOR WITH CAPITOL TRANSCRIPTIONS

FLEXIBLE LIBRARY SERVICE ADDS 30 NEW HOURS EVERY WEEK

"Shows of Tomorrow" are yours today with Capitol Transcriptions. You can build star shows for any sponsor with this service. Modern, up-to-date, you start with a basic library of over 3,000 selections — then each week in comes an additional 30 hours of sparkling entertainment. Here's real flexibility. Shows like "Sunset and Vine," "Hayloft Jamboree," "My Serenade," and many, many others. Shows built around such stars as Peggy Lee, King Cole Trio, Johnny Mercer, Stan Kenton, Tex Ritter, Gene Krupa, Frank DeVol, Duke Ellington, King Sisters, Merle Travis, and others. And you get these pluses: Artists' voice tracks for that "personal appearance." Smart musical backgrounds for commercials. Indexes and filing cabinets for quick handling. Bi-weekly newsletter loaded with ideas and suggestions. Sales aids for time salesmen and publicity. You build your own shows, or follow our formats. But it's *your* locally produced show.



MAIL COUPON FOR THE COMPLETE STORY.

Capitol Transcriptions
Sunset and Vine, Dept. R815
Hollywood 28, California

- Please send me your descriptive booklet
- Include sample transcription

Name _____
Station _____ Position _____
Street _____
City _____ State _____

Expanded NRI Service To Debut Next Year

(Continued from Page 1)

four sets on one mailable tape, Pacific Coast and station reports, commercial audience studies and the Nielsen Consumer Index.

Claiming the new service was developed at a cost of \$2,000,000, Nielsen said, "The announcement of National NRI is no 'trial balloon' to test 'industry acceptance'. A. C. Nielsen Co. is going ahead with an expanded NRI, embracing a number of new and exclusive features many of which are made practicable by the successful development of the new Mailable-Tape Audimeters now being built and offering complete flexibility in choice of service desired."

A major change in NRI policy, Nielsen said, is revocation of the requirement that at least one of an agency's clients buy NRI in order that the agency may subscribe. Presentation of the service to advertisers and agencies will begin next week.

"Another very important consideration is the price we are asking agencies to pay for the comprehensive . . . service we are to supply them, and the price for the service which we have keyed especially to the needs of advertisers. We believe that agencies and advertisers will be surprised at the reasonableness of these charges which largely depend in each case on the types of service elected by the buyer," Nielsen said.

"To the occasional agency or advertiser wishing to keep informed regarding the level and trend of national network program ratings, but not having recognized its need for complete (Class A) National NRI service, Nielsen Ratings Reports (Class B service) will be sold at an attractive price," he added.

NBC Sells Two More Half Hours To Politics

(Continued from Page 1)
use the full NBC network on Tuesday, Sept. 7th, to broadcast a speech by Harold Stassen, who also will speak from Detroit. Speech is scheduled from 9-9:30 p.m., EDT.

WJZ, key station for ABC in New York, revealed that the New Jersey Republican State Committee has obtained the 6:45-7 p.m. Friday slot for a series of five weekly speeches. First broadcast will be made Oct. 1st. ABC expects to have other GOP and Democratic contracts by the end of the week.

"BRIGHT REMARKS"

A SALESMAN'S PRAYER:

O Masters of Radio's Destinies, instead of banning quiz programs in these days of retrenchments and television, why not ban newspaper advertisement?

by **BOB BRIGHT**

WVJ — NEWARK, N. J.



Mainly About Manhattan. . . !

• • • Bob Novak, who's been doubling between producing Mutual's great Newsreel stanza and the H. B. Humphrey advertising agency, has pulled out of the former setup due to increased activity at the agency. (Starting Oct. 1st, he produces "Great Scenes From Great Plays" for the agency which will be aired on 900 stations). His chores on the Mutual Newsreel will be taken over by Drex Hines, former NBC free-lancer. . . "Blondie," long a fixture on CBS Sunday nites, takes its comedy over to NBC Wednesday at 8 p.m. next month. . . Bob Hawk and Screen Guild Players, both of whom toil for the same sponsor, will swap networks and time in October. . . Look for Mutual to get the Walcott-Lesnevich, Zale-Cerdan fight double-header, with Ballantine picking up the tab. . . FCC about to begin probing stations that sell time to "brokers" for resale. . . After doing four shows in one nite, Ray Green collapsed again and will be bedded at home for awhile. . . Marlo Lewis, producer of "Luncheon At Sardi's" and Ed Sullivan's "Toast Of The Town," is readying a video package with Jane and Betty Kean tagged "Call Me Sister." Eli Basse did the scripting.

☆ ☆ ☆ ☆

• • • There's no talking to Radio Daily's printer, Max Stuart, these days. He's too busy sifting offers for radio appearances. Seems our Max was stopped for a street interview by WHLI the other ayem and scored such a hit that the booking agents are sharpening up their pencils.

☆ ☆ ☆ ☆

• • • VIEWS AND REVIEWS: "Author Meets Critics" continues to strip off its gloves with the general idea seeming to be to belt each other's brains out, instead of sticking to an appraisal of the subject matter. Merle Miller, for instance, handed Henry Morgan a two-listed pasting in dealing with latter's film debut in "So This Is New York." Not only did Miller find the film absolutely without merit—he also evidently found Morgan equally without talent. (Here's a sample of his charming sum-up: "I'm not a comedian—and in that respect I have something in common with Henry Morgan"). His all-inclusive criticism seemed to us as gratuitous as an attack on a political candidate's family life. Or maybe the simple reason for his below-the-belt treatment of Morgan was merely old-fashioned getting "hunk." Mr. Miller is a conscientious member of the American Veterans Committee. Mr. Morgan, also a member of the organization, too often forgets to fulfill commitments on behalf of the outfit.

☆ ☆ ☆ ☆

• • • TODAY'S QUOTE: Al Schacht sez that a lotta performers now on screens, via television, would look better behind 'em.

☆ ☆ ☆ ☆

• • • Raymond E. Nelson, who directs P & G's "Television Fashions On Parade," is afraid of his own strength, or words to that effect. Apprised during his Friday afternoon camera rehearsal that Consolidated Edison had called requesting the studio to use less current during a threatened emergency, Ray called out to the WABD technicians: "Okay, boys, kill the lights." The lights in the studio went out, all right, but at that precise moment so did every light and electrical gadget in the city from 37th St. to the Battery! Incidentally, Ray takes on a new chore for Top Productions tomorrow—a kiddie opus called "Tots, Tweens and Teens."

☆ ☆ ☆ ☆

• • • SID-BITS: ABC announcer, Kelvin Keech, leaving for a month's vacation to Hawaii on Sept. 21st. (He was born on the islands, but hasn't been there in over 20 years). . . John Bradford preparing Spanish version of his musicalogue package, "Let's Take A Holiday". . . Dwight Weist's latest "This Is America" film documentary deals with Glamour Street—New York's Fifth Ave.

MBS May Drop Show To Conform To Code

(Continued from Page 1)

said he was not at all concerned with the FCC move and didn't feel that giveaways can be legally halted. He added that he was concerned only with living up to the NAB code.

Kobak, for a long time connected with the selling end of radio, avowed that currently he is troubled by the word "buy." He said he would welcome NAB definition or clarification of that section of the new code which reads as follows:

"Any broadcasting designed to 'buy' the radio audience, and to influence it to listen in hope of reward, rather than for the quality of the broadcasting should not be permitted."

According to Kobak, he'd like to know just how the word "buy" is to be construed when making it applicable to a specific program. He said that in the July meeting when top network officials met with Justin Miller, to discuss the code and a uniform starting date, there was wide disagreement among those present as to just what is meant by "buying an audience." "We were all over the lot," said Kobak.

The MBS chief did not characterize giveaways on other networks but said that "shows like 'Three For The Money' are not in line with the code." In his opinion such shows were designed primarily as entertainment "but still they are buying the audience."

"Three For The Money," offering \$5,500 in prizes to a listener on each Saturday night broadcast, is the only Mutual show with a permanent telephone gimmick. Kobak said production plans had already been started when the code was adopted at the NAB convention last May. That section of the proposed code about buying of audiences, however, went unchanged from the time it was first presented at Atlantic City in September, 1947.

Hewitt Replaces Moss

Alan Hewitt, stage and screen actor has replaced Arnold Moss as Dr. Fabian, narrator on CBS' "Cabin B-13" series. Moss has left for Hollywood to fulfill a motion picture commitment. "Cabin B-13," now aired Tuesdays, 10:00-10:30 p.m., will switch to a new time, Sundays, 8:30-9:00 p.m., on Oct. 3rd.

1906 1948

Henri
CONFISEUR

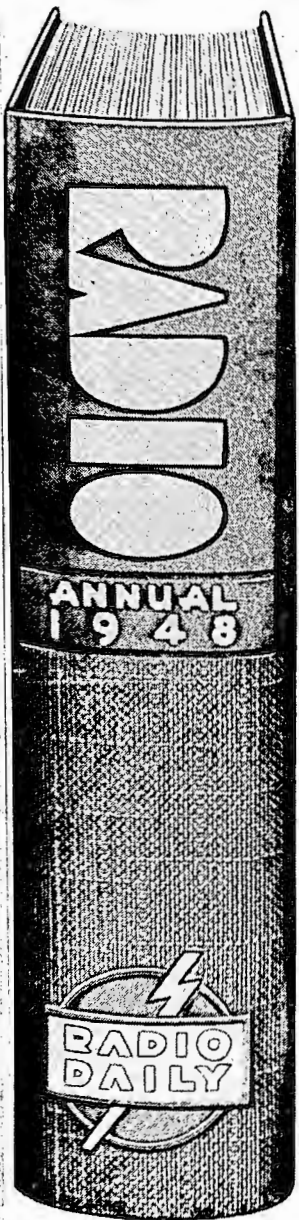
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

**THE 1948
RADIO ANNUAL
IS THE MOST
REFERRED TO
BOOK IN THE
ENTIRE
RADIO INDUSTRY**



**THE 1949
RADIO ANNUAL
IS NOW IN
INTENSIVE
PREPARATION**



"Atheists-On-Radio" Ruling Of FCC Subject Of Harness Group Hearing

AOA Gets \$273,000 From CBS Broadcast

(Continued from Page 1)
standing of theology than the professor of historical theology at Yale University" (the Yale professor had also been heard).

The decision itself was praised for its excellent writing and clarity by radio lawyer Frank Roberson—who opposed it, while the Yale Divinity School professor, Robert Lowery Calhoun, termed the decision "ambling, quite badly constructed" and, in its discussion of atheism, "a tissue of naive, inaccurate and self-contradictory expressions."

Much of the testimony dealt necessarily with the fundamental conflict between religionists and non-religionists, with chairman Harness forced to bang his gavel frequently to quiet the spectators and forced on numerous occasions to bring the witnesses back to the subject at hand.

Roberson said he thought the FCC has no right to obligate broadcasters in any way to carry atheist progress—he held that such broadcasts are not in the public interest. Radio commentator Earl Godwin said he thought the question of the existence of God is not a matter of public controversy and therefore does not merit the "equal time" consideration of more temporal problems.

Queried By Bow

Quizzed by committee counsel Frank Bow regarding his frequent inclusion of religious remarks in his scripts directed at school children, Godwin surprised the lawyer. Whereas it is charged that the FCC decision tends to keep religious programs off the air, Godwin said if he thought a religious broadcast on his part would mean that an atheist would answer, he would "make it stronger." He indicated no disposition to refrain from the religious utterance. Bow repeated his question for Godwin, but the commentator was firm with his answer.

Read into the record was the broadcast by Father Ignatius Smith over WHAM, Rochester, in October of 1946. It was because the station refused to permit the local Free-thinkers Society to reply that the FCC was asked to refuse to renew the WHAM license. WHAM was on temporary license for several months pending investigation. There was no discussion of the script, however, since Father Smith was not able to be present himself.

Dr. Calhoun said he agreed with Petty that the FCC has no legal right to require broadcasters to provide time for atheists, but at the same time

he held that public discussion of atheism and religion on the air is desirable. Forum programs and debates would be in the public interest, he said.

He proposed it be recognized that religion is "a natural and inevitable part of our national culture" and that broadcasters be under no compulsion to provide time for reply by atheists simply for airing church services or programs with favorable references to religion. On the other hand, he felt, atheists should have the right of reply when they are directly attacked (and he implied that he thought the broadcast by Father Smith merited the opportunity to reply).

Charles Smith of the American Association for the Advancement of Atheism later agreed that there is considerable difference between a religious service broadcast and a direct attack upon atheists or atheism.

Smith was the sole anti-religious spokesman to appear. He took the wind out of the sails of Chairman Harness early in his testimony as he volunteered that the membership of his association (about 400) probably includes some Communists. Harness was prepared to link the group with Moscow, but after Smith beat him to it he simply put into the record several references to Un-American Activities Committee files showing that in 1930, and a few years later, Smith had spoken at a couple of meetings which numbered among their sponsors the Friends of the Soviet Union and the American Civil Liberties Union. The former group was named this year by Attorney General Tom Clark as a Communist-front organization.

Bow to USSR Constitution

Committee Counsel Frank Bow also elicited from Smith an acknowledgment that he concurs in that portion of the Constitution of the USSR which guarantees freedom for anti-religious propaganda.

Petty said the Commission policy is in violation of the First Amendment to the Constitution as well as the Communications Act. He termed the ruling "an example of specific program control by the FCC."

Petty held that "just as Government cannot, without violating the First Amendment, prohibit speech, neither can it require a person to speak." He pointed out that the amendment was written to protect the information media from Government, rather than to control private agencies of information. The problem will be seen in a new light as

soon as facsimile becomes widely accepted, he said—forecasting that the entire problem of FCC control over programming will then have to be reopened. In the meantime he complained that the FCC, through its *obiter dicta* rulings, has blocked broadcasters from court appeal in many instances.

His reference to "thought police" came when he told the house investigators that "the Scott decision approaches closely the setting up of the same kind of thought police" which led to the domination of Italy, Germany and Japan.

Charges Federal Violation

The NAB general counsel charged also that the decision specifically violates Section 326 of the Communications Act, which forbids the FCC from promulgating any rule or regulation which interferes with free speech. "Since the Mayflower decision in 1941," he said, "the FCC bit by bit, has invaded the field of programming."

Petty recommended that "instead of engaging in philosophical discussions relating to Commission policies in decisions, the Commission follow the provisions of the administrative procedure act and set such matters down for hearing, thus insuring the right of appeal to the courts."

(Continued from Page 1)
20,223 contributors, for an "unusually high" average of \$7.29 per contributor. Total is expected to go over the \$150,000 mark in a few days.

Reports of monies on hand from AOA offices in other major cities throughout the country indicate that direct responses from listeners in those areas is in excess of \$125,000.

During the first hour following Gen. Dwight D. Eisenhower's appeal on the show, one relatively small community, Boulder, Colo., forwarded \$3,000 to the AOA office at Denver.

Contributions in the New York area ranged in size from 35 cents to a check for \$1,000, the tabulation revealed.

Plunkert said also that the broadcast stimulated a marked increase in response to various other types of solicitation conducted by local AOA groups.

KGMB Inks Ziv Show

Frederic W. Ziv Co., announces that Alka-Seltzer, through Wade Advertising Agency of Los Angeles inked "Easy Aces," ZIV package, for KGMB in Honolulu. This brings the total of Frederic Ziv produced and transcribed radio programs in Honolulu to five. Other shows are Boston Blackie, Favorite Story, Calling All Girls and The Barry Wood Show.

UNIQUE!

WBZ's new Radio and Television Center is the only building in the nation housing offices and studios for AM, FM, TV and international short-wave services... plus FM and TV transmitting facilities.

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Boston

WBZA
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TELEVISION DAILY

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

NBC SYNDICATED-PIC SERVICE BOWS

TELE TOPICS

By JIM OWENS
Associate Editor

VIDEO version of "Ford Theater" debuts on the CBS net Sunday, Oct. 17 (7:30-9:30 p.m.). Show will preem as a monthly showcase, to be aired in the east live and in film in Detroit, Chicago and Los Angeles. . . . This fall ABC will come up with what is expected to be one of the first plugs, per se, of network AM show on TV. "Welcome Travelers" will be filmed in 35 mm and distributed to web's affiliates. . . . Paul Belanger, former program director of WATV (Newark) now with J. Walter Thompson.

SEALTEST heading for TV with a quiz show, probably before the autumn leaves fall. . . . Bob Emery, DuMont's director of youth programs, has set a deal with Gateway Productions, H'wood outfit, for a series of 10-min. movies to be used on his "Small Fry" seg. Films will be animated cartoons and will feature a puppet character named "Pirro" who'll symbolize normal curiosity of the moppet age by poking his nose into the whys and wherefores of such as: what makes a clock tick, a telephone ring, etc. Idea is the result of Emery's contention that there's a tremendous dearth of suitable film stuff on the market.

ION GNAGY, whose time was gobbled up by Gulf's pickup of the new Bob Smith show, to be spotted by NBC in the 7:30 a.m. spot Wednesdays. Which is a happy event, since Gnagy's technique is one of the more entertaining airers on TV at the moment. . . . Macy's has prepped a huge promotion kickoff for its "Tots, Tweens 'N Teens" which debuts on WABD tomorrow night. Store will plug the show via huge posters throughout the 11 floors on Herald Square, and distrib handbills to the Thursday nite shoppers. In addition, store will spot dozens of receivers around the store for shoppers to ogle while they stroll. Wendy Barrie, the cinemactress, will emcee the opener.

JANE MARTIN will do a repeat play-by-play stint on WPIX when the News Outlet scans the girls' softball contest between the Arthur Murray-Connecticut Nutmegs tonite. . . . "Girl About Town," starring Kyle MacDonnell preems next Wed. on NBC for Bates Fabrics. She'll wear the sponsor's material thruout the show, in addition to participating in the commercial.

Waring On Smith Show

Fred Waring and Vincent Lopez will be on hand to greet Bob Smith when the latter unveils his new show Thursday, Sept. 2 (9:00-9:30 p.m., EDT), on the NBC East Coast video network.

Chi. Tele Council Sets Conference For Jan.

Chicago—Recently-organized Chicago Television Council, which numbers among its members execs of local stations and agencies, is preparing plans for an all-industry conference to be held here during the early part of January. Idea of the meet, which will help to brief all interested execs in TV problems, has thus far met with favorable reaction in the trade, according to James L. Stirton, ABC exec and prexy of the Council.

KDYL Expands Schedule From 5 To 6 Days Weekly

Salt Lake City—Meeting a heavily increasing public interest in tele with the approach of the fall season, Salt Lake's KDYL-W6XIS has expanded its program schedule from five to six days per week—Sunday through Friday—and is now airing a special sports event via its mobile unit each Sunday. Sponsorship of the American Legion Junior baseball regional tourney finals and the Utah Open Golf Championship finals, both by Petty Motor Company, Salt Lake City Ford dealers, marked the first two Sunday sports telecasts.

WBAP-TV Appts. Andrews

Fort Worth, Texas—Seymour C. Andrews has been appointed program director for WBAP-TV which is scheduled to take to the air about Sept. 29th. He has had varied West Coast radio and television experience. He was formerly a principal in Andrews-Johnson and Associates, Hollywood agency and was also formerly a director of radio for McCallister and Associates producing radio programs.

WABD Hikes PM Rates To \$1,000-Hr. Oct. 1

DuMont's WABD will hike its basic night-time hourly rate from \$800 to \$1,000, effective Oct. 1, according to Humboldt J. Greig, network sales manager. Night-time half-hour rate, now \$480, will be raised to \$600, and the quarter-hour rate from \$320 to \$400. Web will also allow weekly and annual volume discounts on Oct. 1, it was added. New rate cards, listing all changes in price structure, will shortly be issued by the network.

Baltimore Execs. Organize Video Circulation Comm.

Baltimore—A Baltimore Television Circulation committee was organized here this week for the purpose of making authoritative monthly surveys of the number of television receivers in the area. Representatives of all three Baltimore stations participated. The first survey under the committee's authority disclosed that television receivers are presently being marketed in Baltimore under thirty different manufacturers' names. Eight other manufacturers are expected to place their receivers on sale here in weeks to come.

When the first television broadcast service began in Baltimore last October, reliable figures indicated about 1,600 sets in use here, but most of these were purchased from Washington and Philadelphia sources.

Using only current sales reports from Baltimore distributors and dealers, and without counting the sets brought into Baltimore from outside sources, the committee report disclosed that 18,530 receivers have been sold in Baltimore and its immediate environs to date.

Six Web Programs To Be Offered Affiliates

Another step toward expansion of its programming on a "network" basis was effected this week by NBC via the availability of six regular shows to affiliates not as yet connected to the live east-coast web. Programs, which will be offered on a series basis, are offered by the net's TV feature service department via the kinescope method of syndication, according to Carleton D. Smith, director of video operations for NBC.

Move is the first actual step in this direction on a permanent basis, although the NBC kinescope films of the recent political conventions in Philadelphia were offered to non-interconnected outlets. Announcement of availability of the programs was sent to affiliates last weekend by Easton C. Woolley, web's director of station relations. Programs can be provided affiliates within 24 hours if necessary, it's said.

Stations to be fed the six series are: WTMJ-TV, Milwaukee; WWJ-TV, Detroit; KSD-TV, St. Louis; KSTP-TV, Minneapolis; WSPD-TV, Toledo; WLW-TV, Cincinnati, Ohio; WBEN-TV, Buffalo; and KDYL, Salt Lake City. Programs offered on the syndicate basis, which are aired regularly on the live east coast NBC web are: "Musical Miniatures," "Story of the Week," "Stop Me If You've Heard This One," "America Song," "Howdy Doody," and "Television Screen Magazine."

N. Y. Has 242,100 Total In First Hooper Set Count

C. E. Hooper has added a monthly estimate of home TV sets to the Hooper Teletatings service, and first report shows 242,100 in the New York area as of July 15.

Figure for June and May, hitherto not released, was 220,800, and 170,900 respectively, thereby showing a considerable increase for each 30-day period. July figure of 242,100 is somewhat higher than that issued by NBC which was 243,200, but included 15,000 tavern sets not included in the Hooper home estimate. Machinery for producing comparable estimates for other video cities, scheduled to be included in the Teletating service, is already in operation, Hooper said.

Meanwhile the August City Teletatings showed Texaco Star Theater on top with a 33.4. Sponsor identification of the Texaco show was 95.2, thus far the highest figure registered in this category in the six-month period of the Hooper service.

Progress Report No. 9

WBZ-TV Airing 25 Hours Per Week;
Sets Exceed The 10,000 Mark

Boston—WBZ-TV, Westinghouse outlet here, and first TV station on the air in the Hub, is programming an average of 25 hours weekly as of last month, with an estimated 10,000 sets distributed about the greater metropolitan area. Station has approximately 30 accounts on its commercial list, including a dozen on a network basis. Network programming accounts for 52 per cent of the over-all, with film at 28 per cent, remote at 19 per cent, and local live providing the remainder. WBZ-TV began operation on May 29th of this year, and formally debuted on June 9th. Set distribution is climbing rapidly and it's reported installation is now running at about 1,000 per week.

CFRB, Canadian Indie, Operating On 50 kw

(Continued from Page 1)
equipment, and four tower directional antenna system, the transmitter is the first of such size to be built by any independent Canadian outlet. It is located on a low, 93-acre site which is close to Lake Ontario and ideally suited to the transmitter's broadcasting patterns, which cover most of Ontario.

Founded twenty-one years ago by the late "Ted" Rogers, the Canadian radio exec who invented the world's first batteryless radio, CFRB housed its original 1,000-watt transmitter in a small wooden hut at Aurora, Ont.

At Clarkson today, representatives of cultural and business organizations, inspecting the powerful new unit as guests of Harry Sedgwick, CFRB's president, will see the same basic operation involve \$220,000 worth of R.C.A. equipment, scores of miles of wiring, and 250 feet high, steel tower antennae. In addition to the 50,000 watt transmitter, the major components of the new unit include a 10,000 watt stand-by transmitter, a 250,000 volt-ampere generator, an emergency, gasoline-driven power unit and a blower system which drives a stream of cooling air over the giant tubes of the big transmitter. These tubes stand three feet high, weigh 350 pounds each and cost \$2,000 each.

The new transmitter was designed to broadcast a strong signal throughout Ontario but to avoid conflict with U. S. stations also operating on 1010 kilocycles. Its broadcasting patterns are controlled by means of phasing equipment installed in a special tuning room. Here power is directed in the right proportions to each of the four antennae and adjustments made to suit night and day operations. Through the phasing equipment, the broadcasting pattern can also be trimmed to suit special conditions arising out of heavy snowfalls, storms and lightnings.

The show piece of the new building, the 50,000 watt transmitter—R.C.A. engineers installed it in the record time of 40 days—was built to operate on 1010 kilocycles and two tiny electric ovens, thermostatically controlled, keep the frequency exactly at this figure. It is guaranteed not to stray more than plus or minus one-thousandth of one per cent from 1010 kilocycles.

Stork News

Lebanon, Pa.—Mr. and Mrs. James Chambers are the parents of a son, Geoffrey Henry, eight pounds, six ounces, born on Aug. 25th at Lebanon's Good Samaritan Hospital. Father is staff announcer at WLBR here.

WGNR - FM

NEW ROCHELLE, N. Y.

LOOKING FOR MORNING MAN FOR STAFF JOB. ON-THE-JOB TRAINING.

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COAST-TO-COAST

To Air Premiere Performances

New Haven, Conn.—This city's famous Shubert Theater has become the setting for a series of opening-night broadcasts by WNHC and WNHC-FM. Shows, held each Thursday, are preceded by interviews with the stars backstage at 7:30 p.m. and followed by "First Nighter Forecast," a broadcast from the lobby which quizzes the audience on their views of the show at 11:30 p.m. Programs are emceed by Ruth and Lewis Doolittle, the latter being program director of WNHC AM-FM-TV.

Gets Outwest B'casting Appt.

Colorado Springs, Colo.—Everett Shupe, for five years KVOR manager, has been elected a director and assistant treasurer of the Outwest Broadcasting Company (KVOR). Shupe is widely known in the Colorado Springs area for his many civic and club activities.

To Air Highway Safety Campaign

Boston, Mass. — WBZ, WBZA and their FM affiliates, as a public service feature designed to decrease Labor Day's death toll, will air over 100 safety spot announcements during the coming weekend plus two dramatic productions to be aired Friday and Saturday evening respectively. The Saturday airtel stars Jinx Falkenburg and Tex McCrary. Friday's offering is entitled "Last Weekend" and is under the direction of Stephen J. Burke.

Alkire Promoted At KXOA

Sacramento, Calif.—KXOA president, Lincoln Dellar, has announced the appointment of Jack Alkire as program and operational director. Alkire, who has been with the station for the past two years as assistant program director and chief technician, was formerly with the American Broadcasting Co. in Hollywood and with KVOD in Denver, Colo.

To Air Greensburg Football

Columbus, Ind. — WCSI-FM has made arrangements to broadcast all the home games played by the Greensburg High School football games. With the addition of this coverage, the station will broadcast three football games per week and 30 basketball games during each sport's season.

Airs "Something Personal"

Buffalo, N. Y.—"Something Personal," a new morning show with John Boothby, announcer, and Wally McManus, organist, recently made its debut over WEBR. Show asks listeners to send in letters requesting a song, telling why that song is a favorite and what memories are connected. Writers' names are kept confidential and the best letters are read over the air with the requested music played. A corsage from a Buffalo florist is also awarded to all writers of letters used.

WFIL Signs Miller For 2 Yrs.

Philadelphia, Pa.—LeRoy Miller, city favorite, has signed a new contract with WFIL to continue his program series for another two years. A veteran of 12 years in Philadelphia broadcasting, Miller airs his "LeRoy Miller Club" Mondays through Saturdays from 7:00-7:30 a.m. and from 7:40-8:45 a.m. Show combines music, comedy, chit-chat and time signals.

Appt'd WXYZ Publicity Dir.

Detroit, Mich.—James G. Riddell, WXYZ general manager, has announced the appointment of Donald Zuehlsdorff as publicity director of both AM and TV. Zuehlsdorff has been with the ABC outlet for the past 14 months as a writer in the news department.

To Sponsor "Touchdown Tips"

Milwaukee, Wis.—Pat Ryan, Inc., a Milwaukee used car dealer, has signed a contract for the sponsorship of the Sam Hayes "Touchdown Tips" programs on WTMJ and WTMJ-FM. The shows will be heard over the Milwaukee Journal stations from September 10 through December 3rd of this year.

WFTW Begins FM Broadcasting

Fort Wayne, Ind.—WFTW recently began FM broadcasts with a power of 1,000 watts on 103.7 megacycles. Programs mainly feature live talent. President Edward Thoms revealed that present plans call for an increase of power at a later date.

Hess Replaces Moore

Worcester, Mass. — Clyde Hess, WTAG newsman, is replacing commentator Leslie Moore on the five-a-week evening news at 6:10 p.m., so that Moore can devote more time to his editorial work on the Worcester Telegram and Gazette. Special news announcer John Cleary, has taken over Hess' duties as daytime news editor.

KLZ Adds Davis

Denver, Colo.—Bob Davis has been added to the announcing staff at KLZ. A veteran announcer in mid-west radio circles, Davis was formerly chief announcer at KVOR, Colorado Springs, Colo.

TOP NEW YORK REP. SALESMAN
SEEKING NEW CONNECTION. PREFER TV OR AM STATION MANAGEMENT OR SALES. NOT NECESSARILY NEW YORK CITY. WRITE BOX 149, RADIO DAILY, FOR CONFIDENTIAL RESUME. PLS. ADVISE \$ POTENTIAL.
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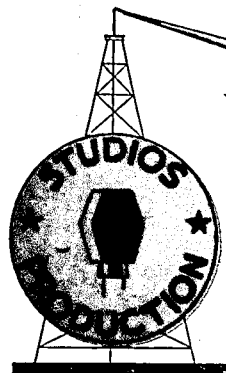
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 45

NEW YORK, THURSDAY, SEPTEMBER 2, 1948

TEN CENTS

COMMISSION CLARIFIES "SCOTT" ISSUE

Univ. Of Chi. Awards To 7 Church Groups

Chicago—In the second annual competition for religious radio programs conducted by the radio workshop of the University of Chicago during the session just ended, seven national church groups were awarded honors. First awards went to the Troy, N. Y., Council of Churches, the Tri-City Radio Commission and station WTRY, Troy, for the program "Religion Views the News."
"The Church That Came to the
(Continued on Page 3)

"First Nighter" Returns For Campana On Oct. 7

"First Nighter," dramatic series sponsored by Campana Sales Company which returns to the air for a new season of broadcasts over CBS, Thursday, October 7, 10:30-11:00 p.m., will be observing its 18th anniversary on that date.
Featured in the lead roles in radio's Little Theater off Times Square, are Olan Soule and Barbara Luddy. Agency for Campana Sales Company is Wallace-Ferry-Hanly Co.

Frank Webb Appointed General Mgr. Of KFH

Wichita, Kan.—Frank V. Webb, for the past two years vicepres and general manager of KULA, Honolulu, has been appointed general manager of KFH, CBS affiliate here, it was announced yesterday.
Prior to his Hawaiian association, Webb was manager of the Avery-Knodel office in Los Angeles. Previously, he served with Westing-
(Continued on Page 4)

Quiz Kids' Kids
Second generation of Quiz Kids is well under way following the birth of a girl to ex-Quiz Kid Margaret Merrick, now 20. A son was born nine months ago to ex-Quiz Kid Barbara Hutchinson, Margaret, mother of the first girl in the second generation group, keeps trailer (she lives in one) in Albuquerque. Her husband is an Air Corps lieutenant.

FMA's Bailey Blasts RMA Prod. Figures

Washington Bureau, RADIO DAILY
Washington—The Radio Manufacturers Association was charged this week with withholding "valuable information" by not releasing "FM-television set production separately from straight television sets. . . ."
Charges were made by J. N. Bailey, executive director of the FM Association in a statement analyzing RMA production figures for the first seven months of this year.
Bailey said that FMA "has formally requested" listing of such figures, but has "been advised that the RMA can-
(Continued on Page 3)

Portable Two-Way FM Sets Aid Shooting Of Para. Films

Concealed two-way portable FM systems will become standard practice in shooting Paramount films in city locations as a result of success of the method first used during filming of "One Woman" in Chicago, the
(Continued on Page 4)

Election Coverage By Mutual Sold To Curtis Publishing Co.

Continuous all-night coverage of the national elections Nov. 2 has been sold by Mutual to Curtis Publishing Co. for a sum reported to be in the neighborhood of \$75,000, it was announced yesterday. This is believed to be the first instance of sponsorship of voting returns on a national web. Deal covers the entire MBS chain of over 500 stations. BBD&O is the agency.
The net will cancel all regularly

Letter By Hyde Defines Atheist Rights In Claiming Air Time To Answer Church-Radio; Hearing Ends

Washington Bureau, RADIO DAILY
Washington — While Chairman Forrest Harness of the select House committee probing the FCC urged that the so-called "Scott decision" providing for air time for atheists be abandoned, the Commission was scored most effectively yesterday for failing to follow the course of the Scott decision
(Continued on Page 5)

Webs' Football Sked Starts In Two Weeks

The Saturday afternoon pigskin parade starts its network march in two more weeks. CBS and ABC begin coverage of college football on Sept. 18, Columbia reporting the Louisiana State-Texas game from Austin, Tex., and American broadcasting the Villanova-Texas A&M contest from Philadelphia.
Game time for CBS on opening day
(Continued on Page 4)

Jewelry Chain Account Placed On Five Stations

Abelson's, Inc., New Jersey jewelry chain with stores in nine cities, is starting its largest radio campaign on five New York and New Jersey stations which will maintain heavy promotion for the rest of the year and continue on into 1949. Sawdon
(Continued on Page 3)

Veteran Radio Executive Opening School In N. C.

George T. Case, veteran radio exec with over 20 years in the business, has resigned as general manager of WINK, Ft. Myers, Fla., to open a radio school, the Broadcasting and Tele-
(Continued on Page 3)

Civil Rights Council To Sponsor Air Series

National Citizens' Council on Civil Rights announced yesterday that it will sponsor a series of 13 half-hour shows following up the findings of the President's Committee on Civil Rights. The organization claims among its members Herbert Bayard Swope, Eric Johnston, Robert P. Patterson and Thomas K. Finletter.
Planned for fall airing, scripts will
(Continued on Page 2)

Jones Assumes Duties As Gen. Mgr. Of WJBK

Detroit—Richard E. Jones, former commercial manager of CKLW in Windsor assumed duties as general manager of WJBK, Detroit, Monday. Ralph G. Elvin, formerly of WJBK, has moved to the Masonic Temple Building where he will begin duties as television manager of WTVO.

Top Man
Bert Lown, station rels. director for Associated Program Service, is probably the No. 1 guy with a lotta youngsters confined to their homes in the Carolinas due to the polio epidemic. On a recent visit Lown discovered station program execs straining for moppet fare, day in day out, so he wired his NY office for younger-set platters from its wide library selection.

Salute To Beauty
"Miss American Co-Ed," who will be named by Sammy Kaye on the Chesterfield Supper Club over NBC Friday night, will be saluted by 200 of the Navy's newest fighter planes from the carrier Coral Sea. Planes will take off from the ship and will buzz the Virginia Beach Surf Club, where show will originate, one minute after Kaye announces the winner.
(Continued on Page 4)



Vol. 44, No. 45 Thur., Sept. 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.

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Phone: Wisconsin 3271

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Phone: State 2332

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

FINANCIAL

(September 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Mrs. Richard A. Granville

Atlanta, Ga. — Mrs. Richard A. Granville, wife of the general manager of WERD, died last week of a heart attack suffered while swimming in Lake Elenor near Atlanta. Following cremation, her ashes were taken to the New York home of her parents by her husband and son, Richard A., Jr., 12.

★ COMING AND GOING ★

CHARLES BARRY, vice-president of the American network in charge of radio and television programming, is back from Hollywood, where he completed arrangements for a new program to be aired on ABC this Fall.

HERB LANDON, radio publicity director of Kenyon & Eckhardt, Inc., is visiting CBS affiliates in New York State. He is accompanied by JIM KEENEY, "Junior Achievement" publicity director.

FRED MAHLSTEDT, of CBS Radio Sales, left yesterday for Washington, D. C.

SAMMY KAYE to Virginia Beach, Va., where tomorrow he will present his 1948 "Miss America Co-Ed" on his "Supper Club" broadcast over NBC.

CARL SHUTZMAN and EARL JANES, Columbia network technicians, left yesterday for Cleveland, where they'll handle the controls for CBS' coverage of the National Air Races to be held July 4, 5 and 6.

LEE BLAND, Columbia network director of special events, and JOEL TALL, recording technician, returned yesterday from a two-week tour of the nation's airfields. They were gathering material for the web's Air Force Day programs.

CHARLES GODWIN, director of station relations at Mutual, leaves New Orleans today for New York. He'll visit several web affiliates on the way back. He's due in Gotham Sept. 10.

PAUL MOWREY, American network's national director of television, is in Chicago to supervise the opening of WENR-TV, scheduled for Sept. 17.

RUTH SACKS, conductor with Joe O'Brien of the "Couple on the Corner" program over WMCA, is vacationing in Northport, L. I.

NANCY CRAIG, who conducts ABC's daily women's service program, has returned from Texas. While in Dallas, she was made on honorary citizen of the city by Mayor James Temple and received the appointment of honorary sheriff.

MAURICE C. DREICER, conductor of "I Challenge You" on WEVD Sunday evenings, will leave Monday for Bermuda.

MICHAEL YOUNG, conductor of "Movie Critics Talk It Over" on WEVD Sundays, is back from Old Forge in the Adirondacks, where he spent three weeks.

AL WARD, Columbia network director, left yesterday for Watertown, N. Y. He went via Syracuse, using American Airlines.

RALPH EDWARDS and the program company of his "Truth or Consequences" on NBC, have started a series of personal appearances through the nation. This week he's in Hershey Park, Pa., from which point Saturday's show will be broadcast.

LEE JAHNCKE, director of station relations in the television department of ABC, is back in town following a business trip which took him to Chicago, Milwaukee, Detroit and Cleveland.

LILY BLAKE, publicity director at WNYC, is vacationing with her husband in the Thousand Islands.

WORTHINGTON C. MINER, manager of television program development for CBS, hops an American Airliner tomorrow for Washington, D. C., where he'll address WTOP's fourth annual radio workshop on the subject, "Television, the New Medium."

WALTER E. MEYERS, account executive at NBC, leaves Sunday by American Airlines for Detroit. He'll be back Wednesday.

CORNELIUS VANDERBILT has returned to New York following a two-month tour of Europe. He's scheduled for a series of guest appearances on the air.

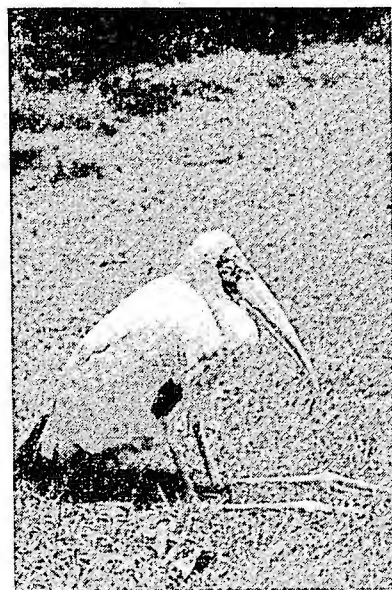
STEVE SLESINGER, publicist, last night plane to Los Angeles on the American Airlines coast-to-coast sleeper, named "Red Ryder Flight" in his honor.

WELLS CHURCH, director of news broadcasts for CBS, and JOHN DALY, network newsman, are in Cleveland to handle the web's coverage of the National Air Races to take place over the Labor Day week-end.

BOB KEIM and CASS BIELSKI, producer and announcer, respectively, of the Air Force Hour on Mutual, are back in Washington following a business trip to New York.

JOHN DERR, assistant director of sports at CBS, arrived from Europe yesterday aboard the Nieuw Amsterdam. He spent two months abroad reporting the Olympiad in Britain and visiting France and Holland.

GORDON GRAY, vice-president of WIP, Philadelphia, is in town conferring with Mutual officials and station reps.



Taking it easy

This strange looking bird is a Malayan Wood Ibis. And he's now taking a little nap. Believe it or not, that's the way this queer fellow sleeps.

There's a simple way, too, for time buyers to take it easy and get results in the rich Baltimore market. They just buy W-I-T-H, the BIG independent with the BIG audience.

Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

And don't forget, Baltimore is the sixth largest market in the country.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.

Civil Rights Organization To Sponsor Program Series

(Continued from Page 1) be written by Morton Wishengrad, scripter of the "Eternal Light" series and the ABC documentary, "Communism—U. S. Brand."

Series will deal with various "sore spots of America with a view to eliminating them." Among the topics are the Negro, labor, women, employment and the courts.

CBS Time Changes Involve Three Web Commercials

Two CBS Friday evening shows, "Mr. Ace & Jane," 8-8:30 p.m., and "Sweeney and March," 8:30-9 p.m., will switch time segs beginning this Friday. Both are sponsored by General Foods. "The Jack Carson Show," which replaces S&M Oct. 8, will retain the 8 o'clock slot.

"Your Song and Mine," CBS musical series sponsored by The Borden Co., returns to the air after summer hiatus Sept. 15, 9-9:30 p.m. Show is produced by Frank Hummert. Agency is Kenyon & Eckhardt.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Sale of World's Series broadcast rights to a sponsor is practically dormant from viewpoint of the networks. It is considered doubtful that the series will be sold to any one web on an exclusive basis because of baseball commissioner's ruling that broadcast rights be allowed every station in the country. . . . Avalon, new ten-cent cigger made by Brown & Williamson Tobacco Co., signed with NBC for new weekly half-hour series over the Red network. Program details not set.

Wedding Bells

Shirley Kirsch, daughter of Marvin Kirsch of RADIO DAILY, will be married on Sept. 26 to David Rice, who is connected with Pan American Airways. The couple plan to make their home in Miami.

Margaret Snider of the NBC television department was married last week to Albert W. Protzman, NBC production director, at the Little Church Around the Corner. Matron of Honor was Mrs. Minnie Lee Snider, the bride's mother. O. B. Hanson, vice-president and chief engineer of NBC, was best man.



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

INS has served



FOR 12 YEARS

FMA's Bailey Blasts RMA Prod. Figures

(Continued from Page 1)

not make such listings without the approval of the Radio Corporation of America."

He continued: "Why the RMA withholds this valuable information from the public and from radio advertisers and broadcasters is difficult to understand. Thousands of television set owners can and do tune in FM stations during the many hours that television is not on the air, yet because of the method of referring to all FM-TV sets as 'TV' by the RMA, FM broadcasters are deprived of valuable information and the public is led to believe that FM unit production is confined to those figures reported as 'FM-AM' sets."

Turning to the RMA production report, Bailey said: "Although general production of radio sets dropped off in July due to the usual summer vacations and resultant shutdowns of factories, a careful analysis . . . discloses that production of old-fashioned receivers is decreasing while production of sets capable of receiving the new improved radio services, FM and television, is increasing."

FMA also stated that there are now 607 commercial FM outlets and 22 non-commercial stations on the air, and another 407 FM grants have been issued by the FCC. In the past month, the statement added, 28 new FM stations went on the air.

Jewelry Chain Account Placed On Five Stations

(Continued from Page 1)

Advertising Co., which represents the chain, is putting about 50 per cent of the entire account into radio and is planning a 52-week schedule for the jewelry firm.

Stations signed for the campaign are WNEW and WOV, New York; WPAT, Paterson; WNJR and WAAT, Newark. More than 100 announcements plus 24 programs, consisting of 10 and 15-minute shows, will be aired each week by the combined stations. Announcements are live and transcribed. Time signals have also been bought. Contracts were placed for 13 weeks.

MBS Adds Kate Smith Show

"Kate Smith Sings," aired over WOR for the past year, goes full MBS network Monday, 12:15 p.m., EDT, giving the star a daily half-hour seg on the web. "Kate Smith Speaks" is now aired by Mutual from noon to 12:15, and will be followed by "Sings" wherein Miss Smith jockeys her own records.

S.O.S. Buys Spots

S.O.S. Co., makers of Magic Scouring Pads, has bought a series of one-minute announcements on Norman Brokenshire's WNBC program, aired daily 9:30-10 a.m. Announcements will run Mondays and Wednesdays for 13 weeks, starting Sept. 6. Agency is McCann-Erickson.

Veteran Radio Executive Opening School In N. C.

(Continued from Page 1)

vision Institute, in Raleigh, N. C. The school opens Sept. 20.

For over three years Case was assistant program director and production manager of the CBS midwest division and WBBM, Chicago. During his career he has been program director at WING, WTMV, KABC, WDNC, WCFL and producer-writer-announcer at WCKY, WIS and WGN. At one time he was assistant manager at WRAL, Raleigh.

In addition to setting up the school, its director will revive George T. Case Radio Productions to serve a wide area of stations from Raleigh. Later a consultation service will be available to small stations, covering management, programming, operations and economics.

New Ala. AM Outlet

Greenville, Ala.—WGYV, new 250-watter, went on the air here last week with a dedicatory program featuring local officials followed by open house for the public. Owned by Greenville Broadcasting Co., station is on the air 18 hours a day. Charles D. McNamee is manager; Gene Harbin, news and sports director; Charles Davis, music director; LaFayette Bruner, sales manager; J. C. Williams, chief engineer, and James T. Brittle, assistant engineer. Dr. Vernon Stabler is president of the firm, with C. Pool and Sam Ferrell the other officers.

Univ. Of Chi. Awards To 7 Church Groups

(Continued from Page 1)

Rockies," awarded a first in the church-in-action division, was sponsored by the Colorado Synod of the Presbyterian USA Church and was presented over KLZ, Denver. First award winner in biography, "As I See It," was one of a 25-week series of interviews sponsored by the Cleveland Church Federation, aired on WTAM, Cleveland. The "Book of Books" series presented by the Maine Council of Churches Sunday mornings over the Maine Broadcasting System, including WCSH, Portland; WLBZ, Bangor, and WRDO, Augusta, won first award for religious education.

An additional award, honorable mention, was given in three divisions: News, "Carillon Calls," the Rev. Henry B. Adams, San Francisco Theological Seminary of San Anselmo, Calif., and KTIM, San Rafael, Calif.; church in action, "This Is No Dream," Gordon E. Powers, Covenant Central Presbyterian Church, Williamsport, Pa., and station WRAK; and religious education, "The Christian Answer," the Massachusetts Council of Churches and station WCOP, Boston.

Judging and evaluation of the programs was conducted by the 35 leaders in religious radio attending the radio workshop at the University of Chicago.

ah, THERE'S a woman with her feet on the ground

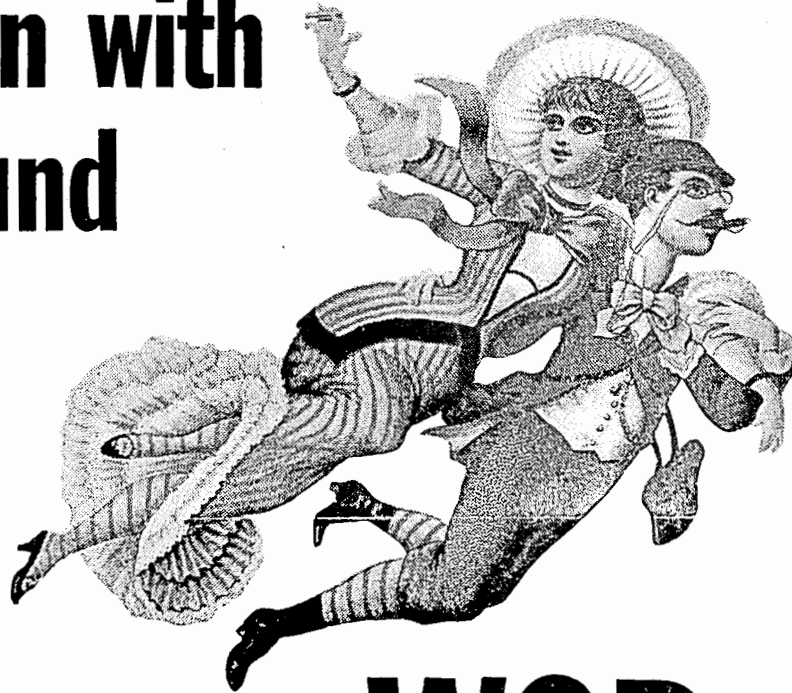
Charlotte Adams, we mean:
an Adams who has a way with the Eves

CHARLOTTE ADAMS, noted authority on food, family and fireside —has joined the famous WOR sisterhood.

No chi-chi artist, she. Strictly feet on the ground. As much help to a housewife as a full-time maid. Women from Portland to Putney know her name, follow her advice. Does she know food? Charlotte Adams has been food editor of the Associated Press and Look Magazine. Children? She comes equipped with a son; has worked with the Child Study Association.

"The Charlotte Adams Show" is unique. Includes interviews at markets, stores, restaurants. Gives flash news on food prices, best buys, style. Has a "help your neighbor" department. All this and famous guests, too, at a price no client could resist.

Looks like a sellout, gentlemen. The time to dial Longacre 4-8000 is NOW.



—heard by the most people
where the most people are

mutual **WOR**

MBS Election Coverage Sold To Curtis Publ.

(Continued from Page 1)

Henry La Cossitt, Rex Miller, Bill Slater, Fred Vandeventer.

Central election desk will be set up in the web's New York headquarters to receive returns direct from affiliates throughout the country. In addition, reporters will be assigned to presidential and vice-presidential candidates. Coverage will include election of 32 Senators, 435 Congressmen and 30 Governors as well as the national race.

All MBS outlets, in addition to airing the national results, will at regularly scheduled periods throughout the night, broadcast city, township, county and state returns for their local audiences.

By shortwave, Mutual correspondents overseas will report on foreign reactions to the elections. These will include reports from American troops stationed in Japan and Germany. The entire election broadcast will be made available to AFRS for transmission to servicemen abroad and at sea.

Portable Two-Way FM Sets Aid Shooting Of Para. Films

(Continued from Page 1)

studio revealed in a statement released yesterday.

Developed by Para's sound department, the equipment is so light and compact that it can be used without attracting the notice of passers-by, and permits coordination of action between director, camera crew and actors where it is impracticable to string phone lines.

Shooting around the "L" in Chicago, the two-way radio allowed coordination of filming with arrival of the trains. Spotters on the elevated structure notified photographers by radio when a train was approaching and cameras were turned on cue, without having to hire special trains. The method was also of value in filming street scenes where greater authenticity was obtained because pedestrians were not aware they were being photographed. With cameras hidden, director Lewis Allen mingled with the crowds unnoticed, and instructed his cast and photogs via radio.

Both receiving and sending sets are packed in a brief case or small valise with hidden antenna. Powered by a single six-volt storage battery and weighing less than 30 pounds, the set is said to have a range of 45 miles. Up to four parties may be lined up on the same wavelength for multiple communication. Para is licensed to operate on four frequencies.

VACATION FOR LABOR-DAY WEEKEND

Beautiful hotel high in the Peakamoose Mountains only 130 miles from New York, with all facilities for enjoyable weekend or longer vacation. Attractive bar. Excellent food. Reasonable rates. WOODLAND ACRES INN, West Shokan, N. Y. Telephone Shokan 2634.



Windy City Wordage. . . !

• • • The video pot is boiling in Chicago, with rival stations—and prospective stations—boosting their super equipment, startling innovations, network plans and what not! It's a bit confusing. But for lucid, down-to-earth information on television and its problems, Frank Marx, vice-president in charge of engineering for ABC, gives a clearer picture, in language a layman can understand, than any other engineer we've run across. . . . Mike Barkas, who came to WBBM this Summer from WIOD, Miami, is writing the CBS "Music For You," and "American Story In Song," and the WBBM "Show Tune Time." . . . Dave Chantler, another new WBBM staffer, replacing Phyllis Gordon, who left this week, is writing the "Gold Coast Show." . . . "Juke Box Jury," teen-age program aired in Boston, Phillie, Pittsburgh and New York for the Wilbur-Suchard Chocolate Co., will make its debut over WIND on October 2 for a 13-week run, with Jim Hamilton as emcee. . . . Is Marion Claire retiring from WGN activities? . . . The 1948 Davis Cup matches, international tennis event, will be broadcast over WCFL, Chicago labor station, Sept. 4, 5 and 6, with "Lev" Richards, tennis authority, at the mike.

★ ★ ★ A contract between WJIM, Lansing, Mich.; the Michigan State College, and Michigan National Banks has been signed for rights to air all of the MSC football games this fall. Flint, Grand Rapids, Saginaw, Battle Creek, Port Huron and Lansing will be included in what will be called the "Michigan National Network" to broadcast the series. The group has the "ex" on broadcasts within the state, with the exception of WKAR, the college owned station, and a Detroit outlet.

★ ★ ★ Dorothy Miller, WBBM director of education, off for a three-week Caribbean cruise. . . . J. Edward Chapman, who has been with Earl Ludgin & Company since 1944, has been made vice-president of the firm. . . . Don Elder, WMAQ sportscaster, and John Erp, newsroom staffer and writer of the "Final Sports" program, have been presented with miniature engraved gold footballs by the Chicago Cardinals in appreciation of their efforts in promoting professional football. . . . The Wander Co. (Ovaltine) has just signed with Mutual to sponsor "Captain Midnight," popular kid show originating in Chicago, over 120 stations starting September 20. . . . A new novelty tune, "O'Leary Is Leery Of Falling In Love," written by Jack Fulton and WBBM musician Dick Cunliffe, is being featured this week on the stage of the Chicago Theater. . . . "Ladies Be Seated" and "Breakfast Club," two popular ABC audience participation shows, are skedded to be broadcast regularly from the new ABC Civic Studio in the Civic Opera Building starting late in September.

★ ★ ★ Gerald Vernon, ABC's co-ordinator of tele-sales, in a recent panel discussion by the Chicago Television Council, presented some convincing arguments as to why advertisers should go into television now. Vernon quoted comparative figures on present radio and television costs and declared that TV has reached the place where it can and should talk costs to skeptical budget-conscious clients.

★ ★ ★ Arsene Seigel, WIND organist, readying the score for a new modern symphonic piece. . . . Bill Kutch, station manager of WMMJ, Peoria, a visitor at Mutual's midwest offices. . . . Betty Drangle, WBBM receptionist, and Bob Riddell, a York, Pa., announcer, became Mr. and Mrs. last week. . . . Dolores Marshall, WGN script-typing gal whose vocal talents were discovered by her co-workers, will have a guest spot on WGN-WGNB's "Nine Tonight" program on September 3. . . . I. E. Showerman, NBC vice-president in charge of the central division, and Jules Herbuveaux, the division's television manager, alternating between Detroit and St. Louis this week to tie up details of NBC's midwest tele net.

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Webs' Football Sked Starts In Two Weeks

(Continued from Page 1)

is 4 p.m., EDT. Sportscaster Ves Box of KRLD, CBS affiliate in Dallas, will handle play-by-play. The Columbia schedule will be made up from week to week and on some Saturdays two games will be covered concurrently via a special monitoring system. Web has used this system for the last two years.

Sponsored by the Army & Air Force Recruiting Service, ABC will sound off its gridiron sked from Franklin Field, Philadelphia, at 2:45 p.m., EDT, on Sept. 18. Harry Wismer and Jimmy Gibbons will be at the mike.

NBC and MBS start football airers the following week, Sept. 25. NBC has scheduled the Notre Dame-Purdue game as a curtain raiser from South Bend, Ind. Air time is 2:45 p.m., EDT. On Oct. 2 Bill Stern will call the Ohio State-Southern California game at Columbus, starting at 1:45 p.m., EST. These are the only two contests scheduled by NBC to date.

First game to be given Mutual coverage on the 25th is the Army-Villanova encounter at West Point. Russ Hodges will do play-by-play.

Frank Webb Appointed General Mgr. Of KFH

(Continued from Page 1)

house Radio Stations in Ft. Wayne and Pittsburgh for five years and also was associated with Farnsworth Television and Radio Corp.

Webb has served on the NAB sales managers executive committee, was former chairman of the sub-committee on audience research and served also on the AAAA-NAB contract sub-committee and sub-committee on standardization of rate cards.

Farnsworth Appts. Dealer

Southern Appliances, Inc., Charlotte, N. C., has been appointed distributor for Capehart and Farnsworth radio-television products in South Carolina and the western half of North Carolina, it was announced this week by the Farnsworth Television & Radio Corporation. Firm is headed by Calvin D. Mitchell, president, a veteran in the radio and appliance wholesale field. Mitchell formerly was district manager for Bendix Home Appliances, Inc. and is well known to dealers throughout the Carolinas.

RCA INSTITUTES, INC.

The oldest and recognized leading Radio School in America, offers its specially trained Radio and Television technicians to the Broadcast Industry.

Our graduates have 1st Class Telephone License.

We solicit your inquiry.

Address Placement Manager,

RCA INSTITUTES, Inc.

350 W. 4th Street, New York 14, N. Y.

Rights Of Atheists For Reply-Time Clarified In Letter From The FCC

(Continued from Page 1)

are consistently. Specifically, it was accused by Rep. Leonard Arthur Hill, New York Republican, of revoking the license of WHAM, Rochester, last month because of fear of public reaction were it to enforce principles set forth in the Scott decision.

Hyde, Cottone In Favor

Although Harness and several witnesses continued to attack the decision at the two-day hearing drew to a close, both Commissioner Rosel H. Hyde and FCC General Counsel Benedict Cottone stood by it. Cottone said he could not honestly recommend that it be abandoned, even though the decision as finally approved by the Commission went far beyond the version originally drafted by the Law Department two years ago.

Hyde inserted in the record a copy of the letter written late last month to the Commission to Rep. Charles W. Brsten, Republican, Wis., in connection with the WHAM case. "The Commission has never stated or indicated," it read in part, "that atheists or persons with similar views are entitled to radio time upon request to answer or reply to the various religious broadcasts which may be carried by a radio station.

Looks For "Reasonableness"

Clearly, the mere fact that certain persons or groups do not agree with the contents of a particular radio broadcast will not raise the subject of the controversy to the position of a public controversy of sufficient interest and importance to the community that the public interest would require that the differing viewpoints on the matter be also afforded radio time. In the Scott opinion, the Commission pointed out that an organization or a cause which might otherwise be entitled to radio time may be projected into the realm of controversy by virtue of being attacked. But it is clear that the fact that certain persons or groups may construe the expression of any contrary viewpoint as an indirect attack upon themselves, does not give rise to a public controversy in which the best interest of the public would be necessarily served by affording persons holding contrary views an equal opportunity to state their position. The test must, necessarily, be one of reasonableness, and over-all fairness, and any licensee adhering to such standards should be acting in accordance with its duty to operate in the public interest. The licensee must necessarily exercise his judgment in each situation on the basis of the specific

facts presented. What the Scott case has emphasized is the fact in exercising his judgment, the licensee should not deny anyone air time on a controversial issue solely because he does not agree with his particular point of view."

Can't "Understand Complaints"

Hyde told the committee he does not understand the complaints made to the Commission in view of the Commission's, "consistent position that the broadcasting of religious programs is an important element of service in the public interest." . . . The Scott decision held one thing, and one thing only, that preservation of freedom of speech in the public domain of the radio precluded a licensee from absolutely barring subjects of discussion over the radio, including atheism, on the ground that any presentation, whatever its nature, would be contrary to the public interest.

"If, as alleged, some persons believe that the Scott case decides that time must be afforded to reply to every religious broadcast, I believe that such persons can point to nothing in the Scott decision which supports any such conclusion. Undoubtedly the Commission bears responsibility for what it decides, but the Commission cannot bear responsibility for the beliefs of third persons which have absolutely no basis in what the Commission had decided."

Freethinker Testifies

Also heard yesterday were Kenneth Whitten of the Friendship Liberal League, Philadelphia, a Freethinker whose group has had difficulty in getting air time; Rabbi Paul Richman, for the Synagogue Council of America, and Father Edmund Walsh of Georgetown University. Whitten insisted that "an atheist has precisely the same rights—no more, no less—as a bishop," and held that apart from the question of the existence of a Deity there certainly is controversy in the stand of some religions on such matters as divorce, birth control, etc.

Rabbi Richman said he hopes the Scott decision "will not be misinterpreted to mean that the airways are to be open indiscriminately to those who represent atheism or other forms of attack upon religion. It is inconceivable that every time there is a program such as the Church Of The Air, Message Of Israel, or Catholic Hour, the same station or network will then be expected to give an equal amount of time, or some time, for a negation of these particular views."

Calls Decision "Vague"

Rabbi Richman later told RADIO DAILY he could not pledge support or opposition to the Scott decision as it stands. "It is too vague for a flat answer," he said.

Father Walsh spoke for an hour without interruption, devoting most of his time to general discussion of the controversy between atheism and Christianity. He was the only wit-

ness Chairman Harness permitted to depart for long stretches from the particular subject of the hearing.

On the subject of the Scott decision, Father Walsh charged that the FCC had apparently decided to try to make the existence of God a matter of public controversy in the same sense that price controls, housing and other issues of the day are controversial. But he declared that the Commission has backed down from its own position in refusing to revoke broadcast licenses for the failure to provide time for atheist broadcasts.

He was surprised that the licenses of the three California stations about which Robert Harold Scott had protested in 1945, were not revoked, he said, in view of the FCC position, and he added that to maintain the logic of that position the license of WHAM, Rochester, should certainly have been revoked this year.

But, he ventured, "It is possible that prudence outweighed desire."

Cottone Hits NAB

Cottone went at length into the legislative history of the Communications Act to show that broadcasters are properly held to have no license to operate entirely according to their own whims and concepts of what is good for the public to hear. Striking directly at the NAB position, Cottone said, "the maintenance of radio as a medium of freedom of speech does preclude any absolute policy of barring a subject within the scope of the guaranty of the freedom of speech on the ground that it is an unpopular subject. . . . Certainly the prevailing views and desires of the community cannot be made the measure of freedom of speech without destroying that freedom in the very situations of unpopular views, where it has the most significance."

"Alka Seltzer Time" Debuts On CBS Sept. 27

"Alka Seltzer Time" has been selected as the title of the new quarter-hour, across-the-board series, to be presented over the CBS network beginning Monday, September 27, (5:45-6:00 p.m., EDT.) Series, replacing "Lum 'N' Abner," will feature comic Herb Shriner with the Raymond Scott Quintet.

Program is sponsored by Miles Laboratories through Wade Advertising Agency of Chicago.

Two More Co-op. Shows

ABC's co-op department adds two more shows this month. "Piano Playhouse," a network feature for the last five years, becomes a co-op Sept. 12. The show, emceed by Milton Cross and devoted entirely to piano music, is broadcast Sundays from 12:30-1 p.m., EDT.

Narrator Nelson Olmsted starts a new co-op, "Your Story For Today," over ABC on Sept. 13 in a Monday afternoon series from 4:45-5 p.m.

AGENCIES

RUTHRAUFF & RYAN, INC., announces the election of T. F. Brennan as vice-president and copy director. Brennan joined the agency as a cub copy writer, advancing to copy group head and later to associate copy director.

ALBERTO PILLADO, who was with the foreign department of McCann-Erickson's New York office as specialist in foreign radio from September '45 to December '47, when he left to go to Puerto Rico, has rejoined McCann-Erickson there as radio director of their San Juan office.

GENEVIEVE SCHUBERT, for five years with the media department of Badger & Browning & Hersey Inc., has joined the media department of Ted Bates Inc. as time buyer.

JOSEPH HERSHEY MCGILLVRA, INC., has been engaged as exclusive national representatives for WFMD and WFMD-FM, Frederick, Md.

AL ADAMS, in charge of motion picture advertising in J. Walter Thompson's New York office, has resigned effective Sept. 15. Before coming to JWT he was with RKO and Paramount.

TOTAL OF 27 LECTURES will be featured in the 25th annual Advertising and Selling Course, sponsored by the Advertising Club of New York, which opens Oct. 7. Lectures will be followed by clinics on six different subjects, including sales promotion, better selling, advertising copy, radio, advertising production and sales and advertising research.

KXA, 770 kc., Seattle, Washington, has appointed Forjoe and Company as its national representative—effective immediately.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD

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

FOR SALE . . . \$75 WEEK
Midwestern script editor and continuity director, college trained, 10 years' background radio, television, advertising, publicity, public relations, newspaper. Looking for right N. Y. connection for gal whose middle name is "hard work". Write Box No. 164, RADIO DAILY 1501 Broadway, New York 18, N. Y.

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS

"I'M A LONELY LITTLE PETUNIA"
(IN AN ONION PATCH)

Rytvoc, Inc.

1585 Broadway New York 19, N. Y.

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

on Records and Transcriptions

STASNY MUSIC CORP.

1619 BROADWAY NEW YORK 19, N. Y.

#1 in the Juke Boxes
In the Country**"I'LL HOLD YOU IN MY HEART"**

Till I Hold You in My Arms

ADAMS, VEE & ABBOTT, Inc.

216 S. Wabash Avenue, Chicago 4, Illinois

A Great Rhythm Ballad
CONFESS

OXFORD MUSIC CORPORATION

1619 Broadway New York City

LOVE SOMEBODY**KRAMER-WHITNEY, Inc.**

1650 Broadway New York City

***WALTER KAY PICKS:**

(Famous Disc Jockey WJW-Cleveland)

UNDERNEATH
The
ARCHES"Underneath The Arches" has broken for a really solid
click in Cleveland. It looks mighty powerful from here!"**LONDON RECORD #238****LONDON RECORDS****WORDS AND MUSIC**

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:** After breaking all records at the Palladium in London, the Andrews Sisters planed into Gotham Tuesday and continued westward to return to the nets Sept. 13. . . . Managing director, Val Parnell, insisted that they sign to return there next June, which the gals okayed because 'the Londoners were so kind and appreciative.' . . . ● Dubonnet Music Publishers have flooded the American market with copies of "Sale At Home," a fine tribute to the late Baseball Idol, Babe Ruth. . . . the number, written by Jack Rollins and Perry Alexander, bids fair to become a standard. . . . ● Look for British Music Publishers to invade these shores en masse within the next fortnight. . . . slated to arrive to set up American subsidiaries of their respective firms are Reg Connelly of Campbell-Connelly, John Ferman of B. Feldman & Sons, Jimmy Philips of Peter Maurice, John Abbott of Francis Day & Hunter, Eddie Kasner of Kasner Music and Teddy Holmes of Chappell. . . . ● Tony Farrell, producer of "Hold It," who purchased the Warner Theater on Broadway, will change the name to the Damon Runyon Theater. . . . The show will be changed into a musical revue to star Olsen and Johnson with John Murray Anderson signed to produce. . . . ● Deanna Bartlett, the alley's most glamorous music publisher, sailed for Europe to set up deals in England, France, Belgium and Switzerland. . . . Accompanied by Winnie O'Keefe, vee-pee at Langworth, they'll return in November.

☆ ☆ ☆ ☆

● ● ● Luckily for us we dropped into the Main Furniture store in Yonkers, Monday nite, in time to catch the NBTelecast of its new show, "Young Broadway." . . . Emcee Ed Herlihy and a blonde lovely named Roberta Quinlan (pianiste-singer) were slightly terrific. . . . Program was produced by Larry Schwab. . . . ● Al Grossman has signed the Larkin Sisters. . . . Easily the best female group since the discovery by Lou Levy of the Andrews Sisters. . . . ● Sam Wigler's Jewel Music staff setting a fine plug pace with a new ditty, "You Came A Long Way From St. Louis," with lyrics by Bob Russell and music by John Benson Brooks. . . . ● Miller Music starting work on a new novelty by Carson J. Robison titled, "Life Gits Tee-Jus, Don't It?". . . . ● Contactman Louis Comito has gone into business for himself. . . . Has taken over the Warren Music Publications and working on a commercial number, "City Called Heaven," penned by Bob Warren. . . . ● Jimmy Rich's swell quartet, "Three Beaux And A Peep," back in town after a record-breaking stint at the Samovar Nitery in Montreal. . . . A natural for television, this act. . . . ● Did you know that Ann Sothern was a child prodigy at the age of 11? . . . Her piano wizardry with Bach, Beethoven and Brahms amazed critics. . . . (Her name then was Harriet Lake). . . . ● During his reign as King of Radio, Rudy Vallee discovered among others, such top-flight stars as Bob Hope, Edgar Bergen, Alice Faye, Frances Langford, Joe Penner, Fanny Brice, Bob Burns and Victor Borge. . . . Maestro Paul Weston, musical director for Capitol Records, got his start in 1935, making arrangements for Vallee.

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORDS:** Columbia Records brings out another Doris Day-Buddy Clark duet in "I'm In Love" from the flicker 'Romance On The High Seas'. . . . Reverse features La Day's solo of "It's You Or No One," also from the same picture. . . . ● Billy Eckstine's latest MGM disk should continue keeping the ballad singer high among the nation's top songsters. . . . Coupling "I'll Be Faithful" with a Robbins Music standard, "Everything I Have Is Yours," Billy gets subdued brass with celeste, piano and strings for appropriate musical support. . . . ● Mutual Broadcasting star Bill Harrington makes an auspicious recording debut in the Republic platter pairing the rhythmic "Did Ya Mean It?" with Bill's radio theme song "Looking For A Dream." . . . A major label is sure to make overtures soon's the ban is lifted. . . . ● Jack Smith has turned in a great vocal effort in his latest disk for Capitol. . . . Featuring "In The Marketplace Of Old Monterey". . . . Reversed with "Carnival In Venice," Jack gets some fine support in the trumpeting of Rafael Mendez on the latter side.

PLUG TUNES

On Records and Transcriptions

"RAMBLING ROSE"

LAUREL MUSIC CO.

1619 Broadway New York 19, N. Y.

A Big Revival!

"LITTLE GIRL"

LEEDS MUSIC CORPORATION

On RECORDS and TRANSCRIPTIONS

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

FORSTER MUSIC PUB., INC.

1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois

A HIT? — YOU BET!

"WHEN YOU LEFT ME"

PORGIE MUSIC CORPORATION

They're Playing!

"OUR GRADUATION WALTZ"**"I'D LIKE TO TELL-A-VISION"****"BARCLAY'S BOOGIE"****"MY MEMORY WALTZ"**PIANTADOSI MUSIC PUBLICATIONS
Encino Calif.From Walt Disney's
Technicolor Musical,

MELODY TIME:

BLUE SHADOWS ON THE TRAIL
PECOS BILL **MELODY TIME**
LITTLE TOOT

SANTLY-JOY, INC.

1619 Broadway, New York

Eddie Joy, Gen. Pro. Mgr.

SOUTHWEST

PAUL WILLIAM MIFSUD has joined the program and announcing staff of KYFM, San Antonio. Mifsud was formerly on the announcing staff of KCOR, San Antonio.

Fred Bennett, popular disc jockey and master of ceremonies of KTSA, San Antonio, has left the outlet to assume new duties at WPEN, Philadelphia.

Don Gordon, for the past 10 years a member of the announcing staff of WFAA, Dallas, has joined the announcing staff of KTSA, San Antonio.

Cargill Feeds of Minneapolis will resume sponsorship of the "Nutrema Hi Flyers" on Oct. 1 on seven stations of the Texas State Network. Programs will be heard over KFJZ, Fort Worth, key station of TSN; WRR, Dallas; KBWD, Brownwood; KRRV, Sherman; KPIT, Paris; KCMC, Texarkana, and KFRO, Longview.

W. A. (Bill) Roberts, commercial manager of KRLD, Dallas, and president of the Dallas Advertising League, spoke on the "Power of Advertising" before a recent meeting of the Dallas Optimist Club.

Application has been made to the FCC for the assignment of license from J. C. Rothwell, sole owner of KVOW, Littlefield, to a new partnership to be known as the Southwestern Broadcasters composed of Rothwell with 75 per cent interest and J. B. McShan, commercial manager of KVOW with 25 per cent interest. McShan would pay \$4,885 for his interest in the outlet. KVOW operates with 250 watts on 1,490 kilocycles.

Austin Williams, night news editor of WOAI, San Antonio, has returned following a two weeks vacation trip which took him to Colorado. Bill McReynolds has also returned to his duties as WOAI announcer following his vacation period which found him in Dallas and Fort Worth.

Frederic B. Folks, director of radio at Bradley University, Peoria, Ill. will become an instructor of radio at Texas Christian University at Fort Worth.

The complete schedule of 33 San Antonio high school football games will be aired by KMAC and KISS (FM), San Antonio starting on Sept. 9. Broadcasts will originate from Alamo Stadium and will feature Bob Holleron with the play-by-play account and color by Eddie Barker. Besides the high schools games, the Southwest Conference games will also be carried by the two outlets through the Texas State Network as well as those games aired by the Mutual network.

Sign New Sponsors

Three new quarter-hour sponsors are being added to the Bea Wain and Andre Baruch disc jockey show over WMCA, New York, next Monday, Sept. 6. General Foods, Parker Herbex Hair Preparations and Mission Bell Wine will sponsor 15-minute segments, Monday through Saturday. The husband and wife team now has 11 bankrollers.

COAST-TO-COAST

KSET Books 22 Football Games

El Paso, Texas.—The KSET sports team, composed of Jack Garmon and Ken Hooker, will be on the go during the football season as the station has booked 22 home games so far and expects to add several out-of-town games at a later date. All local high school games will be sponsored by The Popular Dry Goods Co., while the home games of the Texas College of Mines have gone to U. S. Army Recruiting.

Swisher Joins WOL

Washington, D. C.—New member of WOL's sales department is Arden E. Swisher, formerly with KRNT, Des Moines. Swisher replaces William D. Murdock, who has resigned from the position of sales manager because of ill health. Before joining WOL and KRNT, Swisher was associated with WNAX, Sioux City-Yankton, where he was promotion and merchandising manager.

Upped To Chief Announcer

Atlantic City, N. J.—Norm Brooks, WMID announcer, was recently upped to the position of chief announcer for that station. With WMID for a year's period, Norm has proven to be a key figure in the station's sports department, acting as a spark for local sports coverage as well as doing a good job on his own "Sports Hi-Lites" show. In addition Norm also acts as one of WMID's disc jockeys.

Expands County Fair Coverage

Pittsburgh, Pa.—KDKA will play an important part in this year's annual Allegheny County Free Fair which will take place at the South Park Fairgrounds starting today until September 6. Three of the station's largest productions will be aired: Brunch With Bill, the regional network show, Memory Time, and the Bernie Armstrong Show. Special shows include two farm broadcasts from Agricultural Hall on Thursday and Friday at 6:30 p.m. and a 50-voice choir on Sunday afternoon at 5:00 p.m. in a broadcast of the American Heritage program. Handling all details are announcer Carl Ide, producer Lionel Poulton of the program department, Ted Kenney, chief engineer, and technicians Ollie Beitel, Buck Dice and Walter Glaus.

Wakeman's Show Gets Expansion

Washington, D. C.—Another five minutes has been added to Tony Wakeman's early evening Sports Show over WWDC. He is now heard from 5:50-6:00 p.m. Monday through Saturday in addition to his other regular sports shows.

Mattox Leaves WBEX

Chillicothe, Ohio.—J. Herbert Mattox has resigned as advertising manager of WBEX in this city. He has accepted the appointment of public relations director of Louisiana State University, his alma mater.

WHBS Gets Jinxed

Huntsville, Ala.—WHBS was jinxed last month when a bolt of lightning hit the transmitter, blacking out the station from 5:45 p.m. until the end of the broadcasting day. Through the efforts of J. V. Sanderson, chief engineer, and Ray Roberts, assistant, the station was on the air the next day at its regular time, 5:55 a.m. During the blackout, all shows were aired over WHBS-FM, which was undamaged.

WTTM Airs "This Is New Jersey"

Trenton, N. J.—Beginning September 6, WTTM will air "This Is New Jersey," a weekly offering which forms a part of the "in school" listening programs arranged by the NBC affiliate. Prepared by the N. J. Department of Economic Development and produced in the studios of WTTM, the 15-minute dramatizations feature current and historical events, traditions, business development, community ventures, distinguished residents and government projects of particular significance to the state.

To Air Cardinal Football Games

Columbus, Ind.—Through the Olian Advertising Agency in Chicago, WCSI-FM has completed arrangements to broadcast all Chicago Cardinal professional football games. Series will be transmitted by the station to other FM stations in the state of Indiana. Sponsor is Atlas Prager Beer.

WWOL Gets Americanism Plaque

Lackawanna, N. Y.—WWOL, in recognition of its continuous promotion of American ideals through its weekly feature, "Veterans Forum Of The Air," was recently awarded the annual Americanism Plaque of the Jewish War Veterans Western District Council in ceremonies held in Veterans Memorial Hall, Buffalo, N. Y. Programs each week feature a different veteran organization which tells about its work in veteran affairs. Following the football season, the programs, which are given free time over WWOL, swing into forum discussions in the interests of the veterans.

Appt'd To Salvage Committee

Hartford, Conn.—WDRG station manager, Walter Haase, has been named a member of the Governor's Salvage Committee in this state. The Committee is planning to hold a statewide scrap iron and steel drive from September 7 to October 8.

Jefferys Joins WFPG

Atlantic City, N. J.—New member of WFPG's sales staff is Allan J. Jefferys, who has been sales manager of Dick Powell's National Flight System in New York, sales manager of Fred Astaire's Dance Studios and stage manager and actor in the Lichfield Summer Theater and John Caradine's Shakespearean Repertoire. Jefferys has also had experience in radio announcing and dramatic production.

NEW BUSINESS

WGN, Chicago: Eastern Air Line, Inc., through Fletcher D. Richards Co., Inc., seven weekly station break announcements for 13 weeks from August 29; Linco Products Co. through Schwimmer & Scott, renewal of the "Breakfast Quiz," Monday through Friday, for 52 weeks from August 30; Beltone Hearing Aid Co. through John W. Shaw, Inc., the weekly participating announcement in "Art Baker's Notebook," Monday through Friday; Dolcin Corporation, New York, through Victor van der Linde, Inc., six weekly participating announcements in "Spots of Music Monday through Saturday, for 52 weeks from September 13; Bris Meyers Co., (Ipana) through Doherty Clifford & Shanfield, three weekly participating announcements on "Monday Memos," Monday Wednesday and Friday, and three weekly one-minute announcements for 52 weeks from September 13; Block Drug Co., Jersey City, N. J., through Redfield Johnstone, Inc., the "Farm Service" program, Monday, Wednesday and Friday, for 26 weeks from October 1; Ronson Art Metal Works, Inc., Newark, N. J., through Cecil & Presbrink, Inc., three weekly station break announcements for 17 weeks from September 7; Joseph Dixon Crucible Co., Jersey City, N. J., through Federal Advertising Agency, Inc., renewal of "Ticonderoga Musical Notes," Monday through Friday, for 13 weeks from October 1; Lever Brothers Co. (Breeze), through Federal Advertising Agency, Inc., six station break announcements and three one-minute announcements weekly for 52 weeks from August 30; Kitchen Art Food Inc., through Schwimmer & Scott, Inc., "Two-Ton Baker" program Monday through Friday, for 52 weeks from September 13; Canadian Brewing Co., through Louis Weisman Adv. Agency, renewal of "Guy Lombardo Show," Thursday for 13 weeks from September 2; The Hat Research Foundation, participating announcement in "Bake Spotlight," Saturdays, for six weeks and five participating announcements at the close of the "Fulton Program," Monday through Friday for six weeks, effective Monday, September 13.

WGN-TV, Chicago: Norcross Greening Cards, New York, through Abt Kimball Co., Inc., two weekly spots for eight weeks from August 24; Royal Typewriter Co., Inc., through Young & Rubicam, Inc., 18 one-minute film announcements from August 30; Illinois Bell Telephone Co., through N. W. Ayer Son, Inc., seven one-minute film announcements beginning September 13.

Stork News

Lambert Kaiman, staff announcer at KMOX, St. Louis, is passing cigars. Daughter Kathleen, weighs 8 pounds, 15 and one-half ounces was born to Mrs. Kaiman August 1. It's the fourth child for the Kaimans.



INDIES TO FORM PUBLIC SERVICE WEB

Interim Reports Near In Scott, Huron Rows

Washington Bureau, RADIO DAILY
 Washington — With the Harness committee prepared to probe the FCC's grant of a commercial broadcast license to a Government station in Puerto Rico, the committee yesterday decided to issue an interim report next week on the two subjects on which it has held hearings thus far — the controversial "Port Huron" and "Scott" decisions. It is hoped that the report will clarify for

(Continued on Page 8)

New Station Rep. Firm Formed By H. S. Goodman

Formation of a new station representation firm, under the name Radio Representatives, Inc., to provide a highly specialized type of service for major stations in selected key cities, was announced yesterday by Harry S. Goodman, president of Harry S. Goodman Radio Productions. Firm, which goes to active operation on Sept. 20, has offices in both New York and Chicago, 480 Lexington Ave., and 737 North Michigan Ave., respectively.

Radio Representatives, Inc., will

(Continued on Page 6)

Program Rating Service Set Up In Mexico City

Mexico City — "El Radiometro," claimed to be the first continuous radio audience measurement survey to be made in Latin America, has been prepared by Joe Belden & Associates de Mexico for the past six months and has been sold to leading advertisers, agencies and stations here.

Program ratings are distributed in

(Continued on Page 3)

Vallee Takes It

Rudy Vallee has been signed as permanent moderator for "Leave It To The Girls," MBS co-op aired Fridays, 8:30-8:55 p.m., it was learned yesterday. Also set was the permanent panel composed of Hedda Hopper, Constance Bennett, Robin Chandler and Eloise McElhono. Show is sponsored on 32 Mutual stations by Continental Pharmaceutical.

No Paper Monday

Labor Day, a legal holiday throughout the nation, this year falls on Monday, Sept. 6. In observance, RADIO DAILY will not be published.

P&G, Pillsbury On ABC Latter For \$1,400,000

Pillsbury Mills, Inc., has signed with ABC to sponsor two across-the-board shows—Kay Kyser and Galen Drake—involving annual billings of \$1,400,000. Procter & Gamble also adds another daily show to its ABC lineup this month when it begins sponsorship of "What Makes You Tick?"

Pillsbury will sponsor "Kay Kyser's College of Fun and Knowledge" from 11-11:30 a.m., EST, Monday through Friday, starting Oct. 4. On this date "Breakfast In Hollywood" shifts to the 2-2:30 p.m., EST, slot on a co-op basis with Jack McElroy as emcee. The new Kyser show will award a

(Continued on Page 4)

RMA Service Committee Expands AM-TV Operation

RMA president Max Balcom yesterday named a new and larger service committee charged to promote improved servicing of radio and TV receivers. This committee will promote the various RMA plans to better service, including the campaign to encourage the public to call only for qualified and franchised servicemen. A. T. Alexander, Motorola, is the new

(Continued on Page 6)

NAB Non-Affiliate Committee Planning ET Hookup For National Drives; Comm'l Possibilities Seen

BMB Will Measure Avg. Daily Audience

Average daily listening audience will be measured and included in Study No. 2 to be made by BMB in 1949, according to an authorization handed down yesterday by the BMB board at a meeting in New York. The radio family daytime and nighttime audiences will be shown separately. First study in 1946 showed the average weekly audiences of specified stations but gave no daily figures.

BMB's second nationwide survey will be started in March, 1949, when

(Continued on Page 4)

Standard Oil (N. J.) Buys N. Y. Philharmonic On CBS

Standard Oil Co. of New Jersey has signed for sponsorship of the 1948-49 season of Sunday afternoon concerts of the New York Philhar-

(Continued on Page 3)

Heavy Billing For Fall Signed By Crosley's WINS

Fall billing, for Crosley-owned WINS has been announced by Eldon Park, vice-president of Crosley Broadcasting Corporation in charge

(Continued on Page 6)

Plans for the establishment of a "public service network" made up of more than 400 independent stations around the country were mapped out at this week's two-day meeting in Washington of the NAB's Non-Affiliated Stations Executive Committee, it was learned yesterday.

Should present plans of the group work out, organizations such as the American Red Cross would record a show similar in form and quality to the four-web pool broadcasts that

(Continued on Page 6)

British Ban Records For U. S. Dubbing

London—In a follow-up to the ban by the British Musicians Union against the making of records by U. S. artists, temporarily in England, the union has also halted the practice of records made by local bands in Great Britain for the purpose of having the voices of American vocalists added to them in the United States. This decision was revealed by Hardie

(Continued on Page 8)

English Army Outlet Airls KLAC Film Studio Series

West Coast Bureau, RADIO DAILY
 Hollywood—John Baldwin Seales, program director for the British Forces Broadcasting Service in the Middle East, advised the Samfcl Goldwyn Studio this week that the Service's station at Malta is regularly broadcasting the studio-written and

(Continued on Page 3)

Caribbean Commentary

... A Visit With The Governor

By FRANK BURKE, Editor, RADIO DAILY

SAN JUAN—Puerto Rico's hospitality seems boundless with luncheon with Governor Jesus T. Pinero at the Government Palace as the highlight of an eventful week. Governor Pinero, hospitable, kindly and a radio fan stretched a 15-minute noonday appointment into a three-hour luncheon with Buck Canel and Harwood Hull, Jr., serving as your correspondent's escort.

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THE Governor, who prides himself with being a "ham" operator back in the dot and dash days of the late twenties, graciously

(Continued on Page 2)

Public Service

A newscast on WCPO, Cincinnati, was responsible for a mother learning that her child, suffering from a sore throat, had diphtheria. Five-year-old girl was given hospital treatment for a sore throat and sent home. When analyzation showed diphtheria the hospital had no address. A caretaker where the family lived heard Bob Otto's newscast and informed the mother.



Vol. 44, No. 46 Fri., Sept. 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. 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 W1sc0nsin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES
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6425 Hollywood Blvd. Phone: Granlte 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6412 Dahlonga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(September 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

10 YEARS AGO TODAY

(From the files of Radio Daily)

In a manner unprecedented in radio history, Falstaff Brewing Corp., of St. Louis, in conjunction with its agency, Gardner Advertising Co., summoned a score of station managers to its home offices and in three successive days placed a total of \$250,000 worth of spot announcements on 16 outlets for a period of one year. . . . Membership meeting of St. Louis AFRA voted to organize individual groups, such as announcers, actors, etc., to negotiate and vote upon their individual problems. . . . NBC booked \$10,317,051 in new biz and renewals to start Sept. 1 and thereafter. Figure represents full value of contracts after all discounts. . . . New transmission device said to relieve high cost of network tele was developed by Vladimir Zworykin, with patent assigned to RCA.

Caribbean Commentary

(Continued from Page 1)

answered questions concerning the proposed government station and their plans for commercial broadcasting. Gov. Pinero, despite a denial by the Puerto Rico Communications Authority spokesman, said that WIPR would do some experimental commercial broadcasting when the station takes to the air. He explained that private commercial radio in Puerto Rico could benefit from the station's examples of proper commercial programming.

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AS THE Governor gave his views the AP, UP and INS wire services were furnishing El Mundo, Puerto Rico's largest newspaper, with story that Harness Committee of Congress investigating the FCC and NAB was taking an active interest in the threatened invasion of the commercial radio field by the Puerto Rican government. These reports were heartening to the 22 independent stations on the island who seek support in their fight to avoid government radio competition.

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A TRIP to St. Thomas, Virgin Islands, and a visit with Governor William Hastie at Government House, revealed that the Virgin Islands are without a radio station and are dependent upon Puerto Rico for most of their radio news and entertainment. Governor Hastie, once professor of law at Howard University, was very interested in the potentialities of television and looked forward to the coming of color video when the scenic beauty of the islands could be shown in full color. On the subject of radio he said that stations performed a great public service in broadcasting hurricane warnings, news, and other programs. He said that BBC's shortwave programs were received on the islands and deplored the fact that more Voice of America programs were not beamed their way.

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A WEEK-END automobile trip through the mountainous areas of the island with Senor Quinones, owner of WAPA, revealed that the biggest event in the small mountain villages is the entertainment furnished by the radio receivers in the general store. Radio brings them the news, baseball games, and dance music, and the native farmers and their help come to the village stores to get these reports daily. Sunday is a day devoted to radio listening in many villages throughout the island. . . . At a luncheon given by the Puerto Rican Broadcasters Association at a famous old Spanish restaurant your correspondent met and talked with station operators from all the cities and towns. They were in San Juan for NLRB hearing which covers the transmitter operators. . . . The operators are seeking to have their independent union recognized and this is the first indication of the organized labor movement among radio employes.

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BUCK CANEL, former NBC shortwave broadcaster and now WIAC's famed sportcaster, tossed a cocktail party the other night at his mountain retreat a half mile from the city of San Juan. Buck is happy to be without a telephone and says that a quotation of \$794 for an installation from the phone company made it certain that he would be without telephonic communications.

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THE round of hospitality goes at a merry pace. Your correspondent is happily wary of riding the good time merry-go-around. However, three or four days on the good ship Kathryn of the Bull line comes up this week-end. By the time you read this we'll be at sea listening to shortwave radio and mentally adjusting ourselves for the workaday world which lies ahead.

Emerson Net Drops

Emerson Radio and Phonograph Corp. and subsidiaries report a consolidated net profit, after taxes, for the 39-week period ended July 31, 1948, of \$1,326,290, equal to \$1.66 per share on 800,000 shares outstanding. This corresponds to the similar period ending Aug. 2, 1947, when net profit after taxes was \$1,585,197, equal to \$1.98 per share.

Godwin's ABC Shift

The Earl Godwin show, heard during the summer months on Sunday at 5:30 to 6:45 p.m. over the ABC network, has been shifted to Monday evenings beginning September 13 and will be heard from 8:45 to 9:00 p.m., EDT. Move was necessitated by the return of "The Greatest Story Ever Told" which had taken a ten-week summer hiatus.



How to cool off

Polar bears have one method. They just dive into the pool and take a swim.

Time buyers who are hot and bothered about a sales problem in the rich Baltimore market have an equally efficient way to cool off. They just buy W-I-T-H, the BIG independent with the BIG audience. This will positively solve the problem.

Yes, sir! It's as simple as that! You see, W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

LOS ANGELES

By RALPH WILK

JIMMY WAKELY and Elton Britt have formed a song writing team in the American Folk Music field. Britt is an RCA recording artist, while Wakely records for Capitol. "C Sharp Minor," concert organist, now being heard in a series of nightly interludes of station KFOX. The program originates in the C Sharp Minor Organ Studio near Hollywood Radio Center. Tenor, Paul Frey was guest of Lucille Norman's "Music Hour From Hollywood" KFI-NBC, last week. Miss Kandt and Miss Sieg have been added to the KFI-TV secretarial staff. Miss Kandt was previously with Standard Radio Transcription Services and Capitol Transcription Company. Miss Sieg was previously with Columbia Broadcasting System, New York, John Hancock Insurance Company and the Miami Daily News.

English Army Outlet Airls KLAC Film Studio Series

(Continued from Page 1)

Produced 15-minute broadcast of Hollywood news, "Behind Studio Gates," heard every Monday night over station KLAC here, and serviced to more than 400 additional stations in this country. Malta station, which covers by short wave transmitters and medium wave relay chain the whole Middle East area, and in addition is heard over the greater part of Europe, including the British Isles, was recently moved from Jerusalem when the British Forces evacuated Palestine. Because of the "no advertising" policy of the British Broadcasting System, the station becomes particularly valuable in the dissemination of picture plugs and star publicity with the Goldwin script continuing its policy of using news from all studios and numerous interviews with players outside the Goldwyn roster.

★ COMING AND GOING ★

I. E. SHOWERMAN, vice-president of NBC in charge of the central division, accompanied by **JULES HERDUVEAUX**, **TED MILLS** and **JOHN MURPHY**, program executives, are in Detroit this week to discuss network television shows with officials of WWJ-TV. NBC's midwest video web begins operations Sept. 20.

EDWARD R. MURROW and **JESS ZOUSER** are in Birmingham. The Murrow newscasts on CBS for the last three days have been originating at the Alabama metropolis.

ROBERT DOYLE, television director for ABC, goes down to Washington Monday via American Airlines. He'll be back in Gotham the next day.

GUSTAV MARGRAF, chief attorney at NBC, leaves tomorrow on an American Airliner for Washington, D. C.

HAROLD STEIN, entertainment-industry photographer, and **LON CLAUDE CLARK**, radio actor, over the week-end will gambol amid the silver dells of Joe Brattain's place at West Shokan, N. Y.

BERT LOWN, director of station relations for Associated Program Service, is in White Plains Hospital, where today he'll undergo a bit of minor surgery. He's expected back in about a week.

ARTHUR GODFREY tomorrow will fly to Cleveland in his own plane, and will assist in the CBS coverage of the National Air Races. He'll return Sunday.

JACK ROURKE, program producer; **MRS. ROURKE** (nee Joan Lane, erstwhile publicist for Selznick and CBS), and **THE MASKED SPOONER** are en route back to the West Coast following three weeks in Gotham.

ROBERT LEWIS SHAYON, producer of "You Are There" on CBS, boards an American Airliner Monday for a trip to Washington, D. C., where he'll address the fourth annual workshop at WTOP-TV on the subject "Radio Documentaries."

ADAM J. YOUNG, Jr., national rep. for CFRB, is in Toronto to attend that station's open-house celebration marking its power boost to 50,000 watts.

GUY LEBOW, sportscaster for WPIX, is at Loch Sheldrake, N. Y., where the station is shooting movies of Marcel Cerdan in training. The pictures will be telecast next week over the Daily News station.

ROGER FORSTER, narrator of the INS-IMP "Camera Headlines" teleshow on WABD, is vacationing at Quissip, on Cape Cod.

Program Rating Service Set Up In Mexico City

(Continued from Page 1)

a monthly confidential report. Listening is measured for shows aired between 5 and 11 p.m. via the roster recall personal interview method. The firm used an area sample to determine its cross section of Mexico City's 255,000 radio families.

Pollsters ask the following questions:

(1) "Was the radio turned on last night between 5 and 11?" (If not, the interviewer asks if there is a radio in the house. No radio means the end of the interview.)

(2) "I would like to ask you, hour by hour, if you were listening to the radio; was it on last evening from 5 to 6, from 6 to 7, etc.?"

Respondent is then given a list of the programs aired the previous night. List is handed to him upside down, and if it is not turned around, the interviewer assumes that the respondent is illiterate, takes back the card and reads the roster to him. Regardless of the respondent's educational level, the pollster points to the programs for each quarter-hour within the hour that the respondent said he had listened to the radio and asks: "During this quarter hour, from.... to...., what program were you listening to?"

According to Florencio Acosta, manager of Belden's office here, several theories held by trade execs about listening habits have been exploded. Weekend audiences — although different in composition — are as large as weekday, it showed, and that peak listening time is not between 7 and 9 p.m., as formerly supposed, but at 6 o'clock in the evening.

WICU Constr. Starts

Erie—Construction has been begun on the first TV station in N.W. Pennsylvania—WICU, Erie, owned by Edward Lamb, publisher of the Erie Dispatch.

EQUIPMENT

New Record Cartridge at G. E.

A new variable reluctance cartridge, designed especially for the new long-playing records, has been announced by the receiver division of General Electric's Electronics Department at Electronics Park, Syracuse, N. Y. The new cartridge, which features a low mass stylus assembly and high compliance for more faithful tracking, is one-third smaller than previous models, according to R. S. Fenton, sales manager for the division's component parts section. The new, improved shape of the cartridge makes it more universally adaptable to various tone arms, he said. It also affords greater clearance for record changers.

The stylus of the new cartridge is a sapphire, measuring one mil in diameter as required by the new microgroove recordings.

All properties inherent in previous G-E variable reluctance cartridges are incorporated in this new cartridge. These include such features as negligible needle scratch and needle talk, minimum record wear, wide frequency response and freedom from resonance peaks.

KNBC Receives Fire Award

San Francisco—KNBC yesterday was presented with a national honorable mention award from National Board of Fire Underwriters for public service in fire prevention. John Elwood, general manager of the station, received the award at a luncheon attended by local officials.

Quizzer Moves To N. Y.

"Everybody Wins," CBS Friday night quiz sponsored by Philip Morris and starring Phil Baker, which now originates in Hollywood, will emanate from New York beginning with the broadcast of Sept. 10. Program is aired 10:00-10:30 p.m. Biow Co. is the agency.

Standard Oil (N. J.) Buys N. Y. Philharmonic On CBS

(Continued from Page 1)

monic-Symphony over CBS, Frank Stanton, web prexy, announced yesterday. Marschalk & Pratt is the agency.


Broadcasts will be aired from 3 to 4:30 p.m., EST, over 167 CBS stations beginning Oct. 10.

One of the highlights of the season will be a six-week Beethoven cycle conducted by Bruno Walter, climaxed by a performance of the Ninth Symphony featuring the Westminster Choir. Walter has described the cycle as "one of my musical dreams in America." The Ninth Symphony is Beethoven's greatest work.

Other conductors signed for the season are Dimitri Mitropoulos, Charles Muench and Leopold Stokowski. Walter Hendl continues as assistant conductor. Among soloists are Robert Casadesu, Myra Hess, Nathan Milstein, Erica Morini, Gregor Piatigorski, Rudolf Serkin, Isaac Stern and Joseph Szigeti.

W N D R

THERE'S THAT VOICE AGAIN!..



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

Studios in the Wilson Bldg.
Al Godwin, General Manager

Represented nationally by
Paul H. Raymer Co.

CKLW can put your brand OVER in the Detroit Area!

5,000 WATTS at 800 Kc.

MUTUAL

CKLW

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

BMB Will Measure Avg. Daily Audience

(Continued from Page 1)

625,000 ballots will be mailed out to a cross section of listeners. This is about 100,000 more ballots than were sent out in 1946. For 1949 BMB has set up a policy of 40 per cent minimum returns which are to be completed within a six week period.

The board also authorized the expenditure of \$10,000 for a major study of the entire field of radio measurement. This examination will be made with respect to both the kinds of information that are needed and the techniques for obtaining such information. The bureau seeks to learn specifically what information networks and stations want and also make an evaluation of the techniques for acquiring this knowledge.

Planning for Years Ahead

Looking far into the future, the board established a policy for experimental research to study the nature of Study No. 3 and others to follow. BMB data in the years ahead may include not only average daily audiences but the actual amount of total listening hours maintained by radio families.

It's also possible that BMB may appoint a television director at some time in the future. The board yesterday authorized the executive committee to a study recommendations by the television committee, set up a few months ago, and take what action it deems proper.

BMB now has 741 subscribers, including four national networks, four regional webs, 116 FM stations and five television outlets. Hugh Feltis, BMB president, said if the subscriber list can be increased to 1,000 then fees can be reduced. Feltis said that BMB is in the best financial condition it has reached since it was set up four years ago.

The ballot to be sent out in the 1949 study will attempt to learn FM and TV audiences as well as AM. Instructions on the ballot read: "List below the call letters and dial position of all radio, FM or television stations which you or someone in your family listen to at home."

Forjoe In Larger Quarters

The Philadelphia office of Forjoe & Co., station representatives, has been moved to larger quarters in the Widener Building.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Morton Downey will be profiled in the October issue of Esquire by Allan Churchill. Piece will be tagged "Up and Downey." (Incidentally, Mort, howcum they don't call it the Coca-Cabana now?). . . . Milton Berle's socko date at the Latin Quarter cost him 26 lbs, but he never looked better in his life. . . . Geo. Petrie wonders if Fred Allen really drops Claghorn and Ajax Cassidy, will he replace them with a refrigerator and a washing machine? . . . After a six-month rest cure on the coast, Milton Karle, the exploiter, is back on his feet again and 25 lbs heavier. Plans to set up publicity offices here later on this month. . . . Insiders predicting that Lawrence Tibbett will succeed retiring Edward Johnson as general manager of the Met. . . . Warwick & Legler have two shows in the top 15—"This Is Your FBI" and "Thin Man." (Take a bow, Lee Meyers, for some high-grade exploitation). . . . Eastern Airlines getting into video advertising via filmed spots. . . . Art Franklin claims that television proves that some actors have no visible means of support. And bartenders claim that some television comics are laying the customers in the ales. . . . John Lardner new drama critic on New York Star.

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "It's funny that Spencer Hare should be asking about the first singing commercial," writes Leonard Traube, "because my nomination includes his namesake. How about the Happiness Boys—Billy Jones and Ernie Hare? In my crystal-set days, their entire program was practically a singing commercial." And Lyn Duddy writes that he wasn't around at the time, but he's willing to wager that Gus Edwards supplied radio with two of the pioneer singing commercials—"Merry Oldsmobile" and "Barbasol."

☆ ☆ ☆ ☆

● ● ● VIEWS AND REVIEWS: Morey Amsterdam is one of the more gifted comics but his facial mimicry is becoming slightly repétitive upon such a closely-scanned opus as Texaco Star Theatre. (The more not the merrier, Morey, when the folks watch you a few weeks in succession). . . . Jackie Miles' talents come off beautifully in television. If his material keeps pace, he is one of the outstanding comedians of the video future. . . . Speaking of futures, Joe E. Brown, rated off his slight appearance on the Ed Sullivan "Toast of the Town" stanza, is a television natural. He looks like the steeplechase clown on a day off. . . . Mel Allen, who is one of our favorite sportscasters and certainly unexcelled anywhere, is becoming a bit too ardent on the Yankee side. If Joe DiMaggio hits a fly that is caught 10 feet this side of the stands, he will remark that it would have been a homer if it had gone 10 feet further. By the same token, Mel doesn't indulge in "ifs" when the other team misses. We say all this in good faith because impartiality should be the touchstone of all factual broadcasting. . . . "Charade Quiz" is one of the more interesting television shows, with MinaBess Lewis a veritable John Kieran—but the program is slowed up by the commercials. Maybe, the commercials could slide in as charades in themselves. As it is, they're out of stride.

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● ● ● TODAY'S QUOTE: "It may be a treadmill—but radio marches on."—Fred Allen.

☆ ☆ ☆ ☆

● ● ● LUV 'n KISSES: Mort Lawrence's writing and production on "Second Honeymoon" via ABC. . . . Thelma Carpenter's thrushing in "Inside U.S.A."—Carpenterrific. . . . The Four Tunes at the Baby Grand. . . . Staats Cotsworth's powerful pretending in "Front Page Farrell". . . . Harry Taylor's piano'ing at Tony's Trouville. . . . Tommy Morton's breezy song-and-dance style in "Angel in the Wings."

P&G, Pillsbury On ABC Laffer For \$1,400,000

(Continued from Page 1)

"Phi Beta Kyser Key" on each broadcast to the student exhibiting the most knowledge. Key opens a "kup-board" to a flock of prizes. McCann-Erickson is the agency for the sponsor and the product is Pillsbury Best Flour.

Galen Drake, with homespun philosophy and human interest story telling, returns to ABC on Oct. 4, also under Pillsbury sponsorship. He'll be heard from 3:30-3:45 p.m., EST, Monday through Friday. Agency for this account, and an ABC contract running 52 weeks, is Leo Burnett Co.

New Show Starts Sept. 20

Procter & Gamble starts "What Makes You Tick?" on ABC, Sept. 20. An audience participation program with a psychological twist, it'll be broadcast from 11:45-12 noon, EST, Monday through Friday. Show has been heard over Mutual as a Sunday half-hour Summer replacement, with John K. M. McCaffery as presiding analyst, under sponsorship of Helbros Watch Co. The 52-week P&G contract with ABC was signed through Compton Advertising, Inc.

"The Private Lives Of Ethel and Albert," an ABC daily co-op, will shift time on Oct. 4 to 4:30 p.m., EST. It's currently heard at 2:15 p.m., EDT, on the network but at 6:45 p.m. over WJZ, New York. The WJZ schedule will remain the same.

New Heatter MBS Show Debuts As Co-op. Sept. 20

Gabriel Heatter's new Mutual show, "Gabriel Heatter's Mailbag," debuts as a coast-to-coast ainer Monday, Sept. 20 in the 11:30-11:45 a.m. spot, EDT, thereby stretching the commentator's schedule to two week-day web programs. New seg will be offered as an MBS co-op, and will be based on letters he received from the listening audience.

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REMINDER

(Courtesy Mother Nature.)

THE TURN OF SUMMER into fall is Nature's most poignant reminder of another year gone by.

It's a reminder that should make you think, seriously, that you yourself are a year closer to the autumn of your own particular life.

What steps have you taken . . . what plan do you have . . . for comfort and security in those later years?

You *can* have a very definite plan—one that's automatic and *sure*.

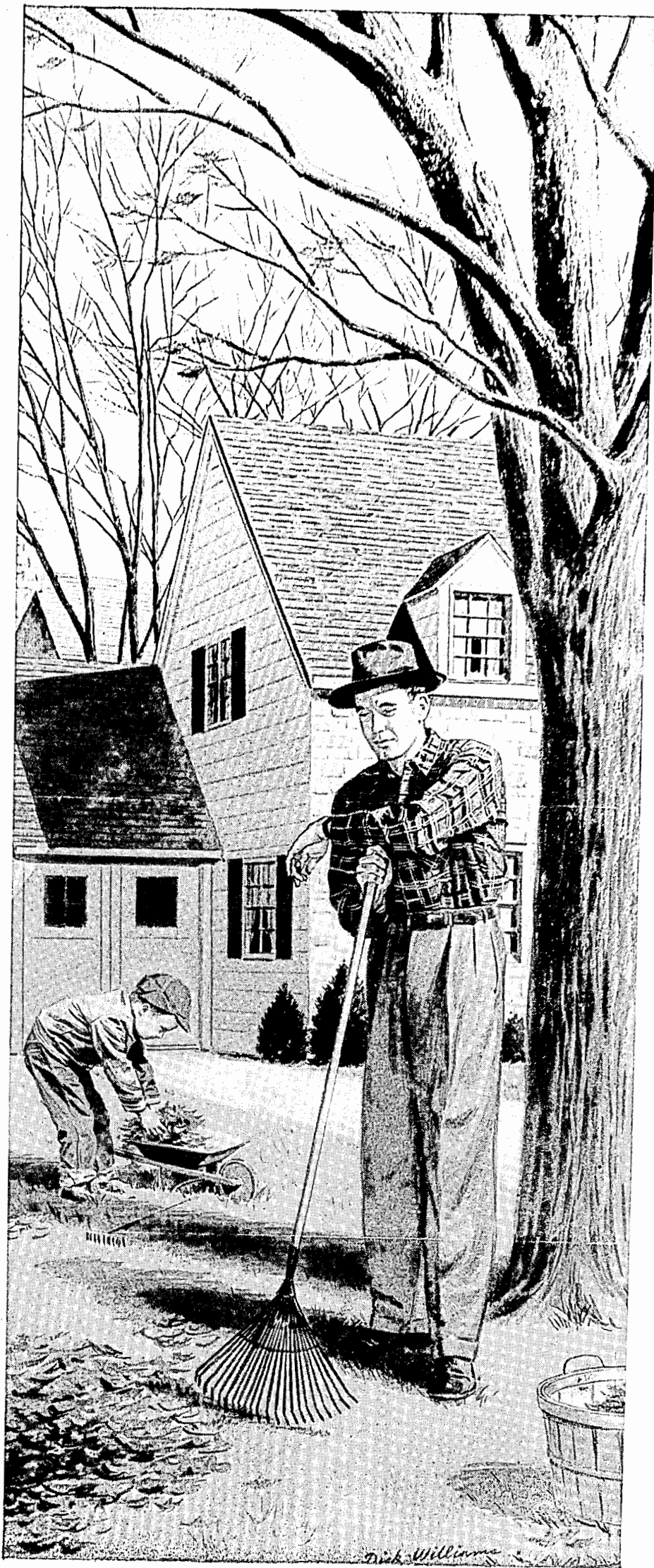
If you're on a payroll, sign up to buy U. S. Savings Bonds on the Payroll Plan, through regular deductions from your wages or salary.

If you're not on a payroll but have a bank account, get in on the Bond-A-Month Plan for buying Bonds through regular charges to your checking account.

Do this . . . stick to it . . . and every fall will find you richer by even more than you've set aside. For your safe, sure investment in U. S. Savings will pay you back—in ten years—\$100 for every \$75 you've put in.

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

This Space Contributed by
RADIO DAILY



PROMOTION

Lawrence-On-The-Counters

Currently displayed in metropolitan New York retail record shops are cardboard promotion pieces in the shape of an eight-inch phonograph record imprinted with a picture of WHN disc jockey Tedd Lawrence, plugging the recent MGM record release of Art Mooney's version of "Chillicothe, Ohio." The yellow-let-tered quote emblazoned across the simulated black disc reads, "My Choice of the MGM hits!" Beneath Tedd's picture on the promotion piece he is identified as a "Radio Best" Silver Mike Winner.

Likes Its Election Coverage

KCMO, Kansas City, showed evidence of its election coverage in a four-page folder mailed to a list of over 3,000 names. Entitled, "KCMO Scooped the Primary Elections in Mid-America," the folder gave a graphic account of the coverage.

New Station Rep. Firm Formed By H. S. Goodman

(Continued from Page 1)

handle a top limit of 10 to 12 outlets, and has already signed two major stations whose combined net national weekly billing is approximately \$7,000, according to Goodman.

Goodman, a veteran of 23 years in radio, is president of the new firm but will remain active in the program production field. Peggy Stone, and John North, both formerly with Taylor-Howe-Snowden, have been named vice-presidents in charge of the New York and Chicago offices, respectively. Stanley Wessel, veteran producer of programs in New York and Chicago, and more recently the owner of a large printing business in the latter city, is secretary and treasurer. Frank Sawden, owner of Sawden Advertising Agency, N. Y., has been named a director of the new firm.

Cathy Lewis Ill

Cathy Lewis, the other friend of "My Friend Irma" on CBS, has been ill for the last two months and was unable to appear on the show when it resumed its new season this week. Joan Banks substituted. It is not yet known how long Miss Lewis will be inactive.

NAB Non-Affiliated Stations Plan Public Service Network

(Continued from Page 1)

customarily open the ARC drive, for airing over the indies at a peak listening time. In addition, the group has set up a meeting with the board of directors of the Advertising Council to establish a method of clearing public service material to the indies similar to the Council's network allocation plan.

Ted Cott, program veepee of WNEW and chairman of the committee, said after Tuesday's meeting that the first step toward this end will be taken next week when the group will sound out a representative sample of 60 stations on the idea. If replies are favorable and outlets indicate willingness to devote key time to the various projects, he said, the committee would then begin lining up shows with appropriate organizations.

Also planned by the committee is an annual meeting of the indies, similar to network affiliates' confabs, to be held a day or two before the annual NAB convention. Meeting probably would be financed through a registration fee, luncheon or similar

methods. All indies, including non-NAB members, would be invited as a move to increase indie representation in NAB. Of the 900 indies in the country, 400 are now members of the committee.

Although immediate function of the indie group would be public service, there are several commercial possibilities. One of these, suggested by Cal Smith, of KFAC, Los Angeles, would be the grouping of stations located in widely separated areas, but having similar program formats, such as sports, classical music, etc. Time would be sold on these stations as a group to national advertisers interested in reaching their particular audiences.

Still another project calls for grouping of the indies for block buying of libraries, programs and services, etc., at reduced rates. A program exchange among the members is in the talking stage, with the eventual establishment of a co-operative program production service in the long-range category.

RMA Service Committee Expands AM-TV Operation

(Continued from Page 1)

chairman. Former chairman W. L. Parkinson of General Electric has agreed to be vice-chairman and will continue to be active in the committee's various projects.

Membership Listed

The rest of the membership follows: R. A. Chestnut, Noblitt-Sparks; George Cohen, Emerson; N. J. Cooper, Stewart-Warner; Harry A. Ehle, International Resistance Company; F. L. Granger, Stromberg-Carlson; K. L. Granger, International Detrola; Robert Herr, Philco; B. G. Hickman, Sparks-Withington; W. L. Jones, RCA Service Company; Harry Kalkfer, Sprague Electric; Bruce R. Laferty, Hallicrafters; M. W. McKnew, Westinghouse; H. A. Newell, Crosley Division, Avco; F. B. Ostman, Farnsworth Television and Radio; Don J. Phelps, General Instrument Corporation; E. A. Pool, Wells-Gardner; L. E. Priscal, Sentinel Radio; J. O. Renskers, Belmont Radio; Frank E. Smolek, Zenith Radio and M. R. Weissman, King Electronics Company.

Heavy Billing For Fall Signed By Crosley's WINS

(Continued from Page 1)

of the company's New York station. New business includes Robert Hall Clothes, American-Burlington Buslines, Strauss Stores, Chesterfield Cigarettes, Swansdown Instant Cake Mix, Birdseye Frosted Foods, Old English Wax, William Wise Publishers, and Associated Food Stores.

Three Buy 50 Hours Weekly

Robert Hall, American-Burlington Buslines and William Wise have bought over 50 hours weekly on the station. Strauss Stores have purchased the Jack Eigen show plus Sunrise Serenade, which takes care of all time between 12:30 a.m. and 6:00 a.m. The Robert Hall schedule will include segments of Jack Lacy, Bill Watson and Don Goddard. Burlington Bus will use a strip of the Art Scanlon show. Chesterfield has bought the Columbia Football and Don Dunphy will do the games. Swansdown and Associated Food Stores are participators in "Bushels of Fun," quiz show from 12:30 to 1:00 p.m. daily. Birdseye Frosted Foods and Old English Wax participate on the Morning Matinee, daily hour-long breakfast show from WLW, Cincinnati.

All the above signed for long term contracts, Park said. Those sponsors with the September starting dates include Stanback, Carlings Red Cap Ale and Crawford Clothes.

New Director

Bert Cole, veepee and general manager of Crosley Distributing Corp., has been elected to the board of directors of the corporation. Firm handles Crosley radio and television receivers and other products in New York.

NEW BUSINESS

WMAQ, Chicago: R. J. Reynolds Co. (Camels), through Wm. Esty Co., Inc., renewal of 52-week contract for five station breaks weekly starting today; Bristol-Myers Company, through Doherty-Clifford-Shanfield, 208 station breaks to be aired four weekly for 52 weeks starting September 13; Colgate-Palmolive-Peet Co., through the Ted Bates Agency, seven one-minute announcements weekly for 19 weeks, and through Wm. Esty Co., Inc., seven one-minute announcements and three station breaks weekly for 19; C. A. Briggs Co. (H. B. cough drops), through Horton Noyes, six station breaks per week for 20 weeks starting September 21; Brown & Williamson Tobacco Corp. (Wings), through Russel M. Seeds Co., Inc., six station breaks weekly for six weeks; Procter & Gamble Co. (Drene), through the Compton Agency, one-minute spot announcements three times weekly on the Dave Garroway Show, five-a-week, for 52 weeks; World Air Shows, Inc., through Dave Garroway, Inc., eight one-minute announcements on the Dave Garroway Show between September 2 and 11; Headquarters Fifth Army (recruiting), through John M. Shaw, one announcement weekly for eight weeks starting September 7; Michigan Celery Industry, through Merchants Publishing Co., live participation in the "Food Magician" program for two weeks starting September 7.

KGO, San Francisco: First Federal Savings & Loan Association of Oakland bought transcribed "Adventures of Bulldog Drummond," starting Saturday, Sept. 4, 10:15-10:45 p.m. Pacific Advertising Staff, Oakland, handles the account of the Savings and Loan Association.

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CHARLES TOUCHETTE

Thank

Howard L. Cordery

for inviting us to guest in

"Crystal Room"

Sunday: 8:30-9 p.m. WJZ-TV

Personal Management
Al Grossman

Associate
Sam Brill

TELEVISION DAILY

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

SEE EUROPE AS STRONG \$ MARKET

TELE TOPICS

By JIM OWENS
Associate Editor

WOT Gotham station is about ready to bust wide open with top-press personnel trouble??? . . . CBS and WEWS (Cleve.) will co-op in a camera job on the National Air Races this coming weekend. Scripps-Howard staff will film the events, fly 'em to Gotham for airing on the web next nite. WEWS will air the show live, however, with Westinghouse Electric Supply Co. footing the bill.

TURN the other cheek note: Although the Zale-Cerdan middleweight title tussle will not (it sez here) be televised, the bout will be plugged on Gotham screens. First of such cuffo stints will be done tomorrow when WPIX sends a crew up to the Casablanca Clouter's camp in Loch Sheldrake, N. Y., to catch him at work. News' outlet will film the stuff and air it same nite.

BILL CULLEN and his frau, songstress Carol Ames, may be among the first AMers to do a Mrs.-G-Mrs. stanza on TV . . . Carleton Carpenter, who has a regular role on Barry Wood's "Places, Please," said to have a five-yr. contract dangling before him from CBS . . . One of ABC-WJZ-TV's first major sports stints will be the 10th Annual Herald-Tribune Fresh Air Fund game between the N. Y. Giants and Chicago Bears Sept. 14. Chesterfield will bankroll the TV pickup, which will be aired on the web.

Brewer Sets WLW-T

Cincinnati—One of the first sponsors of a TV musical-variety show in the Cincinnati area is The Bavarian Brewing Company. Last week Bavarian began sponsorship of "Mid-Western Hayride" Saturday nights over WLW-T from 8:00 to 8:30 p.m. Three commercials are used during the half-hour program. A product-sponsor identification opens the show, with the major selling force concentrated in the middle commercial which is cleverly integrated into the program. "Mid-Western Hayride" consists of vocalists and instrumentalists familiar to WLW audiences through station broadcasts and personal appearance tours.

Thesps On "Laytons"

Eugenia Rawls and Walter Starkey, both actors with considerable Broadway experience, have been assigned important roles in "The Laytons," a weekly domestic comedy-drama series aired Wednesday, 8:30 to 9:00 p.m. by the Du Mont Network. In addition to several months as a director of Paramount Pictures, Starkey has much Broadway experience.

WNBW Lists Rates Effective On Oct. 1

Washington—WNBW, Capital outlet of the NBC net, this week made available its first published rate card, based on the current estimated set distribution of 15,500. New rates, which become effective Oct. 1, lists Class A basic hourly time at \$150, with discounts, with three-quarters of this rate applying during B time. Consistent with web policy, station will also charge for studio usage, to be graduated from \$240 for three hours rehearsal time on a one-hour show to \$80 for one hour of studio time for a five-minute live show.

Zimanich To CBS-TV

Josef Zimanich, director of artists and repertoire in the foreign division of Columbia Records, Inc., has been appointed manager of the film procurement division of CBS tele department. A veteran movie and recording industry exec, Zimanich has been long associated with the film and platter industry and spent 18 years in Hollywood as a producer and film editor.

Campbell Impressed

Dallas, Texas—According to Martin B. Campbell, general manager of WFAA, following his return here from a three-week study of TV operations in New York, "television in the East is past the curiosity stage and is fast making remarkable increases in public acceptance."

ABC Preps Heavy Prom. Drive To Plug Opening Of WENR-TV

Chicago—To promote opening of ABC's WENR-TV, Channel 7, which debuts September 17, an intensive exploitation campaign has been launched throughout the city, it was announced yesterday by Karl R. Suthphin, promotion manager of the web's general division.

An opening announcement letter, directed to 2,000 television dealers in the district, was mailed on Thursday of last week to remind them of T-Day. The reminder includes a suggestion that dealers be prepared to align the sets of their customers to Channel 7 at a moment's notice. As a follow-up, window signs and counter cards were mailed to the same dealers this week, calling attention to the opening date, channel number, and other information pertinent to

Atlanta's TV Bow

Atlanta — Television became a reality this week for thousands of Georgians who saw WSB-TV stage Atlanta's first full-scaled TV show for the general public. Crowds jammed Rich's, Inc., Atlanta department store, where the program originated, and other throngs surrounded 60 home-type receivers scattered throughout the store. Variety was the keynote of the show which included children's and adults' fashions, man-on-the-street broadcasts, newscasts, marionette shows, amateur shows, and home appliance demonstrations.

ABC And L. A. Paper Sign Tele-Radio Pact

West Coast Bureau, RADIO DAILY

Los Angeles—American Broadcasting Company in Hollywood and the Los Angeles Herald-Express have entered into a 10-year television and radio pact under which newsgathering facilities of the Herald-Express, and telecasting and radio facilities of ABC will be combined in co-operative coverage of events of public interest and public service.

Provision is made for ABC to televise over KECA-TV sporting and other events sponsored by Herald-Express. Network and newspaper will merge forces to cover other events in the public interest and in the interest of joint and cross promotion.

U. S., British Firms Setting Stage For Battle

London—Despite the economic fog currently shrouding the business picture in Europe, efforts to develop the Continent into a lush TV market are quietly in the blueprint stage by major firms in Britain as well as the U. S., and indications point to a competitive race within the next year or two.

Reports from business execs crossing the Channel these days indicate that video, though a definite luxury for even the allegedly well-heeled manufacturing outfits in western and southwestern Europe, is an off' discussed topic and that it'll emerge from the dream stage sooner than expected.

It's pointed out that France, through Radiodiffusion Francaise, may be on the air program-wise by the early part of '49, with operations centered at studios and transmitters at the Eiffel Tower. Spanish government got a long looksee at TV recently via a seven-week demonstration by an RCA jeep unit, similar to the one which exhibited at the Milan Fair in Italy some months ago. RCA demo, which was held at Barcelona, showed Spanish officials the latest in American equipment and operation, including camera chains, relay systems, transmitter and mobile unit phases. Of some significance is the fact the RCA equipment was left at Barcelona, presumably for continued use and experimentation by government departments.

Meanwhile, Britain's been aware of the "invasion" of other firms, and it's certain she's got an eye peeled for the Continent as a lush market for her stuff when quantity production is available. Decision last week by the British Post Office (similar to the FCC in U.S.) to retain present standards against threat of obsolescence of existing sets is seen as a move to hasten the jump into Europe with TV equipment.

TV For Travelers

Lake Placid—Tele may become an added attraction for the thousands of visitors who annually drive the eight-mile highway to the mile-high summit of Whiteface Mountain here. Mountain authorities have been working for the past few weeks with a television receiver loaned by the General Electric Company at Syracuse, N. Y., for the reception experiments.

J. Hubert Stevens, secretary of the Whiteface Mountain Authority, explains that programs are being received from General Electric's station WRGB in Schenectady, N. Y.—an airline distance of about 120 miles.

Interim Reports Near In Scott, Huron Rows

(Continued from Page 1)

broadcasters the present confusion over just what, if anything, has been changed by the hearings thus far.

Chairman Forrest Harness clearly is determined that the Scott decision must be abandoned—either voluntarily by the FCC or through legislation. His sentiments are quite obviously shared by Republican Leonard Hall of New York and Democrat Percy Priest of Tennessee, a former Sunday school teacher known in Washington as the best Bible student on Capitol Hill. Harness said Wednesday that he is convinced "the Commission went beyond its power and authority under the law in making the Scott decision."

"I think it is a most unfortunate action of the Commission and certainly I would be pleased—and I know the country would generally—if the Commission might remove that unfortunate decision from the books and records of the FCC."

But despite confusing newspaper reports yesterday, there was no flat statement from either Commissioner Rosel H. Hyde or FCC General Counsel Benedict P. Cottone that the decision will be abandoned or held ineffective. In response to a question by Priest as he concluded his testimony, Hyde made it plain that the FCC is not going to rush in and lift a license wherever an atheist is denied time on the air, regardless of how many church services the station broadcasts. But, Hyde added, "I do not mean by that that the licensee may arbitrarily refuse any and all requests, notwithstanding the circumstances under which made."

Most observers here, careful to point out that Hyde was in no way binding the Commission, interpreted his statement as only a partial yielding of his own position.

The three committee members met yesterday and agreed that an interim report should be prepared. It was generally admitted that a device similar to that employed last Spring by Senators Tobey and Johnston of the Senate Interstate Commerce Committee will be employed—the FCC will be asked by the Committee to vacate the Scott decision. In the earlier instance, delay in resolving the clear channel matter was asked pending consideration by the Senate committee.

The Puerto Rico matter came to committee attention this week as a wired protest was received from that island. Harness studied stories which have appeared in RADIO DAILY and ordered that an immediate investigation by the committee staff be undertaken. Early hearings may be held.

COAST-TO-COAST

"Hear Yourself Speak" On WGNR

New Rochelle, N. Y.—A side-walk interview project, called "Hear Yourself Speak," has been planned by WGNR which is due to go on the air next week with a sixteen-hour broadcast schedule. Passers-by are invited to step up to the microphone for an interview, which then is played back so that they may hear themselves. Participant is also given a souvenir disc of the interview which promotes not only the station itself, but gets in a good word for FM broadcasting. The new station will operate on a frequency of 93.5 megacycles, channel 228.

KXOK Adds Five

St. Louis, Mo.—Four engineers and a salesman have been added to the staff of KXOK. They are engineers William Scully, Dale Smith, Charles Poticha, Charles Rick, and salesman John A. White, former sales manager for the Mountain Valley Water Co. of this city.

To Test Listener Reaction

Stamford, Conn.—WSTC will, this month, begin to conduct regular analysis of listener reaction to program material. Directed by Charles Hull Wolfe, tests will be held weekly in WSTC's main audience studio where a cross section of dialers from Stamford and surrounding areas will be assembled to listen to transcriptions of shows created by the station.

Appt'd WWL Special Events Dir.

New Orleans, La.—Free-lance radio artist, Jill Jackson, has been appointed WWL woman special events director. Miss Jackson, who conducts a twice-weekly Hollywood show for the New Orleans Public Service and is emcee of "Whaddya Know," a Saturday-night audience participation program, has the distinction of being the country's only woman sports-caster.

Lorraine Hall Turns Columnist

Phoenix, Ariz.—KOOL women's editor, Lorraine Hall, has signed to write a weekly column that will be syndicated to eleven weeklies on the coast. Tagged "Coast Along With Lorraine Hall," the column will be seen in two North Hollywood papers, two in Hollywood proper and seven in Los Angeles.

Film History

Irene Dunne will turn her career calendar back 17 years next Thursday when she appears on James Hilton's "Hallmark Playhouse" over CBS, 10 p.m. in an adaptation of the film "Cimarron." Miss Dunne played her first dramatic screen role in the movie which was made in 1931. Her appearance will mark the inauguration of a new guest star policy on the show. FC&B is the agency.

WCCO Covers State Fair

Minneapolis, Minn.—WCCO is going all out in its coverage of the Minnesota State Fair which will come to a close finish on September 6. Throughout the Fair, Cedric Adams' popular "Noontime News" is being presented from the rotunda in the Agriculture - Horticulture Building. Other station broadcasts from the ground included Larry Haeg with a special State Fair stint, Ed Viehman with the news, the "Darragh Aldrich Show," Bob DeHaven the "DeHaven's Date" and Clellan Card with his "Man On The Street" show. Coordinator of all station activities was Sig Mickelson, director of news and special events for WCCO.

Appt'd WCCM Director

Lawrence, Mass.—Tom Frank, chief announcer for WCCM, has been appointed program director for that station. He will succeed Don Sheehan, recently resigned. Frank has been with the station since its opening in August, 1947.

Hayriders Get Six Fair Dates

Cincinnati, Ohio—Members of the "Midwestern Hayride" program over WLW, will make personal appearances at six Ohio fairs during this month. Scheduled appearances include the Ohio State Fair, Pickaway County Fair in Circleville; Paulding County Fair, Hocking County Fair in Logan, Hardin County Fair in Kenton and Attica County Fair.

Send Birthday Greetings To—

September 3	
Betty Arnold	Annie Canova
Dale Cross	Nicholas Agenta
Estelle O. Stoddard	
September 4	
Alan Ward	Les Little
Owen Jordan	
September 5	
John Henry	Norman Sichel
Jerry Law	R. C. Morenus
Harold Sanford	Robert A. Bories
September 6	
Paul Lavalle	Marie Green
Billy Mills	James E. Sauter
John Charles Thomas	
Paul Tremaine	Bob Anthony
Phil McHugh	
September 7	
Dan Russell	Alan Devitt
John A. Stewart	
September 8	
Joe Bolton	George Mannina
Jack R. Overall	Nora Sidney
John Harold Ryan	Milton Watson
A. Bernard Chappel	
Clifford C. Harris	
September 9	
Arthur Henley	Betty Howard
Ed Prentiss	J. F. Burke

British Ban Records For U. S. Dubbing

(Continued from Page 1)

Ratliffe, assistant general secretary of the British Musicians Union, to Lou Levy, personal rep of the Andrews Sisters.

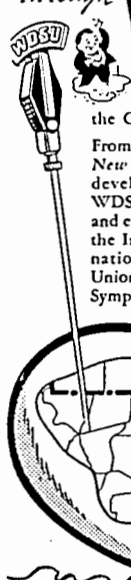
Levy and the singers arrived in New York early this week. Ratcliffe told Levy that the decision made by the British union was influenced to some extent by the decision of the AFM in the United States to stop making records. Ratcliffe said, "It is felt by our union that it would be improper for musicians here to record with American artists, by direct or indirect means, while American bands and orchestras will not do so."

Magnavox Ups Carto

Fort Wayne, Ind.—Appointment of David S. Carto as sales manager of the Illustravox Division of The Magnavox Company was announced here yesterday by Frank Freimann, executive vice-president. After four years of wartime army service, Carto became Illustravox district sales manager with headquarters in Cleveland and later was transferred to the home office in Fort Wayne. Prior to the war he was a member of the sales staff of the Horton Manufacturing Company and before that he was with the Fort Wayne Works of the International Harvester Company.

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 dominant Hooperating proves that honoring local institutions creates high listener loyalty.

New Orleans

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts

WANTED —

TALKING DOG, BEAR or HORSE

to narrate animal film for well known documentary series. Must have good voice. No birds or cows.

Call PL. 9-3600, Ext. 6



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 47

NEW YORK, TUESDAY, SEPTEMBER 7, 1948

TEN CENTS

RMA HITS FMA "BREAKDOWN" CHARGE

D. C. Schools Plan Wider Use Of Radio

Washington Bureau, RADIO DAILY
Washington—Stepped-up use of radio is planned for the coming school year in the Nation's Capital, Dr. Clyde Huber, chairman of the radio committee of the D. C. schools, announced over the week-end. Broadcasts will be used more than ever to supplement classwork, both in the school and as "homework," he said; "Many educational programs are broadcast after school hours, so we intend to assign them as homework to guarantee that students will listen." Only a dozen or so of the 153
(Continued on Page 4)

New York REC Offers Associate Membership

For the first time since it was established, the Radio Executives Club of New York is offering associate membership, at \$5 a year, to over 2,000 broadcasting execs throughout the country. Cards of announcement are now going into the mail which inform: "You are cordially proposed for associate membership in REC of New York." The proposals are signed by Carl Haverlin, president of REC.
Each associate member will receive
(Continued on Page 6)

E. W. Wardell Appointed Sales Manager Of CKLW

Detroit—E. Wilson Wardell, a member of the sales staff of CKLW for nine years, has been appointed sales manager of the station, it was announced over the weekend by J. E. Campeau, president.
Wardell, a native of this city, is a
(Continued on Page 2)

Debut

Chicago Federation of Labor station, WCFL, officially inaugurated its 50-kw. operation yesterday with a special program tracing the 22-year history of the outlet, and featuring "graduates" who began their careers there. Guest speakers were AFL proxy William Green, and William A. Lee, president of the local American Federation of Labor.

Forward Step

Montreal—First move in the CBC's long-range plan to hike transmitter service to outlying areas in the Dominion was effected last week when the 10-kilowatt unit serving the Saguenay Lake-St. John District was put into operation. A. D. Dunton, CBC chairman, headed ceremonies attendant to the opening, said the event keynoted a vast development program under direction of the Government.

First Record Price Cut Set For RCA Promotion

First nation-wide factory-sponsored price markdown in the history of RCA Victor Records will occur next week during a five-day promotion drive to be plugged as "RCA Victor Value Week." Reason for the cut, according to the firm, is "seasonal declines in popular record sales, which were more pronounced this year than at any time since the end of the war." Markdown will be confined to a specially selected list of 100 cut-out
(Continued on Page 6)

ABC Names John Manley To Chicago Exec. Post

Chicago—John J. Manley, manager of the Civic Theater, has been appointed manager of ABC's studio and office services, effective immediately, it was announced over the week-end by John H. Norton, Jr., veepee in charge of the web's central division. Personnel changes in other ABC de-
(Continued on Page 6)

Puerto Rico Radio Audience Doubles Since End Of War

By FRANK BURKE
Editor, RADIO DAILY

San Juan (By Air Mail)—Puerto Rico's radio audience has almost doubled since the end of World War II with an estimated total of 136,000 sets now in use in San Juan and other cities of the island, Filipino L. De Hostos, president of the Puerto Rican Chamber of Commerce, revealed in an interview last week. Sets-in-use in Puerto Rico before the war

Geddes Criticizes Bailey's Implication Of RCA 'Veto Power' Over RMA; Name Two Liaison Committees

Nash Will Sponsor CBS Election Returns

Nash Motors has signed with CBS to sponsor broadcasts of Presidential election returns on Tuesday, Nov. 2, starting at 8 p.m., EST, and continuing until the outcome has been decided or can be foreseen. Geyer, Newell & Ganger is the agency.
Deal brings to two the number of major networks selling out election coverage to sponsors. Mutual an-
(Continued on Page 4)

Intensive Campaign Set By Firm On 26 Stations

One of the most intensive radio campaigns ever undertaken by a New York retailer gets under way this week, when Robert Hall launches an institutional drive to plug the opening of 13 new clothing salesrooms in 11 cities.
Contracts have been signed with 26
(Continued on Page 2)

Giveaways, Mysteries Top Pulse N. Y. August Ratings

With only one exception, the top ten evening program list, on the Pulse survey of the Metropolitan New York area for August is made up
(Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—RMA and RCA were victims of "an injustice," the RMA vice-president, Bond Geddes, wrote FMA director Bill Bailey last week, when Bailey said he had "been advised that RMA cannot make such listings (breakdown figures on TV sets containing FM bands) without approval of RCA."
Geddes wrote Bailey that is a misstatement. Instead, he wrote, "you were correctly advised by Chairman Frank W. Mansfield of our industry statis-
(Continued on Page 5)

Indie TV Producers Meet, Set Committees

Initial framework of an indie producers organization, whose objective is to gain recognition and bargaining power in negotiations with networks and agencies in a manner similar to the Independent Motion Picture Producers in the film industry, was formed at a closed meeting of some 100 such execs last week at the Savoy Plaza. Group was said to represent
(Continued on Page 7)

CBS Moves 2 Giveaways Opposite Hope & Crosby

CBS is shifting two of its giveaway shows—one the hour-long "Sing It Again"—to compete with Bob Hope on NBC and Bing Crosby on ABC. On Sept. 21 "Sing It Again," now
(Continued on Page 4)

Milestone

Ted Streibert, president of WOR, will be guest of honor at a private party today celebrating his 15th anniversary with the station. Streibert joined the MBS flagship on the day after Labor Day, 1933, as assistant to proxy Alfred McCosker. He was elected to the board of directors in 1935 and the following year was named veepee and general manager.

★ COMING AND GOING ★

CARL HAVERLIN, president of BMI, left over the week-end for Yellowstone National Park, where he'll attend the meeting of NAB's District 4 tomorrow, Thursday and Friday. He'll also attend six other NAB regionals in the Northwest, West and South before returning to New York in October.

ADE HULT, vice-president of the Mutual network in charge of midwest operations, spent Saturday in Indianapolis, where he participated in the ceremonies of the dedication of the new \$240,000 Radio Center Building.

V. E. CARMICHAEL, vice-president and commercial manager of KWK, Mutual affiliate in St. Louis, is spending this week in Gotham for conferences with web officials and executives of his national reps.

DANNY WEBB, comic seen and heard on WPIX, tomorrow goes down to Asbury Park, where he'll act as a judge in the annual pageant conducted at that resort.

DICK DeFREITAS and **BOB BRYAR**, announcers on WHN, left yesterday on three-week vacations, the former to the West by auto, the latter to Chicago.

EDDIE DUNN, emcee of "True or False" on Mutual, has returned from his home town of Waco, Texas, where he had been vacationing with his family.

MILTON BACON, assistant to the general manager of WCBS, to Danbury, Conn., where he'll address the Kiwanis Club of that city at the Hotel Green.

BEN GRAUER, radio and television announcer and commentator for NBC, left early this morning by plane for Rome, Italy. He'll also visit Palestine, Switzerland and the American occupation zone in Germany, and will arrive in Paris in time to cover the meeting of the United Nations General Assembly. He'll return in October.

HENRY UNTERMEYER, account executive at WCBS, has returned from his vacation, which he spent in Bermuda.

BILL LEONARD, of "This Is New York" heard on WCBS, has returned from a motor tour of New England and Canada.

LES TREMAYNE, "The Thin Man" on NBC, and his actress-wife, **ALICE REINHART**, star of the network's "Life Can Be Beautiful," have returned from a holiday in Mexico.

DAN EHRENREICH, producer of Jack Barry's "Juvenile Jury," has returned from two exciting weeks in Havana.

JOHN H. NORTON, Jr., vice-president of the American network, in charge of the central division, arrived in New York over the Labor Day week-end.

MILTON BURGH, director of news for Mutual, has embarked on a two-week vacation tour of the Middle West.

CHAMBERLAIN BROWN, conductor of "Stars of Yesterday, Today and Tomorrow" on WGYN-FM, Chicago, has left on a business trip to Washington, D. C.



He Likes An Audience

Jo-jo, the 2-year old chimp in the picture, is unhappy. He loves bananas, but nobody's watching him eat this one. And without an audience, life just doesn't seem worth living to poor Jo-jo.

Radio advertisers are pretty much that way, too. Except that they want a BIG audience at a LOW cost.

Maybe that explains the phenomenal success of station W-I-T-H in Baltimore, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you're not using W-I-T-H now, and you want low-cost results, call in that Headley-Reed man today and get the whole wonderful story.



W-I-T-H

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

Intensive Campaign Set By Firm On 26 Stations

(Continued from Page 1)
stations calling for a total of 207 programs and over 700 announcements per week. Spots will use musical jingles and transcribed singing commercials, with live plugs on 15-minute record and news shows.

The institutional campaign will run for a month, and then will be replaced by year-round promotional advertising said to be of equal intensity.

Sawdon Advertising Co. is the agency for Robert Hall.

New AM-FM Amplifier Produced By RCA Victor

Lightweight, portable remote amplifier designed to provide high-fidelity audio pickup facilities for AM and FM broadcasts was announced over the weekend by RCA Engineering Products Department. Now in production, the amplifier, known as type BN-2A, is said to provide excellent frequency response, low noise level and low distortion.

The three channel unit is designed with built-in power supply for use with standard 115-volt, 60-cycle outlets, although there are facilities for battery operation when necessary. It is designed for use on remotes, in small studios and as an emergency unit in large studios.

E. W. Wardell Appointed Sales Manager Of CKLW

(Continued from Page 1)
University of Michigan graduate, and prior to his entry into radio was a sales and promotion executive of The Eureka Vacuum Cleaner Company. He is a member of the Rotary and Adcraft Clubs, and the U. S. Coast Guard Reserve.

Art Baker Show To Tour

Los Angeles—Art Baker's transcribed "Notebook" series will be taken on a coast-to-coast tour of 25 cities beginning in late autumn, it was learned over the weekend. Program, which celebrates its tenth anniversary tomorrow, is now heard on 97 stations. Promotional tie-ups will be sought with Baker's movies.

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

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



Vol. 44, No. 47 Tues., Sept. 7, 1948 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. 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 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 (September 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/2	7 1/2	- 1/8
Admiral Corp.	15 3/8	15 3/8	15 3/8	- 1/4
Am. Tel. & Tel.	155	154 7/8	155	+ 1/8
CBS A	25	24 1/4	24 3/4	+ 1/4
CBS B	24 1/2	24 1/2	24 1/2	- 1/8
Farnsworth T. & R.	7 1/2	7 3/8	7 3/8	+ 1/8
Gen. Electric	40 3/4	40 1/4	40 5/8	+ 1/8
Philco	39 1/4	39	39	+ 3/8
RCA Common	13	12 7/8	13	+ 1/8
RCA 1st pfd.	71 7/8	71 7/8	71 7/8	+ 3/8
Stewart-Warner	14 1/4	14 1/8	14 1/4	+ 1/4
Westinghouse	89 1/2	89 1/2	89 1/2
Westinghouse pfd.	97	96 7/8	97
Zenith Radio	31 5/8	31	31 1/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 1/4	12 1/4
Stromberg-Carlson	14 1/4	15 3/4

10 YEARS AGO TODAY

(From the files of Radio Daily)
NBC rejected a sponsor who wanted to run a series of programs using a "straw vote" on various controversial subjects. Ruling believed to originate with web veepee John Royal with reason that other bankrollers might wish to pick up the idea and net did not want to establish a precedent. Controversial angle alone was said to be sufficiently against web policy to kill the show. . . . Mutual August billings broke all records with an increase of 70.4 per cent over the corresponding period last year.

EDWARD C. LOBDELL
ASSOCIATES
NEW YORK'S LEADING STATION BROKERS
17 East 48th Street
New York 17, N. Y. PL. 5-1127



THE BEST IN RADIO

United States Steel Corporation
presents
The Theatre Guild on the Air

Sept. 12, 1948

"A BELL FOR ADANO"
* * * *

starring
ROBERT MONTGOMERY



THE BEST STARS

THE BEST PLAYS

Theatre Guild on the Air

4TH Gala Season starts Sept. 12

TO OFFER radio listeners the best in dramatic entertainment . . . that was the objective when United States Steel first sponsored *Theatre Guild on the Air* in 1945.

Since then, this full-hour Sunday night show has presented 121 plays—selected from the theatre's outstanding hits. Distinguished stars of stage and

screen—many from the original casts—have re-created for nationwide listeners the roles that thrilled the limited audience of the legitimate theatre.

Now the curtain goes up on another season of *Theatre Guild on the Air*. There'll be more of the theatre's famous stars . . . in celebrated plays . . . to entertain the nation with the theatre's best!

SUNDAY NIGHTS—American Broadcasting Company Network



UNITED STATES STEEL

D. C. Schools Plan Wider Use Of Radio

(Continued from Page 1)

schools in the city are without radios, and Huber said he hopes to supply the missing sets. The public will be asked to provide the funds.

Huber spoke at the WTOP-CBS radio workshop, sponsored by the local schools. Another speaker was George Jennings of the Chicago Radio Council, who told of the school stations and productions in that city. Lack of funds limit radio activity here, but Huber said, "we'll just have to hope commercial stations will give us good educational subjects. We're also going to use lots of recordings and transcriptions from the United States Office of Education," he said.

ARRL Managing Secretary Dies In West Hartford

Kenneth B. Warner, 53, a founder and managing secretary of the American Radio Relay League, died unexpectedly at his home in West Hartford, Conn., Sept. 2. He was a member of the IRE.

For 20 years Warner was managing secretary of ARRL, which has a membership of 67,000 ham operators. He played a prominent part in setting up the International Amateur Radio Union at Paris in 1925 and represented the U. S. at various other international conferences.

Warner's survivors include his wife, Mrs. Anita Zimmer Warner; a daughter, Mrs. Paul Averitt, Arlington, Va.; a son, Richard M. Warner, West Hartford; and a brother, J. Howard Warner of Caldwell, Kan.

"Queen" Sets Tour Dates

Mutual's "Queen for a Day" goes on its first tour in about eight months later this month when it plays two dates in Texas. Show will be aired from a Lions Club convention in Lubbock, Sept. 27-29, and a state fair at Abilene, Sept. 30-Oct. 1. In mid-October, program will play a drug trade convention in Atlantic City.

WINS Signs Bill Watson

Bill Watson has been signed by WINS for a new six-a-week disc show titled "Open House Party," 2 to 10 p.m., beginning Sept. 20.



California Commentary...!

● ● ● Earl Hedrick has been named commercial manager of KOCO, Salem, Oregon, and assumed his new duties Sept. 1. Hedrick succeeds Gordon Thornton, who came to Salem, in April from New York and who resigned to organize his own advertising agency and public relations office. Connected with KSLM, Salem, for 10 years, Hedrick during the war was with Portland stations KGW and KEX, and in 1947 was with two California

Hollywood

outlets, KTSM in Santa Barbara and KCOY in Santa Maria. Barbara Britton has returned to Hollywood from Bakersfield after autographing copies of her "talking picture" recording for Hollywood Star Records at its world premiere, Aug. 28. Howard Helmick, executive vice-president in charge of artists' activities, also returned after attending the event. Barry Keit, national advertising manager of KWIK, Burbank, is in the East to arrange for a national representative. He will also make routine calls on agencies and accounts in both New York and Chicago.



● ● ● Although Lou Stringer has been named manager of the Pacific Coast League Hollywood Stars for the balance of the season, Fred Haney, who broadcasts all the Stars games over KLAC, is reported to have the inside track for the Stars' management in 1949. It is claimed Haney, who formerly managed clubs in the American League and American Association, is insisting on a three-year deal. Una Merkel back in town from Connecticut to get ready for "The Great Gildersleeve" show, returning to the air Sept. 8. Felix Mills has been signed to handle the music on the new "Lum And Abner" half-hour show, bowing Oct. 3 for Frigidaire on CBS. MGM last week played host to Susan Fletcher, motion picture commentator for the Canadian Broadcasting Corporation, and Margaret Brain, winner of the Province-wide beauty contest. Finals in the contest were held at the Pacific National Exhibition in Vancouver, B. C., and the winner was rewarded with a four-day trip to Hollywood, chaperoned by Miss Fletcher.



● ● ● Bob Stephan, radio editor of the Cleveland Plain Dealer, accompanied by his family, arrived Sept. 5 to look over the fall shows. Harry Maizlish of KFVB, tossed a cocktail party at his new home in honor of Chet Mittendorf, veteran member of the KFVB sales staff, who has taken a leave of absence to assume the business management of "Breakfast In Hollywood." Art Linkletter has taken over the emcee duties on "GE House Party" from Harry Von Zell following a string of one-nighters at fairs and a Del Mar vacation. Maurice Hart, the Hart of Hollywood and popular KFVB disc jockey of "Start The Day Right" and "Memory Lane," has given away more than 9,000 records to the veterans at the Birmingham General Hospital and will shortly donate another 1,000 records to them.



● ● ● Dennis Day, back on the air with his NBC show, "A Day In The Life Of Dennis Day," and returning to the Jack Benny show in October, is a hotter bet than ever for a third program, all musical. The proposed show is largely based on listener demand. With Day's golden tenor getting better all the time, the mail keeps pouring in from people who say they like his comedy, but they also want to hear more of his singing. An Eastern sponsor is discussing the format with Day. Radio advertising class of University of California Extension begins at NBC studio E, Sept. 13, under the supervision of Bob McAndrews, Young & Rubicam Hollywood promotion manager. Richard N. Boyle has been transferred from the media department of Young & Rubicam, New York, to the post of space buyer in the agency's San Francisco office. He replaces Win Smith, promoted to account executive. Thomas Freebairn-Smith, production director of KFVB, just checked in from his trip to London, where he covered the Olympic Games for Helms Eakeries over KFVB.

Nash Will Sponsor CBS Election Returns

(Continued from Page 1)

nounced last week that Curtis Publishing Company would sponsor returns on Nov. 2, starting at 9:15 p.m., EST, at an estimated cost of \$75,000. It's understood, however, that the Nash-CBS deal was actually set first, although not announced at the time. It was also expected a few weeks ago that the one night stand by Nash would go to MBS.

Commercials for Nash Motors will plug its 1949 model which goes on sale Oct. 22. These will be the first network announcements on the car following its introduction.

CBS election coverage will be headed up by Wells Church, network director of news broadcasts. The web's Studio 22 in New York City will be headquarters for the operation. Newsmen, stationed at key polling places, will phone in results to a special crew of operators and statisticians in the CBS studio. Every half-hour CBS affiliates will cut away from the network to report their own local returns.

Members of the CBS news staff who have been assigned for election coverage so far include Edward R. Murrow, John Daly, Ned Calmer, Eric Sevareid, Joseph C. Harsch, Allan Jackson, Quincy Howe, Don Hollenbeck, Richard C. Hottelet, Griffing Bancroft and Willard Shadel.

CBS Moves 2 Giveaways Opposite Hope & Crosby

(Continued from Page 1)

heard Saturday nights, switches to Tuesdays from 10-11 p.m., EDT, opposite Hope and Art Linkletter on NBC. CBS show is sustaining.

Sunday night version of "Winner Take All," also broadcast every afternoon, moves into a Wednesday night slot, 10-10:30 p.m., EDT, on Sept. 22, putting it opposite Crosby on ABC. Final Sunday broadcast for "Winner," however, doesn't take place until Sept. 26, thus giving it eight broadcasts in a seven-day-week.

THE ART SCANLON SHOW
LAUGHS! FUN!
1010 ON YOUR DIAL
WINS 6:30-9:00 A.M.
7:00 • WORLD NEWS • 8:15
CROSLBY BROADCASTING CORPORATION

W
N
D
R
THERE'S THAT VOICE AGAIN!
BASIC MUTUAL NETWORK
5000 watts, 1260
SYRACUSE, N. Y.
Studios in the Wilson Bldg.
Al Godwin, General Manager
Represented nationally by
Paul H. Rayermer Co.

Geddes Differs With Bailey Re RMA's TV-FM Figures

(Continued from Page 1)

...committee that the RMA statistics are co-ordinated with those of NCA. This co-ordination consists of similar classifications or breakdowns of receivers, for the convenience of manufacturers for their comparisons between the RMA and NCA statistics."

...Bailey's implication that RCA had veto power over the RMA figures, Geddes wrote, "is completely without foundation, also capable of improper and unjustified inferences." Geddes charged, too, that Bailey had "imputed and implied that RMA is deliberately withholding FM production information, with deception to the public, because it has not yet been able to secure breakdown figures on the number of TV receivers which also contain FM bands." He said "it has not been possible, as yet, to secure breakdown statistics and specify the actual number of TV receivers which also contain FM bands."

Sees "No Basis" for Statement
"That many TV receivers contain FM bands is common knowledge, but there is no basis for imputing that RMA is deliberately withholding such breakdown data in deception of the public, radio advertisers and broadcasters. Possibly in the future it may be possible to obtain such breakdown statistics on TV re-

ceivers containing FM bands, but at present it is impossible."

He asked Bailey to take steps to "correct the misstatements" which Geddes charges.

Meanwhile RMA president Max Balcom announced the appointment of two new liaison committees to work with NAB and FMA officials in the promotion of broadcasting services and receiver set sales for radio and TV.

Heading the group which will work with NAB is Paul Galvin of Motorola, with the members including George Gardner of Wells-Gardner, H. C. Bonfig of Zenith, Dr. Allen B. DuMont, Frank M. Folsom of RCA, and L. F. Hardy of Philco.

NAB group, headed by president Justin Miller, includes T. A. M. Craven, WOL, Washington; Everett Dillard, KOZY, Kansas City (and president of FMA); William Fay, WHAM, Rochester, N. Y.; James D. Shouse, WLW, Cincinnati, and George B. Storer, WJBK, Detroit.

Heading the group to work with FMA is H. C. Bonfig with president Ray H. Manson of Stromberg-Carlson to serve as vice-president. Other members are: W. R. G. Baker of GE; W. J. Barkley of Collins Radio; John W. Craig of Crosley; W. H. Hilliard, of Bendix; H. J. Hoffman of Machlett Laboratories.

School B'cast Conference Sets Three-Day Chi. Meet

Chicago — Preparations are under way for the 12th annual meeting of the School Broadcast Conference, which will be held October 13, 14 and 15 at the Sherman Hotel here. George Jennings, director, states that the program will include stimulating discussions, classroom demonstrations of the use of radio, the work of the high school and college radio workshop, use of discs and transcriptions, problems of radio administration, operation of FM stations by schools, television in education, and many other topics.

"Given over exclusively, as it is, to the consideration of the problems and techniques of using radio in the classroom at all levels, the conference assumes ever increasing importance in the educational picture," says Jennings.

Judge Justin Miller, president of NAB, is the invited guest speaker at the annual luncheon of the group, to be held at noon on October 14.

"BRIGHT REMARKS"

QUESTION FOR
20th Century
Intellectuals:

"Are more people murdered
on — or off the air?"

by **BOB BRIGHT**
MVNJ — NEWARK, N. J.

Theater Guild Returning With "Bell For Adano"

"Theater Guild on the Air" has selected "A Bell For Adano," with Robert Montgomery as Major Joppolo, for its opening vehicle when it returns to ABC Sunday, Sept. 12, at 9:30 p.m., EDT. Julie Hayden will be featured with Montgomery. Roger Pryor has been cast in a supporting role in addition to his job as narrator. U. S. Steel sponsors.

Coming Up

- AM I ALL OF YOUR FUTURE
- CORNBELT SYMPHONY (Fremart)
- CUCKOO BIRD WALTZ (Mellin)
- DON'T BE SO MEAN TO BABY (Lutz)
- IN MY DREAMS (Campbell)
- IT'S MY LAZY DAY (Wizell)
- JUST CANCEL MY DREAMS (Encore)
- NOBODY BUT YOU (Brightlights)
- PLAY THE PLAYERA (Duchess)
- RENDEZVOUS WITH A ROSE (Marks)
- RUN JOE (Preview)
- SUNDAY IN OLD SANTA FE (Jay-Dee)
- SWING LOW SWEET CLARINET (Peromora)
- THE CLICK SONG (Republic)
- WHEN YOU LEFT ME (Stuart)
- YOU STARTED SOMETHING (Porgie)

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

BMI *Run-up Sheet*

HIT TUNES FOR SEPTEMBER

CHILICOTHE, OHIO

(Mellin)

WORLD—Los Brown

COOL WATER

(American)

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

CUANTO LE GUSTA

(Peer)

Andrews Sisters—Carman Miranda—Dec. 24477
Xavier Cugat—Col. 38239

FOR HEAVEN'S SAKE

(Duchess)

CAPITOL—Eddie LaMar

HAIR OF GOLD, EYES OF BLUE

(Mellin)

Jack Emerson—Metrotone 2018 • Art Lund—MGM 10258
Harmoncats—Universal 121 • Gordon MacRae—Cap. 15178
John Laurenz—Mercury 5172 • Jack Lathrop—Vic. 20-3109
Jim Smith—Varsity 109

HIGHWAY TO LOVE

(BMI)

WORLD—Russ Morgan • NBC THESAURUS—The Swingtones

I WANT TO CRY

(Excelsior)

Chris Cross—Sterling 4004 • Savannah Churchill—Manor 1129
Dinah Washington—Merc. 8082
Phil Reed—Frank Picher—Dance-Tone 216

IT'S SO PEACEFUL IN THE COUNTRY

(Regent)

WORLD—Betty Bradley • ASSOCIATED—Blue Barron
STANDARD—Walt Schumann • NBC THESAURUS—Cy Walter
MacGREGOR—Chuck Foster

LONESOME

(Republic)

Sammy Kaye—Vic. 20-3025

SOMEONE CARES

(Porgie Music Corp.)

NBC THESAURUS—Novatime Trio • ASSOCIATED—Art Mooney
STANDARD—David LeWinter

TAKE IT AWAY

(Pemora)

ASSOCIATED—Eric Madriguera • WORLD—Jese Morand
MacGREGOR—Veramac Stevens
LANG-WORTH—Merle Pitt-Al Trace

THE THINGS I LOVE

(Campbell)

WORLD—Harry James-Dick Haymes • MacGREGOR—Chuck Foster
WORLD—Three Suns • STANDARD—Henry Busse
ASSOCIATED—Carmen Cavallaro • STANDARD—Eddie LaMar
ASSOCIATED—Blue Barron

TIME AND TIME AGAIN

(London)

WORLD—Bob Chester • ASSOCIATED—Johnny Messner
STANDARD—Dyana Gayle • NBC THESAURUS—Allen Roth

TUNE ON THE TIP OF MY HEART

(Encore)

Sammy Kaye—Vic. 20-2746

WALKIN' WITH MY SHADOW

(Johnstone-Montei)

CAPITOL—Hal Derwin and Frank Devo
LANG-WORTH—Four Knights • STANDARD—Lawrence Welk

YOU WALK BY

(Cavalier)

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

YOURS

(Quiereme Mucho) (Marks)

LANG-WORTH—Airlane Trio • WORLD—Marian Francis
LANG-WORTH—Tito Guizor • STANDARD—Dennis Day
LANG-WORTH—Joe Sadsa Trio • ASSOCIATED—Xavier Cugat

Giveaways, Mysteries Top Pulse N. Y. Ratings

(Continued from Page 1)

entirely of giveaways and mysteries, with "Stop The Music" in first place with 15.7 rating. The exception is "We The People," in fifth place with 10.7.

Half of the first ten daytimers are soap operas, although Arthur Godfrey's 11 a.m. stanza is first and his wake-up show is in fifth place.

Local indies dominate the weekend daytime leaders, with four baseball games and two WNEW musical shows, Make Believe Ballroom and Bing Crosby Records, among the top ten.

Leaders Listed

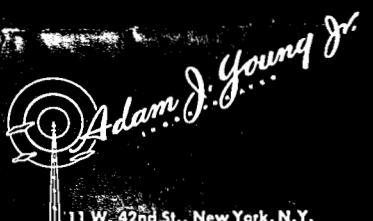
Leaders in the three categories are:
Evening: Stop The Music, 15.7; Break The Bank, 13.7; Strike It Rich, 13.0; Suspense, 11.3; We, The People, 10.7; Winner Take All, 10.3; Mystery Theater, 10.3; Crime Photographer, 10.0; Gangbusters, 10.0; Take It Or Leave It, 9.7.

Daytime, five-a-week: Arthur Godfrey, (11 a.m.) 6.9; Harry Clark, 5.9; Grand Slam, 5.7; My True Story, 5.5; Arthur Godfrey, (7:30 a.m.) 5.5; Rosemary, 5.5; Young Dr. Malone, 5.4; Make Believe Ballroom, (5:45 p.m.) 5.3; Breakfast Club, 5.3; Big Sister, 5.3; Ma Perkins (1:15 p.m.) 5.3.

Saturday and Sunday daytime: WINS baseball, Yankees-Chicago, 7.7; Counterspy, 6.3; Make Believe Ballroom (11 a.m.) 5.7; Detective Mysteries, 5.3; Under Arrest, 5.3; WINS baseball, Yankees Cleveland, 5.3; WMCA baseball, Giants-Pittsburgh, 5.0; House of Mystery, 5.0; What Makes You Tick?, 4.7; Bing Crosby Records (11:30 a.m.) 4.7; WHN baseball, Dodgers-Cincinnati, 4.7.

RCA Declares Dividend

Following the meeting of the board of directors of the Radio Corporation of America held last week in New York, Brig. General David Sarnoff, president and chairman of the board, announced that a dividend of 87½ cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, 1948 to September 30, 1948. The dividend is payable October 1, 1948, to holders of record at the close of business September 13, 1948.



11 W. 42nd St., New York, N.Y.

**RADIO & TELEVISION
REPRESENTATIVES**

New York • Chicago • Los Angeles • San Francisco

Puerto Rico Radio Audience Doubles Since End Of War

(Continued from Page 1)

Puerto Rican families to purchase sets. President De Hostos of the Chamber of Commerce points to import and export business of the island as a pretty good barometer of the economic situation as it affects radio and the people's buying power. He said that the imports from the continental United States during 1946-47 totalled \$279,322,773 while the exports to the U. S. in sugar, tobacco, rum and needle work totalled \$170,622,090. Imports for the years 1947-48 will reach a total of \$333,478,217 while the export business for the same period will probably reach a total of \$179,544,614.

The Chamber of Commerce president regards radio as an important

factor in the economic and cultural life on the island. He thinks, too, that the State Department's 'Voice of America' would do well to beam more programs of news and cultural interest to Puerto Rico. As he put it, Puerto Rico at present is bypassed by the shortwave programming of the Voice of America which is beamed mostly to South American countries.

De Hostos, a frequent visitor to the continental United States on Chamber of Commerce matters, is thoroughly conversant with the ways of network radio and a firm believer that the media can do much to bring the States and her Caribbean possession into closer relationship.

First Record Price Cut Set For RCA Promotion

(Continued from Page 1)

discs in the pop, country, western, blues and rhythm categories. Items will be advertised and sold at 50 per cent off suggested retail list price on the basis of 35 cents for a single 10-inch Black Label disc, or three records for a dollar.

RCA Victor distributors in all areas where Fair Trade agreements are in effect are notifying dealers that contracts are being amended for the period covered by the promotion, with all dealers to revert to fair trade listings upon conclusion of the sale.

According to James W. Murray, vice-president in charge of Victor Records, "... dealers would be forced to enter the peak volume sales period with bad inventory ratios unless we came to their aid with a factory-sponsored program that ensures quick disposal of slow-moving and surplus records.

"This sponsored program will enable distributors and dealers to sell merchandise at authorized markdown prices instead of being forced to com-

ABC Appoints Manley To Chicago Exec. Post

(Continued from Page 1)

parments here also were revealed. Manley, who served four years as a commander aboard the training carrier Wolverine, also will manage the web's Civic Studio which recently was leased by ABC for origination of many of its TV and AM programs.

Appointment of Burr Lee as production manager of the division was announced by Harold Stokes, program manager for AM and FM. Lee has been with ABC since 1942 and replaces Edward Skotch, who becomes production director for WENR-TV.

Albert Haughton, formerly with WBBM, fills the vacancy on the production staff, and Harry Carroll, night supervisor of announcers for NBC, has joined ABC traffic dept.

pete with 'gypsy' operations. Activities of 'gypsy' operators and non-franchised dealers who concentrated on wildcat price-cutting have placed franchised dealers at a distinct competitive disadvantage."

Markdown period begins Sept. 13.

N. Y. REC Offering Assoc. Membership

(Continued from Page 1)

brief reports of each meeting, stenographic transcripts of principal addresses, a copy of the membership roster for 1948-49, and a membership certificate for framing.

REC also is sending out a questionnaire for the 1948-49 yearbook



UNITED

Flight Facts



Want a box seat for the greatest show on earth—in Technicolor? I'm just the man who can arrange it. I'm the pilot of "the Hollywood," United Air Lines' famous onestop flight from New York to Los Angeles in 11 hours and 10 minutes.



We leave New York at 12 noon. We arrive in Los Angeles at 8:10 P.M. But we time our flight to arrive over the Grand Canyon just at sunset—that's the great Technicolor Show I mentioned! You see Hoover Dam and the Southwest desert country too. It's really beautiful.



Of course we have many luxurious attractions on "the Hollywood." Like air conditioning. A spacious cabin, so you can stroll around. A lounge, with perfect observation. Deep soft seats. Delicious meals.



But my special pride and joy is the sunset show in Technicolor!

E. L. Remelin
United Air Lines Pilot on

"the Hollywood"

JACK PEARL

on

"TEXACO STAR, THEATRE"

Tonight at 8—NBC Television

By Arrangement With
AL GROSSMAN
personal manager

RKO Bldg.

Circle 5-8422

New York City

Sam Brill
Associate

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, September 7, 1948—TELEVISION DAILY is fully protected by register and copyright

SET OUTPUT NEAR HALF-MILLION

TELE TOPICS

By JIM OWENS
Associate Editor

MORE THAN ONE bankroller getting hotter under the collar each week as team time segs get picked up and nicely kicked away by the opposition. A major coup outfit—one of the bigger AM spenders crowning hard at the boys who plan its schedules because it was advised to stay away from TV "for awhile." So the usual happened: one of the bankroller's biggest competitors plunks down a lotta coin and picks up a nice hunk of franchise. . . . Westfield, which last week renewed its pact with Martin Block, cutely pinned down the disk jock's services in video as well.

PACKAGE PRODUCERS now being asked to add an "overhead" charge to the budget costs of their properties. . . . Motorola, Inc., has renewed "The Nature of Things," with Dr. Roy K. Marshall, for another 13 weeks. Show, which comes out of WPTZ (Phila.) has been an NBC web feature since August of '47. Marshall is said to outdraw wrestling in some cities, which pull these days. . . . Ed Cashman here from H'wood to aid Myron Kirk, head of radio and TV for the Kudner Agency. . . . Arden, who was a prominent femme comic on the B'way stage before she crashed to klieg, will join Willie Howard and Jack Carter on the Texaco show tonight.

MONT GOES BACK into Park Arena tonight for boxing and wrestling. Kick-off will mark the return to the cauliflower circuit of Jake La Motta, who doesn't confine his business in the ring. Jake merely rents the Arena. . . . Detroit got its first "live" TV shot of President Truman yesterday via his Labor Day address in the Motor City. WWJ-TV remote crews scanned the Chief Exec. as he talked from Detroit's City Hall. . . . WMAR-TV's (Baltimore) program director, Bob Cochrane, has drawn up a set of hand signals for studio men which should greatly help the tyro—including us. When a guy makes like he's cutting his own throat—and you agree that he should be's only saying "Cut!"

WWJ-TV Show Aids Police
Detroit — WWJ-TV, The Detroit News, has added a public service program, titled "Bureau Of Missing Persons," which stars Fran Harris and is presented twice weekly. "Bureau" is produced in cooperation with the Detroit Police Department. As its name implies, the program is designed to aid the Department in its search for missing persons in and around Detroit. Officials of the Police Department feel that the new program, with its pictures and descriptions of missing persons, will prove helpful in enlisting the interest and aid of Detroit's citizenry.

Indie TV Producers Meet, Set Committees

(Continued from Page 1)
approximately 90 per cent of all indie producers currently in the business who provide about 70 per cent of all shows on the air in New York with exception of house-built web programs.

Statement issued by Martin Gosch and Nathan M. Rudich, indie packagers who called the confab, said there was "strong unanimity of purpose" among the reps present, who are thoroughly agreed the need for such an organization exists.

Group's initial concrete work was the naming of two committees, a "code" committee, to discuss and outline the specific objectives of ITPA, and an organization committee. Second meet has been called for Sept. 15th, at which reports from the above committees will be made.

RCA Hosts Engrs.

Camden, N. J.—The first RCA tele seminar for consulting engineers was concluded here last week after four days of sessions in which 40 of the nation's leading technical experts and the RCA television engineering staff exchanged ideas and information pertinent to the future of TV. Engineers discussed such matters as station sites, installation layouts, propagation factors, transmitting equipment and antennas, color television, as well as immediate problems confronting the industry.

F. M. Folsom, executive vice-president in charge of the RCA Victor Division, was among the RCA execs who addressed the group.

Big Out

Milwaukee—It finally happened. Ed Kurylo, WTMJ-TV cameraman, used his head and hands to quick advantage last week during a job on the Milwaukee Brewers-Minneapolis Millers double header. Foul ball headed his way—right at the camera—atop the roof on the first base side of home plate. Kurylo jumped in front of the camera, batted the pill into the hands of a happy customer two tiers below.

"Toast" & Texaco Top Pulse August Survey

Although sports dominate the top ten shows in the August survey conducted by The Pulse, Inc., first two airers on the list are variety fare—"Toast Of The Town" (WCBS-TV) and "Texaco Star Theater" (WNBT) with ratings of 37.0 and 31.0, respectively. Latter show headed the July list with a 38.0 rate.

Total sets-in-use, both AM and TV, in TV homes decreased slightly in August, according to Pulse.

NBC Appt's Three

Chicago—NBC announced last week three key Chicago engineering appointments. Charles L. Townsend and Courtney A. Snell have been transferred from New York to be television operations supervisor and television field supervisor, respectively, and Walter F. Lanterman, veteran NBC engineering staff member, was named WNBQ station engineer. The appointments are effective immediately.

The Week in Television

Commission Calls Industry Meet Sept. 13

FCC called a meeting of industry reps for Sept. 13 to discuss questions which may arise regarding rulings and standards on channel allocations. Hearings on the question of moving TV or maintaining present bands are to be held a week later. . . . The Pulse, Inc., which conducts a monthly survey of audience reaction, etc., in New York, will expand the study to include Philadelphia. . . . First meeting of TBA and NAB committees took place at the Waldorf-Astoria. Groups agreed all phases of industry should present a "united front," mulled future co-op in TV & AM.

Milwaukee baseball box office has climbed steadily this season, due in a large measure to TV, according to diamond execs. . . . ABC mapped a heavy promotion drive re the opening of WENR-TV, its o-and-o outlet in Chicago. Meanwhile web's eastern pro football schedule will preem on Sept. 23. . . . NBC's WNBQ (Chi.) planned to air test patterns this week. . . . Behind-the-scene planning of U. S. and British firms re distribution of their product in Europe indicates the continent may develop into a strong sales market for TV. . . . ABC's KECA-TV (H'wood) and the L. A. Herald-Express inked a 10-yr. pact to combine news and program facilities.

Bulk Of Shipments To Six Areas; N. Y. First

Washington Bureau, RADIO DAILY
Washington—Total postwar shipments of TV receivers by RMA member companies passed the 425,000 mark in June, it was announced over the weekend, with increasingly large shipments going into such Metropolitan areas as Philadelphia, Chicago, Los Angeles, Boston, Washington and Baltimore.

In the meantime, the New York-Newark area continued to maintain its wide lead in actual number of sets, with 103,000 shipped in the first half of this year. Shipment in all of 1947 into the New York-Newark area was only about 87,000, however.

2nd Quarter Shipments High

Total second-quarter shipments were 153,455, compared with only 162,181 for all of 1947. First-quarter shipments went to 106,136, bringing the half-year total to 259,591. Shipments lagged somewhat behind the half-year production total of 278,896 sets, with total postwar production through June set at 463,943 sets. Second-quarter shipments in Los Angeles, Washington, Baltimore, Boston, Cleveland and several other cities were far above the entire total for 1947, RMA said. In Los Angeles 8,882 sets were reported, in Washington 6,102, in Boston, 7,613 and in Cleveland 3,040.

In Chicago a second-quarter total of 13,408 sets was reported, nearly twice the first-quarter shipment, but slightly below the 1947 total of 13,723 sets. In Philadelphia a second-quarter total of 15,826 sets was reported—compared with a total of 18,923 for all of 1947.

WBKB Sets Grid Sked; Lists Three Colleges

Chicago — Complete coverage of eight major football games from three mid-western universities was announced last week by WBKB. The Balaban and Katz station will focus its cameras on home games at Notre Dame, Illinois and Purdue with the first game scheduled for September 25 between Purdue and Notre Dame.

Thereafter WBKB will cover the games between Michigan State at Notre Dame, Oct. 9; Purdue at Illinois, Oct. 23; Marquette at Purdue, Oct. 30; Iowa at Illinois, Nov. 6; Northwestern at Notre Dame, Nov. 13; Indiana at Purdue, Nov. 20; Washington at Notre Dame, Nov. 27.

The games will be brought to Chicago video fans live through new facilities which have been in preparation for several months.

AGENCIES

BUCHANAN & CO. has elected to a vice-presidency Leland F. Blair, in charge of the San Francisco office, and Roland E. Jacobson, head of the Los Angeles branch. They will replace Fred M. Jordan, who has resigned.

PAUL M. WINSHIP, formerly with Merrill-Anderson Company as an account executive, has joined Doremus & Co. in the same capacity.

DAVID WASKO, supervisor of the outdoor department at Donahue & Co., Inc., has been named space buyer for the agency.

DANIEL S. KARSCH has joined the executive staff of Ray Austrian & Associates. He was formerly with Warner Brothers, film producers.

FORD SIBLEY, vice-president of Foote, Cone & Belding, has been named head of the agency's San Francisco office, succeeding L. G. Moseley, now with Biow Company.

CMBF, Radio Universal, S.A., of the city of Havana, Cuba, has appointed Melchor Guzman Company, Inc. as its United States and Canadian representatives.

LEVY ADVERTISING AGENCY of Newark has added the following national and regional clients to its list: Vogue Foundations, Inc., Newark; Lowres Optical, Newark; UCO Foods, Newark; Motor Club of America, Newark; The Hang-All Corp., Newark; Eastern Tobacco Co., Wilmington, Del.; Atlas Pivot-Pin, Newark.

IN BALTIMORE

WBAL
and only **WBAL**
OFFERS
BOTH!

The Greatest Shows in RADIO are on

WBAL

50,000 Watts

The Greatest Shows in TELEVISION are on

WBAL-TV

Channel 11

NBC AFFILIATE

★ THE WEEK IN RADIO ★

FCC To Proceed Against Giveaways

By VAL ADAMS

FCC reasserted right to take action against giveaways despite repeal of Section 316 of Communications Act. Don Petty of NAB charged FCC action is illegal and lottery question is matter for Justice Dept. . . . Church and atheist leaders appeared before FCC in hearings on controversial Scott decision. Forrest Harness of House committee said decision giving air time to atheists should be abandoned. Commissioner Hyde denied Scott decision says atheists must be granted time to answer every religious broadcast.

British Musicians Union stopped U. S. vocalists, temporary residents of the country, from making records in England. Neither can British bands make records to be dubbed later in U. S. with voices of American singers.

NAB's Non-Affiliated Stations Executive Committee in first meeting made plans for "public service network" of over 400 indie stations. Idea has commercial possibilities also. Time could be sold in one batch to national advertisers. . . . Petrillo held meeting with transcription reps. Spokesman for latter group denied negotiations have begun.

Pillsbury Mills placed \$1,400,000 contracts with ABC for Kay Kyser and Galen Drake across-the-board. Kyser to do a half-hour morning audience participation show. P&G adding another daily 15-minute stanza on ABC, "What Makes You Tick?"

Standard Oil of New Jersey to sponsor New York Philharmonic-Symphony over CBS starting Sunday, Oct. 10, 3-4:30 p.m. EST. . . . Lever Brothers switched products on Bob Hope (NBC) and "My Friend Irma" (CBS). Hope to plug Swan soap and "Irma" got Pepsodent. Y&R now has Hope show and FC&B has "Irma."

Edgar Kobak of MBS seeks clarification of NAB code which bans

Eldred Named To Ziv Post

Peoria, Ill.—Harry Eldred, program manager of WEEK, has been appointed central Illinois representative for the Frederic W. Ziv Co. with headquarters here. Eldred has been associated with CBS-WBBM, Chicago; WTMJ, Milwaukee, and spent several years in the agency field.

Stork News

Greensboro, N. C. — William P. Mitchell, merchandising manager of WBIG, Greensboro, is the father of a girl born August 23 to Mrs. Mitchell at St. Leo's Hospital. Baby has been named Pamela Ann.

SNOITATS-SPER-SEICNEGA

Current N. Y. station sales, sales-promotion, agency radio exp. Young, personable, know-how. Tops for station, rep, agency. Full confidence given and expected.

Box No. 165, RADIO DAILY
1501 Broadway New York 18, N. Y.

"buying of audiences." Mutual to drop or revamp "Three For the Money" giveaway show because Kobak said it definitely violates code. . . . A. C. Nielsen to put long promised "National NRI" service, covering 97 per cent of the country, into operation early next year. . . . BMB will measure average daily audiences in 1949 nationwide survey.

Veterans Administration asked American Legion to help correct training abuses by radio and other trade schools enrolling ex-GIs. . . . Cecil B. DeMille signed by Mutual as producer-director-narrator for hour-long dramatic series next winter.

Clayton Collyer new president of National AFRA. Annual convention voted unanimously for merger of talent unions. . . . WOWO, Fort Wayne, blasted operations of WLIB, New York, and asked FCC for re-hearing on the channel conflict between the two stations. . . . FCC rejected Paramount petition for "prompt determination" of involved stock ownership questions posed by movie company's interest in DuMont.

All night coverage of national elections Nov. 2 to be sponsored by Curtis Publishing Co. over Mutual for estimated \$75,000.

COAST-TO-COAST

Clark Leaves KFJH

Wichita, Kan.—KFJH business manager, Plez S. Clark, has resigned from that position. Clark recently underwent a serious operation from which he is now recovering and while he has not announced plans for the future, it is expected that he will remain in the radio field.

WKBW Adds New Vocalist

Buffalo, N. Y.—Marian Kingsley, favorite night club entertainer and radio singer, is now appearing on WKBW's morning show, Jackpot Jam-boree. Miss Kingsley, who has been with WHAM, Rochester; KFRC, San Francisco, and who has done guest shots for WNEW, New York City, is the protegee of Joan Edwards.

Receives Journalism Degree

Atlanta, Ga.—WSB scripter, Auburn Thompson, has just received his AB degree in journalism from Emory University. Thompson authors such shows as "Reserved For Music," "Paul Benson Show," "Summer Symphony" and "Organ Reveries."

WFPG Appointment

Atlantic City, N. J.—William C. Byrnes, Jr. has joined the staff of WFPG, this state's only ABC affiliate. A native of Philadelphia, Byrnes holds an A.B. degree from Bucknell University.



WISE old Doc Wonstand discovered early in his career how to collect an audience. Entertainment that people wanted to hear sold his "Magic Elixir." Showmanship made the medicine show a success.

We at WPTR know "THE SHOW'S THE THING" that brings in the

WPTR

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.



Herb DuVal



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 48

NEW YORK, WEDNESDAY, SEPTEMBER 8, 1948

TEN CENTS

NEW WEB BATTLE SHAPING FOR SUN. PM

Canada B'casters Hit 48-Hour Politico Ban

Saskatoon—Delegates to the Western Association of Broadcasters meeting here criticized the ban on the airing of political matter 48 hours prior to an election and lashed out at the content of the "Report from Parliament Hill" series prepared by the Canadian Association of Broadcasters.

In their final session the delegates complained that the ban on political broadcasting was unfair because other news media, especially newspapers, were allowed to print political

(Continued on Page 8)

Esso Forming 12-Sta. Web For Arkansas U. Football

A 12-station Arkansas network is being formed to carry the football schedule of the University of Arkansas by Marschalk and Pratt for Esso Standard Oil Coal Co. This is the second successive year that Esso has picked up the tab for the Razorback games.

According to R. M. Gray, advertising manager for Esso, "The popularity of this Arkansas public service

(Continued on Page 5)

Station Is Held Liable In N. J. Defamation Suit

Trenton, N. J.—The FCC decision that a station may not be held liable for defamatory remarks broadcast over its facilities has been contradicted here by the New Jersey Court of Errors and Appeals. The court ruling also established a legal precedent in the state.

The case heard by the court involved a suit by Lloyd J. Kelly.

(Continued on Page 8)

Audition Twist

Something new in radio auditions, a search for a "girl who speaks New Yorkese, has bad diction and careless enunciation," will be conducted by WNEW tomorrow. Girl will be the subject for a new 13-week series to be conducted by a college professor under the title "How To Speak English," and will be chosen from 15 selected by phone interview.

Paging FMA!

When KTTS-FM went on the air as the first FMR in Springfield, Mo., carrying a baseball broadcast, performers in rehearsal down the street at KGBX kept hearing snatches of the game. But there was no FM receiver in the studio. Finally they discovered the broadcast was being picked up by an electric guitar. They turned up the volume on the guitar and delayed the rehearsal.

Transit, Store Radio On FMA Meet Agenda

Washington Bureau, RADIO DAILY

Washington — Transit radio and storecasting will be featured at the second annual FMA convention at Chicago's Hotel Sheraton, September 27-29, it was announced last week by Marion Claire, convention chairman.

Discussion of transit radio will be led by Hulbert Taft, Jr., president of Transit Radio, Inc., and manager of WKRC and WCTS (FM), Cincinnati. Leading the discussion of storecast-

(Continued on Page 6)

WIBC Ends Affiliation With Indianapolis News

Indianapolis—WIBC, formerly owned by the Indianapolis News, no longer has newspaper affiliation following the merger of the News with the Indianapolis Star and the outlet is being sold to Richard M. Fairbanks and associates. Fairbanks was president of WIBC under News

(Continued on Page 2)

CBS' 7:30 Slotting Of "Amos 'n' Andy" Cues Buildup Of Sun. Audience; Deal Close To \$2,000,000

Petrillo Meets Again With ET Companies

Representatives of the transcription industry have held a second meeting with James Petrillo, AFM chief, within one week's time. Despite the absence of any official negotiations, there can be no doubt that sparring discussions are underway. Furthermore, they were touched off by Petrillo, himself, who left the door open for a third round in the very near future.

At the second meeting late last

(Continued on Page 4)

Quaker Oats Renewal On ABC; New Co-op. Sale

Quaker Oats Co. has renewed ABC's half-hour "Challenge of the Yukon" for three times a week, effective Sept. 13, and Southgate Foods has bought co-op sponsorship of "Gang Busters" in eight Southeastern mar-

(Continued on Page 2)

Amer. Red Cross Preps New ET Dramatic Series

New transcribed dramatic series, "Errand of Mercy," starring top Hollywood talent, was announced yesterday by the American National Red Cross. ET's may be obtained by

(Continued on Page 5)

A major competitive battle by three major networks to snare the top audience on Sunday evening, biggest listening night in the week, is shaping up for the coming Fall and Winter season. For weeks the stage has been set for a program slugfest between ABC and NBC; specifically, "Stop The Music" versus Charlie McCarthy and Fred Allen. Now the bout seems headed for a rebilling as a battle royal with the shifting of "Amos 'n' Andy" from NBC to CBS, starting Sunday, Oct. 3, 7:30-8 p.m. Columbia officially announced yes-

(Continued on Page 4)

Debut Of WHN Studios, Switch To WMGM Set

WHN's new call letters, WMGM, and new studios at 711 Fifth Ave. will be officially inaugurated Sept. 15 with a special all-star show featuring a pickup of Metro-Goldwyn-Mayer personalities from Hollywood. Both the station and the movie firm are owned by Loew's Inc. Call letters

(Continued on Page 6)

Sulzberger, Times Publ., Sees AM-TV No "Threat"

Radio and television offer little or no threat to the newspaper whose columns are devoted primarily to news and information, in the opinion of Arthur Hays Sulzberger, publisher of the New York Times.

In a talk before the New York

(Continued on Page 7)

Caribbean Commentary

Politicians Move In On Radio

By FRANK BURKE, Editor, RADIO DAILY

SAN JUAN—The battle of the Puerto Rican independent broadcasters to head off commercial competition of the new government owned station—WIPR—took an unusual turn this week when WIBS, 10,000-watter, was reported acquired by Popular party leaders in the name of Manuel Valencia, former advertising manager of the island's influential newspaper, El Mundo. The Popular party leaders supporting the candidacy of Luis Nuno Marin, president of the Senate, who seeks election to the Governorship succeeding Gov. Jesus Pinero, are reported to have hurriedly purchased the station in

(Continued on Page 6)

Where's Benson?

Wilbur Stark and Jerry Layton, co-owners of "Red Benson's Movie Matinee," over Mutual, decided to cut an emergency platter of the show yesterday. Ready to record, they suddenly realized that Benson had not been informed of the date. After searching wide and far, they tried paging him at Broadway movie houses, and finally found him at the Paramount.



★ COMING AND GOING ★

Vol. 44, No. 48 Wed., Sept. 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.

BENEDICT GIMBEL, Jr., president and general manager of WIP, Philadelphia, has returned from a vacation spent at his fishing camp in Maine.

DICK PACK, publicity director of WNEW, is vacationing in New England.

HOWARD KLARMAN, sales promotion director of WMCA, who spent the last three weeks cruising in his sloop off the coast of Cape Cod, is back on the job at the station.

GUY LOMBARDO, the members of whose orchestra have been vacationing, returns to work tomorrow to play an engagement at the Manhasset Bay Yacht Club. As a result of injuries sustained during the Gold Cup speedboat race, the maestro will have his left arm in a sling during most of his September bandstand chores.

DWIGHT COOKE, moderator on "People's Platform" and "Opinion Please" over CBS, tomorrow will go down to Washington to participate in the 4th annual workshop conducted by Columbia station WTOP.

WELLS CHURCH, director of news broadcasts at CBS, and JOHN DALY, network newsmen, are back from Cleveland, where they covered the National Air Races held over the Labor Day week-end.

EDWARD R. MURROW and JESS ZOUSMER, newsman and news editor, respectively, for the Columbia network, have returned from Birmingham, Ala., where they reported the Wallace tour in that section.

ROY HALL, of CBS Radio Sales, tomorrow will hop an American Airliner for Boston.



Peace 'n quiet

This fellow's figured out one way to get peace and quiet. He's just folded up by the roadside and gone to sleep.

But that won't do down here in Baltimore. Business is brisk. Competition is tough. You've got to make every advertising dollar count in this rich market—the 6th largest in the U. S. A. Still, there's a way for time buyers to have peace and quiet without going to sleep on the job.

They just buy W-I-T-H. W-I-T-H isn't the most powerful station in town. But dollar for dollar, it's the best buy. W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

That's why more and more smart time buyers are putting W-I-T-H way up high on their schedules. Are you using this BIG independent with the BIG audience? If not, better call in that Headley-Reed man today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

Quaker Oats Renewal On ABC; New Co-op. Sale

(Continued from Page 1)

kets. In addition, the U. S. Sixth Army Command will sponsor a five-minute Friday night show starting Oct. 1 over 27 stations in eight western states.

The 52-week renewal by Quaker Oats covers the Monday, Wednesday and Friday broadcasts of "Challenge of the Yukon," 5-5:30 p.m. Agency is Sherman & Marquette.

Eight stations in Virginia and North Carolina which broadcast "Gang Busters" are picking up a sponsor in Southgate Foods, located in Southgate Terminal, Norfolk, Va. Contract, effective Sept. 18, was placed through W. Wallace Orr, Inc., Philadelphia. The eight stations are WRNL, Richmond; WGH, Norfolk; WSLS, Roanoke, all in Virginia; WCOG, Greensboro; WNAO, Raleigh; WMFD, Wilmington; WMFR, High Point; and WAIR, Winston-Salem, all in North Carolina.

U. S. Sixth Army Command will sponsor a five-minute show every Friday night immediately following the boxing broadcasts by Gillette. Agency for the 39-week contract is Russell, Harris & Wood.

Dividend

Directors of the Magnavox Co., Fort Wayne, have declared a quarterly dividend of 25 cents a share on 600,000 shares of capital stock outstanding, payable Sept. 15 to holders of record Sept. 10.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Garod Radio Corp. placed on sale a television kit for \$99.90 and a companion sound receiver for \$26.75. Containing 15 tubes in addition to the five-inch cathode ray picture tube, the tele kit offers a screen 2 3/4 by 3 3/4 inches. Firm operates under licenses from RCA and Hazeltine. . . NBC August billing hit all-time high for the month with \$2,941,099, an increase of 5.6 per cent over August 1937. Cumulative billings for the first eight months totaled \$26,923,483, up 5.8 per cent of over the corresponding period last year.

WIBC Ends Affiliation With Indianapolis News

(Continued from Page 1)

ownership. The Indianapolis Star owns WIRE.

WIBC continues under the same management and virtually the same ownership, since associates of Fairbanks are mostly heirs of the Fairbanks estate. Station, although previously owned by the News, operated as a separate corporation. Known as "The Friendly Voice of the Indianapolis News," WIBC will soon call itself, "The Friendly Voice of Indiana." Station jumps its power from 5,000 to 50,000 watts about Oct. 1.

WIBC is a Mutual affiliate and is represented by John Blair & Co.

FINANCIAL

(September 7)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

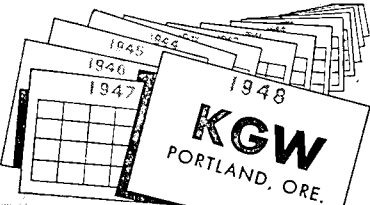
OVER THE COUNTER

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

Ann Bastow Named Dir.

Ann Bastow, who has served as assistant director of "Theater Of Today" over CBS during recent months becomes director of the series effective with the broadcast of Saturday, Sept. 11, 12:00 noon-12:30 p.m., EDST. Ira Avery, whom Miss Bastow has been assisting, becomes producer of the series sponsored by Armstrong Cork Co., through BBD&O.

INS has served



SINCE 1935

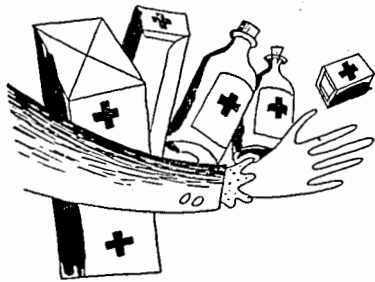
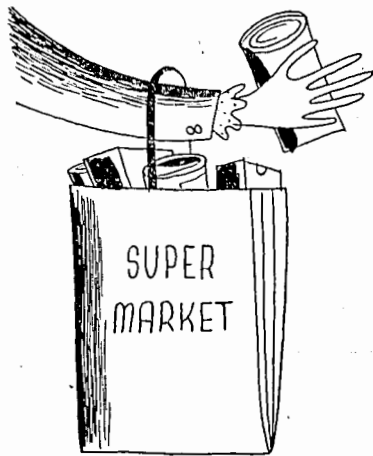
Coverage!

For The Kansas City Trade Area!

The KMBC-KFRM Team is the only single broadcaster to completely cover the actual Kansas City trade area. This comprehensive coverage is specifically designed to give the advertiser an economical means of reaching those millions of consumers who look to Kansas City as their trade capital.

KMBC of Kansas City KFRM

for Rural Kansas National Representatives: Free & Peters, Inc.



WXYZ

and only WXYZ offers you a complete merchandising service in the great Detroit market . . .

Here's how it works: A noted citrus packer wanted to introduce his line in the Detroit market. Because WXYZ has a reputation for *complete* merchandising, WXYZ landed the *complete* assignment: jobbers, distribution, etc. In the **FIRST** year, sales zoomed from

66th place to 12th place!

If *you* have a product to sell in Detroit, remember: 1) WXYZ has tremendous sales power . . . 2) only WXYZ in Detroit offers a complete merchandising service . . . 3) at WXYZ the emphasis is on *sales efficiency!*

At present, WXYZ has available . . .

Abbott & Costello, 9:00 pm, Wednesdays. This popular network show, starring Hollywood's top comedy team, is available *locally* over WXYZ.

Baukhage Talking, 1:00 pm, Tuesdays and Thursdays. A prestige news program from the nation's capital, in an ideal noon time spot.

America's Town Meeting of the Air, 8:30 pm, Tuesdays. Famous personalities, vital issues, exciting debate on America's favorite radio forum.

Mr. President, 2:30 pm, Sundays. Starring Edward Arnold. The program that has *everything*: history, patriotism, drama, thrills, suspense!

... your best bet—both ends of the alphabet

1270 KC—5,000 WATTS



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

WJZ—New York 50,000 watts 770 kc

KECA—Los Angeles 5,000 watts 790 kc

WENR—Chicago 50,000 watts 890 kc

WXYZ—Detroit 5,000 watts 1270 kc

KGO—San Francisco 50,000 watts 810 kc

WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network

ABC American Broadcasting Company



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Pillsbury Flour has bought 15 minutes across-the-board of Kay Kyser's "Kollege Of Fun And Knowledge," ABC quizzer, starting Oct. 4. They also bought Galen Drake's five-a-week commentary. . . . Quaker Oats bankrolling ABC's "Challenge Of The Yukon," starting on the 13th. . . . Ed Sullivan's Sunday nite video show, "Toast Of The Town," via CBS, picked up by Emerson Radio as of the 17th. (Another Marlo Lewis package, "Luncheon At Sardi's," goes full Mutual network on the 20th). . . . Vick Knight has begged off the Eddie Cantor show. Has a couple of packages of his own to worry about. . . . Bob Hope returns to the air Tuesday, with a completely new lineup, including singers Doris Day and Billy Farrell. (Only holdover from last season will be Les Brown's ork). . . . Judy Canova resumes her NBCComedy Oct. 2nd. . . . Geo. Petrie swears he heard a radio contestant say to a quiz show emcee: "Would you mind repeating that answer?"



● ● ● Mrs. Harold Stein, wife of the mad photogger, was watching the ball games the other p.m. on her video set (plus a terrific ghost at the time) and cracked: "This game is very exciting, but who's the little fella following the players around all the time?"



● ● ● **SID-BITS:** Mildred Fenton has moved into larger and more sumptuous (such swank) quarters at 40 E. 49th Street. . . . Alice Reinheart celebrating her 10th year as star of NBC's "Life Can Be Beautiful." . . . Food sponsor interested in WINS' "Three Corner Club," recently taken over by John Bradford. . . . Kathi Norris, emcee and writer of WPIX's "Teen Canteen," will do a series of film shorts depicting youth activities. . . . Jerry Carter, whose "Date With Jerry" was a top-rated show on WTOP, Washington, for the past six months, has a new daily half-hour coming out of WBBM, Chicago, starting Monday. . . . Word from San Antonio informs that Mike Levin, Look mag columnist and former N. Y. ed of Down Beat, has latched onto a bride down there. (She's Conover model, Jinna Rolf). . . . Lon Clark's "Nick Carter" renewed for 52 weeks by Cudahy. . . . Singing sensation Nellie Lutcher, who soared to fame last Summer with her Capitol disc of "Real Gone Guy," opened last nite at Cafe Society Downtown for 10 weeks.



● ● ● "Life" has been good to Jack Barry and the young program originator and moderator has no complaints. The Aug. 30 issue of the mag featured a layout on his "Life Begins at 80" stanza. About a year ago another Barry show, "Juvenile Jury," was similarly highlighted, that time with a cover picture of one of the tots.



● ● ● **Tempus Fugit Dep't:** Arline Walker, remembered for her juvenile leads on Henry Aldrich and other web shows, flew in from Germany last week for separation from the Air Force after six years of service. While overseas, this busy beauty (a captain, no less) edited a GI paper, produced AFN shows over Radio Munich and worked for the PRO. Quickly making the switch from officer's pinks to the new look, she already has several AM and TV shows lined up.



● ● ● **TODAY'S QUOTE:** Alice (Mr. & Mrs. North) Frost sez that many a Hollywoodite builds a swimming pool merely in the hope of seeing his 'pals' take a dive.



● ● ● The Andrews Sisters and Lou Levy rate plaudits. During their smash Palladium engagement, their radio sponsor (Campbell's) sent them several cases of soup and vegetable products, no doubt wanting to keep their stars well-fed. The girls sent on the cases for distribution to London's needy, which was a right neat gesture.



Petrillo Meets Again With ET Companies

(Continued from Page 1)

week, held in the AFM president's New York office, ET reps told Petrillo they thought it was time for a major overhauling of the musicians rates specified in the old contracts which have not been renewed since they expired last Dec. 31.

"Recording rates have always been fantastically high," the transcribers told Petrillo. They claimed the rate structure was uneconomic and unjustified and that scales should be brought down sharply. The transcription reps asked for a "realistic cut."

Petrillo did not reveal his personal attitude toward the request. He said simply that he was not empowered to act on such a matter, but that he would consult the AFM board members by telephone and give the ET execs an answer within a "few days."

Seeks "Comparable" Rates

The transcription industry seeks rates which it considers to be "fairly comparable with other performances." While no specific percentage cut was requested of Petrillo, it is believed that the industry will, for bargaining purposes at least, shoot for a cut of 50 to 60 per cent.

Both transcription and record companies have now turned down AFM's suggestion that the companies continue the musicians special royalty fund by depositing the money with Guaranty Trust Co., New York, instead of handing it over directly to the union. The companies consider this to be illegal under the Taft-Hartley law.

Stork News

An eight pound boy was born yesterday, Sept. 7, to Col. and Mrs. Charles A. Wall in Harkness Pavilion, New York. The father is vice-president in charge of finance and treasurer of Broadcast Music, Inc. New arrival has been named Charles, Jr. Wall's have one other child, a daughter.

Grace Matthews, star of "Big Sister" and "Hilltop House" on CBS, became the mother of an eight pound, four ounce girl born Sept. 6 at Harkness Pavilion, New York. Miss Matthews' husband is Court Benson, radio actor. Baby is named Andrea.

Web Battle Shaping For Sunday Nights

(Continued from Page 1)

terday that it had closed negotiations giving CBS "all right, title and interest of every kind and nature whatsoever in and to "Amos 'n' Andy" and every one of the show's many faceted ventures. Purchase price in the lock, stock and barrel deal is said to be close to \$2,000,000.

CBS said this is the first time in radio history that a network has purchased the ownership rights in an outstanding program and all subsidiary rights, from the originators. CBS obtained all rights permanently and the services of Freeman Gosden and Charles Correll for a term of five years.

Lever Brothers Co., in behalf of Rinso, will continue to sponsor "Amos 'n' Andy" on CBS. Agency is Ruthrauff & Ryan. Until the switch to CBS, the show was scheduled by NBC for 9-9:30 p.m., EST, on Tuesdays, starting Sept. 28. It's understood that Lever Brothers will retain this half-hour and is considering moving Bob Hope into the spot. In this case, Lever will replace the 10 p.m. period on NBC with another show.

Helen Hayes Moving

CBS is expected to use "Amos 'n' Andy" as part of the fundamental structure on which to build up its Sunday night schedule in the battle for ratings. Already its schedule has been strengthened over last season by several developments; namely, Helen Hayes, who moves in on Sundays at 9 p.m., EST, opposite Walter Winchell in October; the placing of "Our Miss Brooks" in the 9:30 p.m. Sunday slot; and the switch of "Lum 'n' Abner" to 10 p.m. Sundays as a half-hour weekly show.

On CBS "Amos 'n' Andy" will be spotted against the Phil Harris and Alice Faye show on NBC, which has chalked up high ratings since it premiered two years ago, and "Johnny Fletcher" on ABC. "Amos 'n' Andy" will be preceded by Gene Autry and followed by "Adventures of Sam Spade." Columbia's 8:30 p.m. Sunday slot, now filled by "The Man Called X," is to be replaced with "Cabin B-13."

New Secretary

Chicago—James I. Minter, assistant secretary and assistant treasurer of Stewart-Warner Corp. since 1943, has been promoted to the post of secretary, it is announced by James S. Knowlson, president and board chairman. His appointment fills the vacancy created by the death of A. R. Benson last July.

FOR SALE . . . \$75 WEEK

Midwestern script editor and continuity director, college trained, 10 years' background radio, television, advertising, publicity, public relations, newspaper. Looking for right N. Y. connection for gal whose middle name is "hard work". Write Box No. 164, RADIO DAILY 1501 Broadway New York 18, N. Y.

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

AGENCIES

ALPH VAN BUREN, vice-president, secretary and a director of Thrauff & Ryan, has resigned from that agency, which he joined 23 years ago. He will announce his future plans shortly. Irving Levy, formerly with R&R, has joined Wiley, Frazee & Greenport as director of that organization's creative and merchandising department.

V. B. DONER & COMPANY, Detroit and Chicago advertising agency, has opened a New York office on September 1st, at 18 East 48 St. Charles Higgins, recently account supervisor and assistant to the general manager of William H. Weintraub Company, New York, is executive vice-president and general manager of Doner's New York office.

O'BRIEN & DORRANCE, New York promotion group, has announced its incorporation as of September 1, replacing a partnership originally established in January, 1936. Officers are Dick Dorrance as president and secretary, and Harry O'Brien, executive vice-president and treasurer. Directors of the new corporation include O'Brien, Dorrance and Townsend M. McAlpin. With a recently expanded staff, O'Brien & Dorrance, Inc., will continue to be located at 160 East 56th Street.

Ziv Promotion Contest Plugs "Favorite Story"

Nationwide promotion contest will be begun next month by Fredric W. Ziv Co. on behalf of its "Favorite Story" ET series starring Ronald Colman. Listeners will be asked to submit letters on their "Favorite Story," with national winner receiving a two-week trip to Hollywood.

Local sponsors of the show will offer a total of \$15,000 in cash and merchandise for winners in their areas, and an additional \$35,000 are to be spent in promotion and merchandising. A cash prize of \$500 will be awarded by Ziv to the station providing the best promotion for the contest.

Contest runs from Oct. 11 through Dec. 4.

Esso Forming 12-Sta. Web For Arkansas U. Football

(Continued from Page 1) feature last fall proves it to be a successful supplement to the year-round service of the Esso Reporter. Latter news show is aired four times daily over 42 stations on the East Coast.

G. V. Bureau Joins Amperex

G. V. Bureau, formerly with cathode ray tube division of North American Philips, has joined the power tube division of Amperex Electronic Corp., it was announced yesterday.

Amer. Red Cross Preps New ET Dramatic Series

(Continued from Page 1) stations through local Red Cross chapters, and will be shipped directly from the West Coast.

Series includes 26 quarter-hour dramas based on facts from Red Cross files. Shows are similar in format to the "In Your Name" series carried by more than 500 outlets during the past year.

"Errand of Mercy" is scripted by Ken Greenberg, with Louis Graf, Red Cross rep in Hollywood, directing. Rod O'Connor is the announcer and organist Irma Glenn will supply music.

"Howdy's" Second Sponsor

The Unique Art Manufacturing Company, of Newark, N. J., toy manufacturer, will sponsor a quarter-hour weekly of the NBC's "Howdy Doodie," beginning Friday, Oct. 1 (5:45-6:00 p.m., EST).

Unique Art, which makes mechanical children's toys, will utilize Howdy Doodie's talents as a salesman. Unique Art will be the program's second sponsor. Polaroid currently sponsors the Thursday, (5:45-6:00 p.m.) segment.

WGR Boosts Power

WGR, CBS affiliate in Buffalo, New York, has begun operations with 5,000 watts day and night, the network reported yesterday. Station previously operated with 5,000 watts day and 1,000 watts night.

NEW BUSINESS

WENR, Chicago; William A. Lewis, Inc., through W. B. Doner & Co., renewal of half-hour program "Wanted: A Place to Live," Sundays, for 52 weeks from August 22; Stewart-Ashby Coffee, through Roche, Williams & Cleary, renewal of 15-minute news program with Paul Harvey, Sundays, for 52 weeks, effective September 29; Dad's Root Beer Co., through Malcolm-Howard Advertising Agency, renewal of their present six times a week station break scheduled for 52 weeks from August 31.

KNX, Los Angeles; Modglin Co. of Los Angeles bought 31 stations of Columbia Pacific Network to advertise its new broom, the plastic "Perma-Broom." Show is "Meet the Missus," to be heard Fridays from 1:45-2 p.m., starting Sept. 24. Agency is W. Earl Bothwell, Inc., Los Angeles. Albers Milling Co. to sponsor "It's Fun To Be Young," starting Saturday, Sept. 18, 12:30-1 p.m. Agency is Erwin Wasey & Co.

Station Suspends

Cincinnati—WVAW, Cheviot, one of greater Cincinnati's three FM stations, has suspended operations because of insufficient advertising revenue, it is announced by George A. Waslo, president of the Suburban Broadcasting Co., licensee. Station will be offered for sale.

Hooray for Our Gals!


Ruth Welles Wins!

Radio Best Magazine polled thousands of readers to determine their favorite woman commentator. In Philadelphia, the biggest vote went to Ruth Welles, popular director of KYW women's programs.

Ruth Welles' participation program goes on the air at 9 AM Monday through Friday. That's the hour when several discerning advertisers get their message to Philadelphia women, at amazingly low cost. How about your message? See NBC Spot Sales.

50,000 WATTS
PHILADELPHIA
NBC AFFILIATE

KYW

 WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters


Janet Ross Wins!

In Radio Best Magazine's "Local Star Contest," the race for favorite woman commentator in Pittsburgh was won, hands down, by Janet Ross, popular hostess of KDKA's Shopping Circle.

Janet Ross knows how to win customers as well as contests, as many long-time sponsors know. Her participation program, Monday through Saturday at 9 AM, does an outstanding selling job to women in the nation's sixth market. Interested? See NBC Spot Sales.

50,000 WATTS
PITTSBURGH
NBC AFFILIATE

KDKA

 WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

Debut Of WHN Studios, Switch To WMGM Set

(Continued from Page 1)

were changed to bring about a closer identification with MGM.

Station's new million-dollar studio setup is located in space occupied by NBC before the construction of the RCA building. Outlet signed a ten-year lease with owners of the Fifth Ave. building, with rent for that period in excess of \$1,000,000. WMGM's quarters are located on the 13th, 14th, 15th and 16th floors with approximately 36,000 net square feet of space for six studios, artists' quarters, news rooms, library, audition, recording and sponsor rooms and other office space. Executive offices as well as sales, promotion and publicity departments, are located on the 15th floor.

Principal studio, on the 15th floor, is 37 by 90 by 20 feet, and can accommodate an audience of 250 persons. Control room, 11 by 17 feet, is located behind the performers platform which runs the width of the studio to a depth of 25 feet. A sponsor's booth, 9 by 17 feet, is located at the rear of the studio and one floor above. Wall surfaces and ceiling are made up of polycylindrical, splayed, serrated, diamond-shaped and flat forms of transite, wood and plaster. Floor is red and white, walls are gray, with red draperies.

Harry Moscowitz Supervised

Modern construction themes are carried out in all studios, although color schemes differ. Second largest studio, on the 13th floor, is 35 by 50 by 20, and is designed to seat 150 persons. All studios are completely isolated from adjoining construction to eliminate noise and vibration. Lobbies are finished with imported marble and are separated from studios by sound locks and sound-proof doors.

John J. McNamara designed the studios, which were built by the Rheinstein Construction Co. working under the supervision of Harry Moscowitz, of the Loew's Inc. construction department. Acoustical treatment was done by John Manville, under the supervision of James Dunbar. John Volkman was consulting engineer on acoustics. Studio and master control room equipment was custom-built by RCA, with Paul Fuelling, chief engineer of the station, supervising. Frank Marx, vice-president of ABC, was consulting engineer.

The second oldest station in New York, WHN was acquired by the Marcus Loew Booking Agency in 1923, as a 250-watter. From its original site, it was moved to the Loew's State Building on Broadway. In 1932, several small stations were merged with WHN on 1010 kc. and the outlet began full time operation with 500 watts. In 1934, it was granted a power boost to 1 kw., and two years later this was increased to 5 kw. daytime. In March, 1941, frequency was changed to 1050, and nine months later, power was upped to 50 kw.

Known as a specialist in sports

Caribbean Commentary

(Continued from Page 1)

order to have a radio campaign voice between now and the November 4 election.

☆ ☆ ☆ ☆

SIGNIFICANCE of the above maneuvering indicates that the Puerto Rico Independent Commercial Broadcasters face a competitive situation unparalleled anywhere in the United States and its other possessions. They not alone must fight for their existence as commercial broadcasters but must also be continually on guard against political intrigue which places their business in jeopardy.

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CONCENSUS of opinion among broadcasters here is that the Popular party leaders moved in to purchase WBS following the expose of the government's plans to operate a commercial station with the WIPR grant from the FCC. By acquiring WBS an established commercial station for their campaign the political leaders will divert attention from the program planning of the new outlet, WIPR, and will be able to campaign for the election of their candidate between now and November.

☆ ☆ ☆ ☆

WHILE Manuel Valencia is reported to have transacted the deal with Jose del Valle for the purchase of WBS, well informed broadcasters say that leaders of the Popular party, the political group currently in power, are the real owners of the station. WBS went on the air in October, 1947.

☆ ☆ ☆ ☆

WITH the WBS transaction as the latest development in the broadcasting situation here the Puerto Rican Broadcasters Association is still hopeful that the Harness Congressional Committee investigating the FCC will send investigators to San Juan for a thorough inquiry into the government's plans for operation of WIPR. They steadfastly contend that the operation of the government station as a commercial enterprise is direct competition with private commercial broadcasting and a precedent that endangers the very structure of private commercial radio in the United States and its possessions. They challenge the statement attributed to the FCC that previous grants for commercial operation of stations by government had been made in the States before WIPR received a full commercial license. These they point out were for community stations in a few municipalities and that the commercial programming policy has been used only to help sustain the station as civic operations.

☆ ☆ ☆ ☆

EL MUNDO, San Juan's influential daily newspaper, has taken up the cudgels of the broadcasters and carried columns the past week on the developments. Their first story last week, based on an UP wire report from New York quoting RADIO DAILY, was featured on page 1 and a later story with a Washington date line dealt with NAB's interest in the case. Sunday's edition carried a long statement by Rafael Delgado Marquez, director of the Puerto Rico Communications Authority, in which he denied the government station would enter commercial broadcasting. This statement was answered in El Mundo by Tomas Muniz, president of the Puerto Rico Broadcasters Association, in which he pointed out that Marquez had erred in presenting the attitude of the commercial broadcasters and indicated that the threat of WIPR commercial operations was still of great concern to the independent stations. Muniz emphasized that the government station and its operation would be tax free while the broadcasters were obliged to pay both operational taxes and that artists on their stations were also required to pay a tax on their salaries.

☆ ☆ ☆ ☆

THE fight goes on with independent radio stations trying to sell a little commercial time now and then as they stand guard to protect their business.

broadcasting, the station carries harness racing and other sports. Virtually the entire sports sked is sponsored as are many tie-in shows aired before and after major events.

Transit, Store Radio On FMA Meet Agenda

(Continued from Page 1)

ing will be Cy Neuman, radio chief of Menough, Martin & Seymour, Des Moines advertising agency. He is described as "one of the pioneers" in this innovation.

A pre-convention questionnaire asking FMA members what subjects they thought should be stressed at the convention drew the reply "firm sales" from 91 per cent of those answering, Miss Claire said. Next most prominently mentioned was programming and promotion, with 78 per cent specifying it, 62 per cent specifying information on dealer operation, 41 per cent on engineering, 29 per cent on business office operations and 15 per cent on talent.

Lever Engages Publicist

Providence, R. I.—Walter Everett, city editor of the Providence, R. I. Evening Bulletin, has resigned to join the public relations staff of Lever Brothers Company, Cambridge, Mass. A Providence Journal-Bulletin newsman for the past twelve years, Everett served successively as Staff reporter, radio news writer, city staff reporter and Journal city editor before being named to the Bulletin city desk. Earlier he was city editor of Greenwich, Conn. Times and a reporter on the Salt Lake City Utah Tribune.



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

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

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

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, September 8, 1948—TELEVISION DAILY is fully protected by register and copyright

PLAN 5-STA. VIDEO WEB FOR TEXAS

TELE TOPICS

By JIM OWENS
Associate Editor

EMERSON RADIO & PHONOGRAPH picks up the tab on "Toast of the Town" (CBS) in October. Show's currently the top rated airer in Gotham. . . . Chairman Markwell has resigned as ad & promotion mgr. of DuMont's receiver division because of ill health. . . . New Fresh Meadows Rental Housing Development in Freshing (L. I.) providing 3,008 apartments, will be completely outfitted for TV service, as well as AM-FM. Project is owned by N.Y. Life Insurance Co., will be equipped with a master antenna system to serve all tenants.

FROMMER'S makes it TV debut via NBC Oct. 5 when that web scans Tuesday's grunt-'n'-groan sessions from the St. Nicholas arena. Bob Stanton, whose assignments have had him at mike in practically every phase of TV programming, will do the hold-by-hold gabbing. . . . Julius Kayser Co. preems its "Girl of the Week" on NBC tomorrow nite, with model Mirian Leigh as the featured "gal" on the evening seg. Show is a Padula Productions package, directed by Thelma Prescott, former NBC staffer.

LYLVIA ST. CLAIR, the thrush who paved her way to TV fame via a series on DuMont last yr., planes in from France today at noon. All the network brass will be at the Guardia to welcome the French lass back. . . . Roy Battersby, TV press guy on NBC, about to pocket a \$500 prize from "Big Story," on same web. While a (N. Y.) Herald-Trib staffer in '39, Battersby helped hit the slug on a guy who murdered a woman in a Jackson Heights (L. I.) apartment house. "Story" will recap Battersby's work in an upcoming airer.

Sulzberger, Times Pub., Sees AM-TV No "Threat"

(Continued from Page 1)

Nate Publishers Association at Saratoga Lake last week, Sulzberger asserted his belief that much of the material ordinarily emphasized in newspaper columns would not lend itself particularly well to video. On the other hand he averred that newspapers which rely on entertainment might possibly be affected by the future growth of the new medium.

"Naturally, anything that attracts the advertiser's dollar has an effect on the other media which help consume that dollar," Sulzberger, said. Every new advertising medium creates additional advertising expenditures. . . . it is quite possible that television may draw down more than puts in."

KFEL To Experiment In Hi-Band TV Study

Denver—KFEL, owned and operated by Eugene P. O'Fallon, Inc., this week launched a program of experimentation in the UHF band (480-890 mg.). FCC has granted an experimental license to the outlet for the purpose, but only wave propagation studios will be made at the outset.

Station has begun modifying some war surplus radar apparatus for use in the tests. A radar transmitter, mounted on a trailer will be set up at various locations on mountain sites west of Denver, and short pulses of the UHF power will be beamed to populated areas. Receivers and associated equipment mounted in company's station wagons will be used to observe the performance throughout the entire area.

New TV Antenna Offered

Development of a new tele antenna said to increase the range of television and FM sets in fringe areas by as much as 15 to 25 miles was announced yesterday by the Eastern Transformer Company, Inc., New York City. The new unit is said to eliminate the need for most towers now deemed necessary in fringe areas.

Other features of the new antenna are: ease of assembly and installation; mechanical stability of design and operation; correction of "ghost"

Eddy Quits As WBKB Chief To Head Own Patent Firm

Chicago—Captain Bill Eddy, head of Balaban & Katz television here for nine years, has resigned from the directorship of WBKB to become president of Television Associates, a firm organized in 1944 to manufacture and market television communications equipment under Eddy patents. Eddy remains in a consulting capacity to WBKB. John Balaban has been named to take over Eddy's duties as director of the outlet, and he'll be assisted by John Mitchell, veteran of some 26 years in the theater business.

Eddy, considered one of the best-informed experts in the industry, and holder of more than 100 patents in TV and allied fields, states he is making the change because his primary interest lies in scientific development in television and electronics.

Eddy supervised the rebuilding of

16,600 In D. C.

Washington—According to the report issued this week by the Washington Television Circulation Committee, as of September 1, 1948, there were 16,600 television sets installed and operating in the Washington metropolitan area. The current estimate shows an increase of 1,100 sets over the August 1 figure of 15,500.

Intra-Store TV Demo Set For Macy's 'Frisco

San Francisco—H. Charles Bartlett, publicity director of Macy's, San Francisco, announced this week completion of arrangements with The Associated Broadcasters, Inc.-KSFQ, and their forthcoming station, KPIX for a week long TV demonstration.

Television receiving sets will be installed at strategic locations on each of seven floors to show programs picked up by cameras installed on the fifth floor. The general public will be invited to witness television in operation for a full week, both mornings and afternoon. Preview is in advance of KPIX's actual video debut scheduled for December.

images; comparatively low cost; and elimination of unwanted sound and picture disturbances caused by automobiles, X-ray and diathermy equipment.

Governor Jester, Oil Magnates Form Group

Washington Bureau, RADIO DAILY

Washington—FCC this week announced receipt of three new commercial TV applications from the Texas Telenet System, Inc. the new group, which includes Texas Governor Beauford Jester and a number of oil and aviation men as substantial stockholders, seeks permission to operate in Austin on Channel 10, in Corpus Christi on Channel 3 and in San Antonio on Channel 2.

Jester is listed as holding 9.2 per cent of the stock, with Earl Slick, of Slick Airways, as the largest stockholder with 23 per cent. Top company officials include oil men James P. Nash, Herman Heep and David Roche, and American Airlines official M. T. Stalter.

Three Principal Cities Named

Expenditure of \$154,950 is estimated for Austin, \$129,550 for Corpus Christi and \$127,050 is earmarked for San Antonio.

In the near future the FCC would be asked to approve outlets in Waco and Fort Worth, and eventual plans are to blanket most of the Lone Star State.

Nash stated that the plans for the system provide for the operation of company owned microwave relay links located every 30 or 40 miles between metropolitan areas. He said this would permit simultaneous transmission of television programs in Fort Worth, Waco, Austin, San Antonio and Corpus Christi.

Metropolitan affiliates of the system eventually will be sought in Dallas, Houston, Beaumont, Port Arthur, Wichita Falls, Sherman, Bryan, San Marcos, New Braunfels and other points. According to Nash the system, as planned, would serve approximately 60% of the population of Texas.

Eight College Games On WPIX Grid Sked

WPIX, Daily News' outlet, will scan eight major college football tilts this fall, starting with the intersectional Navy-California game on Sept. 25 in Municipal Stadium, Baltimore. Seven of the contests will be played outside New York City, but WPIX will take a cable feed from local outlets which originate the telecasts.

Schedule includes: Oct. 2, Navy-Cornell; Oct. 9, Penn-Princeton; Oct. 16, Navy-Missouri; Oct. 23, Navy-Penn; Oct. 30-Penn-Washington & Lee; Nov. 6, Fordham-Boston U (at Polo Grounds, N. Y.); and Army-Penn, Nov. 13.

Station Held Liable In Defamation Suit

(Continued from Page 1)

deputy director of public safety of Trenton, against Trent Broadcasting Corp., licensee of WTTM; "The Trentonian," and Arthur D. Hoffman, former editor of the paper.

Opinion of the Appeals Court unanimously reversed a lower court in eliminating the outlet from the suit on the ground that Kelly did not allege that WTTM neglected to exercise care in restraining Hoffman in the criticism of the plaintiff. Station was restored as a defendant on the basis of Kelly's contention that WTTM had advance copies of Hoffman's talk.

The Court said that in cases where a person buying time airs slanderous or libelous statements, the station must prove that it tried to prevent broadcast of such remarks, but could not do so.

"There are considerations which may warrant the extension of absolute liability to radio defamation, such as the size of the radio audience, the ineffectiveness of retraction," the opinion stated. "There are questions of social policy to be resolved in the legislative forum."

The FCC ruling, handed down last June as part of the famed Port Huron decision, said that stations "may not censor" the contents of political broadcasts, "having once exercised their discretion to carry such programs. . . ."

The Commission ruled also that stations may not be sued for damages possibly arising from such programs. It added, however, that this immunity does not apply to the speaker on either free or paid time who, the FCC said, "is completely liable for the contents of his remarks."

Union Buys Time

A half-hour of network time on ABC has been purchased by the International Brotherhood of Boilermakers, Iron Ship Builders and Helpers of America Union, to broadcast a forum on controversial issues relative to the Taft-Hartley Act. Program is scheduled for Sept. 13, 8-8:30 p.m., EDT. Contract was placed direct.

Movie Show To MBS Web

After several seasons on WOR, "Movie Matinee" has been expanded to the Mutual web, and has been re-titled "Red Benson's Movie Matinee." A guest star policy will be put into effect shortly. Package is owned and produced by Wilbur B. Stark and Jerry Layton, of Program Productions, Inc.

COAST-TO-COAST

Gets Amer. Legion Citation

Hartford, Conn.—A distinguished service citation has been awarded WDRC by the Connecticut chapter of the American Legion "in recognition of the station's co-operation with the Legion in its promotion of its many programs." The citation was voted at the annual convention in Bridgeport.

Joins WNAX As Sports Dir.

Yankton, S. D.—Les Davis, veteran coach and director of athletics at Morningside College in Sioux City, Ia., has been signed as sports director of WNAX. Davis will deliver the play-by-play on the following games: Iowa State vs. Nebraska, Nebraska vs. Minnesota, Army vs. Illinois, Notre Dame vs. Nebraska, Michigan vs. Minnesota, Wisconsin vs. Iowa, Purdue vs. Minnesota, Minnesota vs. Iowa and Minnesota vs. Wisconsin.

WKY Appointment

Oklahoma City, Okla.—Jack "Scat" Powell, fast warbling song specialist who has been singing with Frankie Masters band and who has done spots in Universal movies, on tour in night clubs and legitimate shows, has joined the staff of WKY on the 2815 Club disc show.

Joins Collier's Football Board

Denver, Colo.—KOA general manager, Lloyd E. Yoder, has been appointed to the balloting panel of Collier's Magazine All-American Football team board for the 1948 season. Yoder was an All-American in 1927 at Carnegie Institute of Technology and was named on the Collier's team for that year as well as on the Rockne, Warner, Jones and the UP selections.

"Whaddya Know" Gets New Sponsor

New Orleans, La.—"Whaddya Know," the WWL Saturday night audience participation program, returns to the air September 11 with a new sponsor, Maison Blanche Company. The program, which originates from the Roosevelt Hotel's University Room, is emceed by Jill Jackson and Ed Hoerner and consists of questions and answers, cash and giveaways, stunts and guest stars. Program's announcer is John Kent.

Bachelor executive has available two furnished rooms, connecting bath. Westchester. Suitable for couple or two men. Please give full information first letter.

Box No. 167
RADIO DAILY
1501 Broadway
New York 18, N. Y.

Ruth Brewer Joins WLBR

Lebanon, Pa.—Newest addition to the staff of WLBR is Ruth Brewer, formerly with WCPS in Tarboro, North Carolina, where she was a member of the sales department. She is working in the same capacity at WLBR.

New Show Debuts Over KMPC

Hollywood, Calif.—A new audience-participation show, to originate from the Luxor Bowl in Los Angeles for its initial airing, will make its debut over KMPC tomorrow. Entitled "Sally In Our Alley," the new series is slanted toward the women, with valuable prizes for each pin knocked down. Large jack-pot offerings for the radio audience will also be given away. Tiny Stone is master-of-ceremonies with Dick Allen announcing and Palmer Brink doing the production for the show. Sponsored by the Southern California Bowling Proprietors Association, the programs will be seen in bowling alleys from San Diego to Los Angeles.

Palder Appt'd To KRUL Staff

Corvallis, Ore.—New addition to the staff of KRUL is Melvin Palder of Kansas City. A graduate of the Central Radio and Television Schools in that city, Palder joined the KRUL staff as a combination man.

Canada B'casters Hit 48-Hour Politico Ban

(Continued from Page 1)

news after the radio ban was effect. No action was taken on matter after considerable controversial discussion. One delegate charged the "Report from Parliament Hill" series was no longer "reporting." He stated they were "actually in nature of political harangues."

T. J. Allard, general manager of the C.A.B. denied the political content of the broadcasts could be properly assessed. What might appear political comment from one viewpoint might appear quite innocuous from another, he added. Allard said that the ban on political broadcasts within 48 hours of an election was put in to protect radio stations. He was more concerned with the "dramatization of political matters." He said all radio's facilities should be employed to make presentation of political speeches and more palatable to listeners.

Stork News

Professor Quiz (Dr. Craig Earl) this week became a grandfather, with the birth of Sherry Irene Earl, at Great Barrington Hospital in Great Barrington, Mass. The child, who weighed 7 pounds, 6 ounces, was born to Mr. and Mrs. Craig Earl.

★

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.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 49

NEW YORK, THURSDAY, SEPTEMBER 9, 1948

TEN CENTS

TRADE PLEDGES AID TO NAT. RADIO WEEK

FCC Extends File Date Re "Lottery" Ruling

Washington Bureau, RADIO DAILY
Washington—Oral argument and a two-week extension for the filing of statements and briefs in the proposed rulemaking for the regulation of air lotteries, etc., were ordered yesterday by the FCC. Original date for filings had been Sept. 10, but it has been extended to Sept. 24, pursuant to a petition from ABC.

FCC also set the morning of Oct. 19 for oral argument before the full Commission in Washington.

Reds Hold ABC Newsmen 43 Hours In Berlin Hall

ABC correspondent Lyford Moore reported yesterday that he had been trapped in the Berlin City Hall by Soviet military police for 43 hours. The only network newsman to spend the night in the besieged building, Moore described his experience in a broadcast from the German capital yesterday at 8:50 a.m., EDT.

In his report, Moore also gave an eye-witness account of the kidnaping of 19 Western Sector police who had been guaranteed safe conduct from the City Hall to the Western zone. The ABC correspondent had

(Continued on Page 2)

McElroy Gets Emcee Spot On "Breakfast in H'wood"

West Coast Bureau, RADIO DAILY
Hollywood—Jack McElroy, singer on ABC's "Bride And Groom," will replace Garry Moore as emcee on the web's "Breakfast In Hollywood" series beginning Sept. 14. Moore took over the assignment last May after the death of Tom Breneman, is leav-

(Continued on Page 2)

No Pause

Coca-Cola people, who advertise that the price of their product remains the same in this inflationary era, started giving it away yesterday in WOR's program department on the 23rd floor. It was all an unrehearsed incident, occurring when an automatic Coke machine went on a spree and flowed freely. A Coke repairman rushed over and throttled the rollicking machine.

UN Network?

Petition for an International Radio Network operating under the United Nations as a source of UN information for member nations was sent to Warren Austin, chief U. S. delegate, at Lake Success, by members of the Religious Radio Workshop at conclusion of its sessions at the University of Chicago. Workshop also urged the UN to take a definite stand and make positive commitments to keep radio and press free from political and economic censorship.

New Lever NBC Show; Hope Changes Time

Lever Brothers made a definite decision yesterday to move the Bob Hope show on NBC from 10 p.m. on Tuesdays to 9 p.m., EDT, the slot vacated by the switching of "Amos 'n' Andy" to CBS. Simultaneously, Lever selected "Big Town," the adventures of a crusading newspaperman, to go in at 10 p.m., EDT, starting Tuesday, Sept. 14.

Lifebuoy soap commercials will be

(Continued on Page 3)

WHAB, WHAB-FM Sold To Penn. Newspaper

Washington Bureau, RADIO DAILY
Purchase of WHAB and WHAB-FM, both in Stroudsburg, Pa., by the Pocono Record for \$75,000 was okayed yesterday by the FCC. The Record holds a construction permit for a standard station, WVPO, in Stroudsburg, but will give up the permit. Sellers were Mr. and Mrs. Harold B. Newman.

Present TV Band Is Suitable For "Long Time", FCC Told

Washington Bureau, RADIO DAILY
Washington—While TV experimentation in the ultra-high frequency bands during the past several months by Ed Pauley's Television California, San Francisco, has strengthened his conviction that an excellent service can be established in those frequencies, former FCC engineering chief, George P. Adair, told the Commission yesterday there will be a service in

Broadcasters, Wholesalers, Retailers Promise RMA All-Out Promotion; Progress Report Due Today

GOP Buys CBS & MBS For Dewey Opening

GOP National Committee has bought the first two-network deal in the 1948 Presidential campaign for the opening address by Gov. Thomas Dewey on Monday, Sept. 20. CBS and MBS will broadcast the speech from Des Moines from 10-10:30 p.m., EDT. Time commitments were made by BBD&O.

Herbert Brownell, Jr., campaign

(Continued on Page 3)

Candy Firm Plans Drive In Four New Eng. Areas

Boston—Intensive 13-week radio campaign on eight New England stations has been set by Edgar P. Lewis & Sons, Malden candy firm, through Alley & Richards agency. Sked consists of transcribed musical commercials and station breaks in four major

(Continued on Page 2)

Ballantine To Sponsor MBS Fight Doubleheader

Peter Ballantine & Sons will sponsor the Mutual broadcast of the Zale-Cerdan, Walcott-Lesnevech double header in Jersey City's Roosevelt Stadium Sept. 21, it was announced

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — All-out cooperation by retail and wholesale radio sales groups, as well as by the broadcast segment of the industry, in promotion and observance of National Radio Week, November 14-20, is assured from pledges already received, RMA said yesterday.

Chairman of the RMA committee handling the matter is W. B. McGill of Westinghouse, who revealed yesterday that more than a dozen trade groups have already promised their

(Continued on Page 3)

CBC Board To Consider AM-FM Sta. Requests

Montreal—Applications for three AM stations and two FM will be heard by the CBC Board of Governors at its 61st meeting to be held in Halifax, Sept. 23 and 24, it was announced here yesterday. One application was filed by the Defense Department and calls for establishment of a 100-watt station at Hay River,

(Continued on Page 3)

Four New Sponsors Sign For Programs On WCBS

New sponsors for two WCBS programs and additional participation contracts in a third were announced yesterday by Arthur Hull Hayes, general manager of the station.

Greenspan Brothers, for Flagstaff

(Continued on Page 2)

Hectic Hodges

Sportscaster Russ Hodges has a hectic three days mapped out for himself next week, calling for three broadcasts in three different parts of the country. On the 12th, he does the Yankees-49ers grid game in San Francisco, then flies to Washington to call the Ezzard Charles-Charlie Bevins fight, and on the 14th, goes to Cleveland for the Indian-Yankees contest.

(Continued on Page 7)

RADIO DAILY



Vol. 44, No. 49 Thur., Sept. 9, 1948 Price 10 Cts.

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

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

WEST COAST OFFICES
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WASHINGTON BUREAU
Andrew H. Older, Chief 6412 Dahlonoga 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

(September 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/4	7 3/8	- 1/8
Admiral Corp.	15 7/8	15 1/2	15 1/2	- 1/4
Am. Tel. & Tel.	155 1/8	154 3/4	154 3/4	- 3/8
CBS A	24 3/4	24 3/4	24 3/4	-
CBS B	24 5/8	24 1/2	24 5/8	+ 1/8
Farnsworth T. & R.	7 3/8	7 1/8	7 1/8	- 1/4
Gen. Electric	41 3/8	40 1/4	40 1/4	- 1 1/8
Philco	38 5/8	38 1/2	38 1/2	- 3/8
Philco pfd.	86	86	86	-
RCA Common	13	12 1/2	12 1/2	- 1/2
RCA 1st pfd.	71 3/4	71 1/4	71 3/4	+ 1/4
Stewart-Warner	13 3/4	13 3/4	13 3/4	- 3/8
Westinghouse	29 3/8	28 5/8	28 5/8	- 3/4
Westinghouse pfd.	88 1/2	88	88	- 1/2
Zenith Radio	31	29 3/8	29 3/8	- 1 5/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 5/8	2 5/8
OVER THE COUNTER		
DuMont Lab.	11	12
Stromberg-Carlson	14 3/4	16 1/4

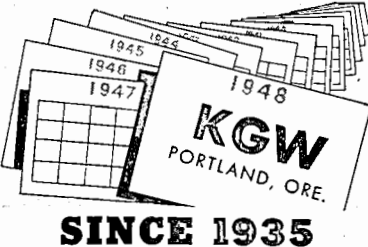
McElroy Gets Emcee Spot On "Breakfast in H'wood"

(Continued from Page 1)

ing for reasons of health and because of other commitments.

When he takes over the show, McElroy will continue as assistant to John Nelson on "Bride" and Nelson in turn, will become assistant to McElroy on "Breakfast."

INS has served



Reds Hold ABC Newsman 43 Hours In Berlin Hall

(Continued from Page 1)

left the City Hall with American authorities and the German police under safe conduct.

"We had gone only a short distance when we were surrounded by literally hundreds of heavily armed Soviet military police," he said. "They forced us to a huddled group and weeded out the German police. For one hour, I did not know whether the Russians were going to kidnap me too. But finally, they released me after some rough handling."

Ernest Leiser took over Moore's ABC broadcasts during the latter's stay in the Berlin City Hall.

Candy Firm Plans Drive In Four New Eng. Areas

(Continued from Page 1)

markets, Boston, Springfield, Portland, Me., and Providence, R. I.

Timed to tie-in with a major sales drive, campaign begins Sept. 12. Products featured will be Lewis Peppermint Patty, Rainbow Jellies and Rainbow Wafers.

Camels Buy WBAL Stanza

Baltimore—R. J. Reynolds Company, for Camel cigarettes, will sponsor WBAL's 6:05 p.m. "Sports Parade" six nights a week beginning Sept. 13. Program features Nick Campofreda, three-letter man at Western Maryland College and former pro gridder and wrestler.

Stork News

Mr. and Mrs. James A. Hagan became parents of a boy, James A. Jr., born at Biltmore Hospital, Asheville, N. C., Aug. 31. Father is sales manager of WWNC. This makes sixth child born this year to members of the WWNC organization.

Times To Air WQXR Show

New weekly forum on current issues will be aired by the New York Times over its own station, WQXR, Wednesdays, 9:30-10 p.m., beginning Oct. 6. Program will be conducted by Delbert Clark, former manager of the Times' Washington bureau.

10 YEARS AGO TODAY

(From the files of Radio Daily)

National advertisers swamping New York stations with offers to sponsor airings of major league baseball games despite indecision on the part of the three local teams about permitting commercial broadcasts from the parks. . . Mutual set plans for a six-hour special show to celebrate its fourth anniversary. Program will originate in five cities with all-star lineup plus talks by various government officials. . . Increased attention being paid to commercial radio by leading colleges, with three New York schools skedding special classes to be conducted by outstanding radio execs.

Four New Sponsors Sign For Programs On WCBS

(Continued from Page 1)

foods, bought the 10-10:15 a.m. seg of "Missus Goes A-Shopping" three days a week, beginning Sept. 20. Agency is Weiss & Geller.

Olson Roofing Company, through Moore & Hamm, signed for sponsorship of the 11-11:15 news period on Mondays. Program consists of 10-minute news cast and five-minute commentary.

Trice-weekly participations in the Margaret Arlen show were bought by Curtis Circulation Company, through BBD&O, and Nestle Company, Inc., through Needham & Grohmann.

Ballantine To Sponsor MBS Fight Doubleheader

(Continued from Page 1)

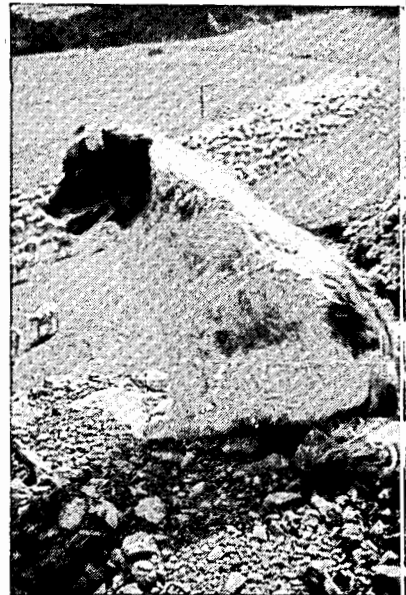
yesterday. Pickup begins at 9:30 p.m. Although sportscasters have not yet been assigned, it is believed that Mel Allen and Russ Hodges will get the nod. The team handled the Zale-Graziano scrap which also was bankrolled by Ballantine over MBS.

Agency for the brewery is J. Walter Thompson.

Western Electric Names New Finance Executive

George L. Best, veepee in charge of patent licensing activities of Western Electric Co., manufacturing and supply unit of the Bell System, has been named vice-president-finance to succeed T. Kennedy Stevenson, it was announced yesterday by Stanley Bracken, president. New appointment becomes effective Nov. 30 when Stevenson retires as vice-president-finance under the company's age retirement role.

Best will continue to be responsible for patent licensing in addition to his new duties. He joined Western Electric in May, 1946, and was formerly assistant vice-president of AT&T. Stevenson retires from WE after 34 years of service.



On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wish there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all, knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . may we suggest that in Baltimore you use W-I-T-H?

W-I-T-H is the successful independent that delivers more sales-per-dollar-spent than any other station in this big town.

W-I-T-H is on the smart lists. On yours?

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCE
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD

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

GOP Buys CBS & MBS For Dewey Opening

(Continued from Page 1)

manager, said Dewey will leave Albany by train Sept. 19. Indications are that he will travel on out to the West Coast, making other speeches along the way.

Republicans have also bought the full CBS network for a half-hour period on Sept. 16 when Gov. Earl Warren makes his opening campaign speech in Salt Lake City, 10:30-11 p.m., EDT.

Progressive Party and its agency, the Frederick-Clinton Co., is lining up a schedule for a special transcribed series to be placed with stations during October. According to C. B. Baldwin, Progressive Party campaign manager, this series is planned on a three-a-week basis and will bring the songs of the party and the issues of the campaign into every section of the country. Transcribed series is expected to include one, five and 15-minute platters.

Next Monday Henry Wallace starts his weekly series on NBC, 10:30-10:45 p.m., EDT, which runs for seven broadcasts. His first speech on NBC will be a report on Wallace's personal experiences during his tour of the South last week. Balance of the series will be devoted to answering questions submitted by the radio audience.

CBC Board Will Consider AM-FM Station Requests

(Continued from Page 1)

N.W.T., on Great Slave Lake 60 miles north of the Alberta border.

FM outlets are sought by CJCS, Stratford, Ont., and CKVL, Verdun, Quebec.

Other business at the meeting will include requests for share transfers by the following stations:

CJBR, Rimouski, Que.; CKDO, Ontario; CHNC, New Carlisle, Que.; CHAB, Moose Jaw, Sask.; CJCB, Sydney, N. S.; CJFX, Antigonish, N. S.; CKCH, Hull, Que.; CFCG, Grande Prairie, Alberta; CJVI, Victoria, and CHLP, Montreal.

Standard license transfer will be considered for CKRS, Jonquiere, from Henri Lepage to Radio Saguenay, Ltd.

The Board will also take up a request by the Canadian Association of Broadcasters for a change in rules to permit closing announcements on sponsored newscasts on the same basis as opening spots.

Chicago's "Miss TV"

Chicago — Eight Chicago young women will vie for the titles "Miss WBKB" and "Miss WENR-TV" at the Television and Electrical Living Show to be held at the Coliseum, September 18-26. Exhibitors at the show are selecting from among their employees the young ladies who will have an opportunity to be chosen as the eight finalists in the contest, and the two finally selected will be awarded a 13-week television contract on their respective stations.



Windy City Wordage. . . !

● ● ● Gene Autry and his outfit are closing a terrific week at the Oriental Theater, where they had to do six and seven shows a day, in addition to Autry's Sunday broadcast. Autry was never in better voice and received an ovation at every appearance. . . . A cocktail party to end all cocktail parties is being planned for WENR-TV's gala opening on September 17. It's to be held from 6 p.m. until 12 midnight at the Electric Club in the Civic Opera building, giving the press an opportunity to meet and greet all the celebs who are expected to be on hand. . . . Chicago Transit Authority says it has no plans for installing radio in buses here, as has been done in Cincinnati and several other cities. . . . "True or False," Mutual show, originates from the Eighth Street Theater here Saturday (11), with Eddie Dunn coming in from New York to emcee the show.

Chicago

● ● ● Ten enterprising radio men—John Harrington, Bob Atcher, Jim Campbell, Jim Conway, Bill Duane, Fahey Flynn, Billy Leach, Hal Miller, Ed Roberts and Bill Seymour—are the originators of a venture called Radio Talent, Inc., now completing its first quarter-year. It's a talent agency which provides speakers, dramatic readers, emcees, singers and other entertainers for all occasions, and talent for radio and television. Mary G. Dooling, director, has interviewed and registered more than 300 radio and stage personalities in the Chicago area.

● ● ● WENR-TV's aircraft beacon perched atop the station's antenna 154 feet above the roof of the Civic Opera building, has been registered with the CAA and will be included on navigational charts as a reference point. . . . Eddie Cantor will meet the press Friday noon (10) in the Danish Room of the Kungsholm restaurant. . . . After completing an eight-week vacation, Victor H. Lindlahr, food commentator and lecturer, returned to the air Monday over WGN-Mutual to begin his 19th consecutive year of broadcasting. New series starts off with a report of food conditions in Europe, where Lindlahr visited a number of countries. . . . Norman Ross, well known WMAQ emcee, is in Evanston (Ill.) Hospital with pneumonia; and George Gilbert, NBC night guest relations manager, is nursing a sprained arm received in a fall from a ladder. . . . WENR-TV will telecast eight boxing and wrestling bouts from Rainbo Arena every Tuesday night. . . . All home games of the Chicago Blackhawks hockey team will be telecast by WBKB, with Joe Wilson reporting the games.

● ● ● Mike Fish, who used to be chief of the promotional photography department of CBS in New York, has just completed his first year as proprietor of his own restaurant here, which has become one of the "must" stops for radio personalities passing through Chicago. Fish's top gourmet specialty is Hollywood Cheesecake, flown in from Hollywood at the rate of 100 cakes a week. "I've taken plenty of leg shots," says Mike, "but no one can beat the cheesecake we offer for dessert."

● ● ● Chris Janus, importer-exporter who received nationwide publicity for his purchase of Hitler's automobile, guested Wednesday on Dorsey Connors' "Personality Profiles" on WGN-TV, relating some of the adventures he's encountered since he became owner of the car, which has been on exhibition the past week at the Cook County Fair on the lake front. . . . WMAQ has received a distinguished service award from the American Cancer Society, Inc., for its contribution to the recent drive for funds. . . . The "immediacy" of television film will be demonstrated on WENR-TV on its opening night when the simultaneous christening ceremonies of the new edition of the New York Central's Twentieth Century Limited in New York and Chicago will be filmed just prior to the departure of the trains, one from each city, and will be televised a few hours later.

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Trade Pledges Support For Nat'l Radio Week

(Continued from Page 1)

support. McGill will report on progress today to the RMA advertising committee in meeting at the Hotel Pennsylvania, New York. In addition, promotion material for the "Voice of Democracy" contest will be reviewed at today's meeting.

Trade Groups Listed

RMA released the following list of trade groups which have pledged cooperation thus far: National Retail Furniture Association; FM Association; American Association of Advertising Agencies; Association of Women Broadcasters; Electric Institute of Washington; Electric League of Indianapolis; Electrical Association of New Orleans; Electric Institute of Boston; St. Louis Electrical Board of Trade; Nebraska-Iowa Electrical Council; Essex Electrical League of Newark, N. J.; Electrical and Gas Association of New York; Electric League of Chattanooga; Inter-Mountain Electrical Association; Association of Salt Lake City; National Electrical Wholesalers Association; and the Southern California Radio and Electrical Appliance Association.

New Lever NBC Show; Hope Changes Time

(Continued from Page 1)

aired on "Big Town." Series was broadcast on CBS last season under sponsorship of Sterling Drug and left the air about two months ago. "Big Town" made its debut over 10 years ago with Edward G. Robinson, as "Steve Wilson," and Clair Trevor in the leading roles.

No immediate announcement was made on cast assignments for "Big Town." Lever's agency for the Lifebuoy account is SSC&B.

Hope returns to the air next Tuesday, starting his 11th season on NBC. He not only has a new time but a new product—Swan soap, although the sponsor remains the same. Agency is Young & Rubicam.

Hellmann Joins ABC

Appointment of Gordon Hellmann as a writer in the ABC sales presentations department was announced yesterday. Formerly ad manager of Cannon Shoe Company, Baltimore, Hellmann recently completed a one-year research job on "Television as an Advertising Medium." Previously, he was with WITH and Consolidated Gas & Electric Co., Baltimore.

RCA INSTITUTES, INC.

The oldest and recognized leading Radio School in America, offers its specially trained Radio and Television technicians to the Broadcast Industry.

Our graduates have
1st Class Telephone License.
We solicit your inquiry.
Address Placement Manager,
RCA INSTITUTES, Inc.
350 W. 4th Street, New York 14, N. Y.

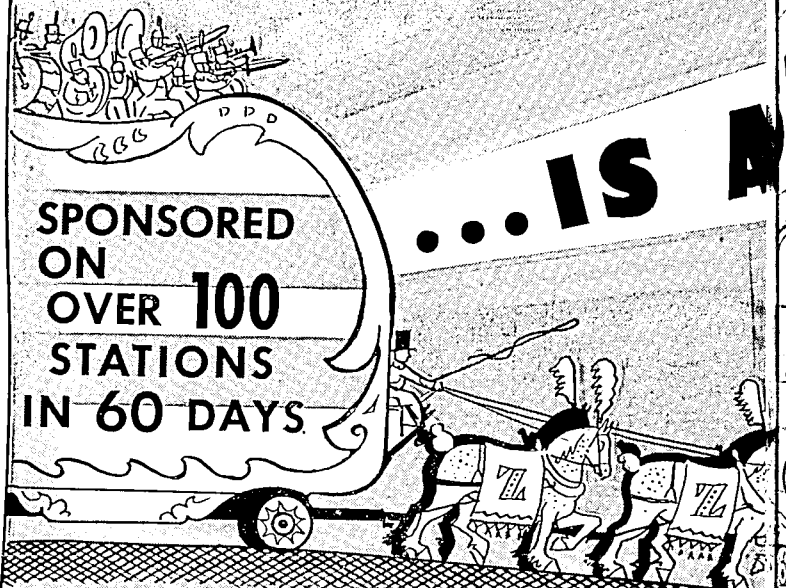


STARRING
**FREDDY
 MARTIN** And His
 ORCHESTRA

**TEN
 NEW
 MUSICALS**

SPONSORED
 ON
 OVER **100**
 STATIONS
 IN **60 DAYS**

... IS A



★ **STUART
 WADE**
 BARITONE
 STAR

★ **CLYDE ROGERS**
 ★ **GLENN HUGHES**
 VOCALISTS

... WITH A GREAT GALAXY OF STARS

NOW OFFERED FOR LOCAL
 AND REGIONAL SPONSORSHIP

ONCE AGAIN "TRANSCRIBED BY ZIV"

**QUARTER-HOUR
VARIETY SHOW
A MASH HIT!**

**" IT'S
SHOWTIME
FROM
HOLLYWOOD "**



**Jack BARCLAY
ALLEN**
PIANO
HIGHLIGHTS

**GENE
CONKLIN**
WHISTLING
VIRTUOSO

The quarter-hour musical-variety show is today's *proved* high-Hooper technique.

Look at these ratings:*

Chesterfield's "Supper Club" (8.3)

Oxydol's Jack Smith (9.8)

Campbell Soup's "Club 15" (9.1)

*C. E. HOOPER, April 1-7, 1948

RADIO'S GREATEST BUY!

... that's Freddy Martin's **SHOWTIME FROM HOLLYWOOD** ... a richer, extraordinarily beautiful, quarter-hour musical show with terrific heart appeal. It's a colorful, ever-changing presentation of musical fancy and variety set to quick-paced tempo. ZIV musicals consistently command competition-beating Hoopers! You can confidently tie those sales curves to this truly different quarter-hour musical! Write for availabilities.



★ **OWEN JAMES**
MASTER OF
CEREMONIES

... featuring Freddy Martin ... whom the Saturday Evening Post
describes as "The Man Who Helped Kill Swing." Featuring hit
show-stopper vocalists, rave-review presentations—it's ex-
actly different, thrillingly glamorous!

IT'S THE GREATEST IN RADIO SHOWS



Video Was There

To a startled and unprepared New York television audience, WPIX on Aug. 12 presented the biggest scoop on national news yet scored by video. At 7:30 p.m., just three hours and ten minutes after Mrs. Oksana Kosenkina jumped from a window at the Soviet consulate (see National Affairs), The New York Daily News television station showed a complete newsreel of the events from almost the minute of the Russian teacher's plunge to her departure for the hospital. No other New York station put on a similar film until a full 24 hours later.

One of five newsreel photographers assigned by WPIX to spend Thursday outside the consulate with scores of other news and camera men waiting for a break in the case, Lester Mannix at the cry of alarm dashed inside the adjoining building to press his camera between pickets of the iron fence. He caught pictures of the woman as she still lay alone on the paved court, of the Soviet aides who moments later came to the back door, strained to open it, and clumsily bundled her off inside, and of the policeman who then finally scaled the fence and lumbered across the court to follow the group into the consulate.

The scoop was all the more remarkable since WPIX photographed almost 5 to take the an

Two hours later, their film developed, printed, and on commentary was being written unrehearsed, this was aired at the regular evening new as WPIXers jubilantly p day, their movies also se beat over the stills in the which didn't hit the street

Newsweek, August 23, 1948

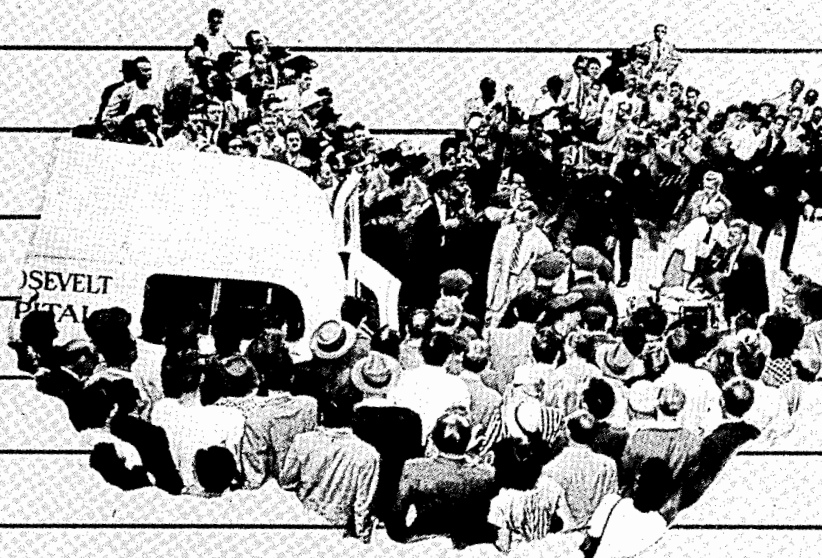
Beat

Three hours and ten minutes after Schoolteacher Oksana Stepanovna Kosenkina plunged from the Soviet consulate in Manhattan last week (see NATIONAL AFFAIRS), television station WPIX was on the air with a newsreel of the shocking incident. Thousands of viewers saw Mrs. Kosenkina lying against an iron grille door in the consulate's paved backyard. They saw consulate staff members push at the heavy door (rolling the broken-boned woman roughly on her side) and, in a clumsy panic, try to lift her. They saw two New York policemen, who had scaled the high iron fence around the courtyard, crowd in after the Russians as they carried her into the building.

Other cameramen besides WPIX's Lester Mannix had caught the scene in their lenses. What made television news was the speed shown by WPIX in bringing the drama to its audience. The film was ready in the cutting room by 6; part of it went on the air at 7; the whole film was shown over the regular 7:30 newscast.

WPIX, having scored a clear news beat over all other television stations, not only vocally proclaimed its victory but also scored a clear news beat over the tabloid New York Daily News, which did not hit the streets until 50 minutes later. A silent phase of its beat, silent.

Time Magazine, August 23, 1948



WPIX

NEW YORK CITY • CHANNEL 11

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, September 9, 1948—TELEVISION DAILY is fully protected by register and copyright

SEE TV RETAINED IN PRESENT BAND

TELE TOPICS

By JIM OWENS
Associate Editor

AMERICAN TOBACCO will bankroll some 10 Ivy League college grid games on NBC, for second consecutive year. Schedule is "selective," will probably include the Army-Navy classic. . . . PIX will drop all live studio shows on Friday and Saturday within the next few weeks, slotting in films and remotes on these days. . . . Lucky lass to cop the '48 "Mrs. America" crown has a guest spot waiting on the "We, the People" Sept. 12 rer. Contest ends this Sunday at Asbury Park, N. J.

STAFFERS at a Gotham outlet wearing that worried look occasioned by a possible economy move. Retrenchment would hit several departments of the station. . . . DuMont, which hit an upbeat in not biz the past 10 days, also about to trap up a sponsor for several of the National Tennis Championship matches from Forest Hills. . . . Al Kastner, former NBC staffer who's now editing Dell Publishing's new slick, Modern Television and Radio, is about completed his staff. Book will hit the stands sometime in November. . . . Adam Young has annexed KLAC-TV (L.A.) to his station rep list.

ED IGGETT & MYERS (Chesterfield) has added Paramount's WBKB (Chi.) and ATLA (L.A.) to its spot sked list. . . . Francis I. du Pont & Co., Wall St. brokerage house, has completed financial reports on 85 companies now in, or allied with, the TV biz. . . . Tom A. Brooks, director of TV and facsimile development for the Hearst chain, awarded the permanent rank of commander by the Navy Dept. He's been a braid-wearer for a decade. . . . Julie Oshins, the comic who became a headliner in "This Is The Army" and "Make Mine Manhattan," will face the TV cameras in a package being prepped by Noel Wesley. Oshins has been a click on Ed Sullivan's "Toast of the Town."

Inquirer Names Buck

Philadelphia—Donald G. Buck has joined the staff of WFIL-TV as supervisor of remote television pickups, it's announced by Donald S. Wellett, administrative assistant to the general manager. Buck comes to WFIL-TV from RCA-Victor, where he handled camera equipment for the firm's demonstrations. At WFIL-TV he will also supervise the maintenance of camera equipment. With 20 years experience in the radio-television field, Buck served as chief radio engineer on Army projects in Panama before joining RCA. Prior to that time, he was employed by the Hazeltine Corp., where he worked on Navy radar installations.

KLAC Debuts Sept. 17, Sets Comml. Grid Sked

West Coast Bureau, RADIO DAILY

Los Angeles—Dorothy Thackrey's outlet KLAC-TV, this town's third video station, definitely begins commercial operation on the 17th of this month, with test pattern skedded to go on the air three days before.

Outlet has signed the rights to USC and UCLA grid games—for a reported 75G's—and is offering the 12-game sked as a commercial package. Five home games of Loyola U. also will be scanned.

Also announced yesterday was the appointment of Adam J. Young as national rep for KLAC-TV.

Quirk Leaves WFIL

Philadelphia—James T. Quirk, director of advertising, promotion and public relations for The Philadelphia Inquirer Stations, has resigned in order to accept a post as general manager of WKNA, Charleston, W. Va., Roger W. Clipp, general manager of The Inquirer Stations, announced this week, Quirk's appointment as general manager of WKNA was announced simultaneously in Charleston by Joseph L. Smith, Jr., owner of the station. Quirk will assume his duties there Sept. 13.

ATW Registration

Registration for the fall term of the American Theater Wing's professional training program got under way this week and will end next Saturday. Record enrollment is expected in the '48 course, which includes radio and television.

Press-Time Paragraphs

IRE Men To Visit WATV Tower Site

Newark, N. J.—Over 200 members of the Institute of Radio Engineers are expected to attend the Northern New Jersey sub-section meeting here next week, highlight of which will be visit to the transmitter site of WATV. Frank V. Bremer, vice-president in charge of engineering for the Newark outlet, will host the confab, conduct a tour of the outlet's technical operations.

WEWS In Newsreel "Marathon"

Cleveland—Scripps-Howard outlet, WEWS, yesterday wound up what it describes as a "marathon" newsreel operation in which it supplied a dozen video stations with prints of the National Air Races. Seven-man crew turned out 12 five-minute reels on pre-race preparations, plus identical number of 16 mm film on each of the racing days.

Where And How Of N. Y.'s "Finest"

Technique used by New York Police Department in crime detection will be subject of a special WCBS-TV airtel tonight (8:30-9 p.m.), originating at the Golden Jubilee Exposition in Grand Central Palace. Fred Rickey of the web's TV staff will direct.

Tough Life

Life in TV may be inane—but it ain't insane. Bevy of top-flight professional photographers will get a two-day junket to Bermuda via Colonial Airlines Sept. 25 to "study" the island for unusual photographic material. Trip is in line with WABD's weekly seg, "Photographic Horizons"—which will sponsor the jaunt—and is expected to unearth some prize celluloid material for use on the show.

WSB-TV, Atlanta, Skeds 25 School Grid Contests

Atlanta—WSB-TV has scheduled probably the largest single sports package in the South for fall presentation. Station has lined up 25 high school football games for telecast, starting Sept. 30 and extending to Dec. 1.

Telecasts, originating from Atlanta's new Henry Grady stadium, will average three games a week. Thad Horton, WSB-TV sports director, is scheduled to provide the play-by-play commentary.

CBS' "Fire" Contest

Annual tournament and exhibition of the Volunteer Fire Departments of Nassau County at Garden City Park, Long Island, will be broadcast by the CBS network next Saturday, Sept. 11, from 1:15 to 4:00 p.m. The First Battalion of Garden City will be host to the visiting fire fighters.

Starting with a parade of seven competing battalions, the tournament comprises eight events, all of which will be shown on WCBS-TV in a continuous two and three-quarter hours broadcast.

Present 'VHF' Area Good For Yrs., FCC Is Told

(Continued from Page 1)

come. Therefore, it is unrealistic to talk of any immediate abandonment of Channels 2 to 13." On the other hand, he said, it is just as unrealistic to "cling blindly" to the lower channels and do nothing toward a positive and concerted plan to develop the UHF bands at the earliest possible time.

"Any attitude of feet dragging," Adair continued, or on the other hand, of rushing into UHF, must be abandoned in the interest of the public, which must be served or sooner or later industry will lose more than it gains. "The public is entitled to color television, to high definition monochrome television, to the best possible service in both urban and rural areas, to cheaper receivers and to a choice of programs," he declared.

Discusses Interference

In the Telecast testing, Adair wrote, it appeared that "use of adequate antenna elevations and increased power" will go a long way toward eliminating ghosts and shadows. Shadow effect on the 600 mc band is "more pronounced than in the present band," he said, "but reception beyond line of sight is by no means excluded. For example, in one case where there is a hill within four blocks of the transmitter considerably higher than the transmitting antenna good picture was received approximately 25 miles distant."

Adair said trees shadowed the signal more than buildings and practically as much as a hill. "There does not appear to be much doubt that the receiving antenna will have to be elevated to be above the trees even though the distance to the trees is a half-mile or more distant," he wrote.

Stronach Joins ABC As Eastern Prog. Mgr.

Alexander Stronach, Jr., former agency and motion picture exec, and recently a member of the TV department of William Morris Agency, has been appointed eastern video program manager of the ABC, effective Sept. 20.

Former free lance writer for magazines and motion pictures, Stronach joined Y&R in 1938 as a scripter on "We, The People," later produced and directed the show, in addition to others for the agency.

COAST-TO-COAST

To Salute Wisconsin Cities

Milwaukee, Wis.—Five Wisconsin cities being saluted on consecutive Wednesdays during the month of September over WTMJ and WTMJ-FM. All local programs on each of the salute days present special features giving the highlights of the honor city. Several shows feature both the mayor and guest vocalists. Cities being honored this month are Beaver Dam, Fort Atkinson, Manitowoc, Waukesha and Port Washington.

To Discuss Rent Control Laws

New Haven, Conn.—In collaboration with the New Haven Area Rent Control Office, WNHC and WNHC-FM have inaugurated a special series of programs designed to acquaint southern Connecticut residents with the latest facts in the rent control laws, and act as a clearing house for the discussion of housing situations which have arisen in the greater New Haven area. Heard Thursdays from 7:45-8:00 p.m., the broadcasts are in the form of interviews with Clarence Westerberg, area rent director who is collaborating with the regional rent control office in Boston.

CJBC Gets Power Increase

Toronto, Canada—CJBC recently got both a power boost and frequency change. Formerly operating with 5,000 watts, the stations power was upped to 50,000 watts, while its position on the dial switched from 1010 to 860 kilocycles.

To Air USC Games

Columbia, S. C.—WIS and WIS-FM are again planning to carry the entire football schedule of the University of South Carolina. Handling the play-by-play will be Mike Gannon with an assist on color by Frank Harden. WIS has been designated by the university as the only station in this area to originate and carry out-of-town broadcasts direct from the playing field.

Named Faculty Instructors

Denver, Colo.—Lee Fondren, KLZ national sales manager, and Mack Switzer, station public service director, have been named faculty instructors in radio at Colorado Woman's College and Regis College, respectively. This is Fondren's second year at the Colorado Woman's College while it is the first for Switzer at Regis.

KELA Gets New Wing

Centralia, Wash.—KELA now has under construction a new wing whose location is adjacent to the Southwest Washington Fairgrounds between Centralia and Chehalis. The addition will include seven offices, a large combination studio and conference room, an employees' lounge and garage space for a new special events truck now on order for the station. The current project is the first step in a planned expansion program which is expected to see the addition of many new services within the next two years.

NETWORK SONG FAVORITES

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

SURVEY WEEK OF AUGUST 27 - SEPTEMBER 2, 1948

A Tree In The Meadow.....	Shapiro-Bernstein
Beyond The Sea.....	Chappell
Blue Bird Of Happiness.....	T. B. Harms
Blue Shadows On The Trail.....	Santly-Joy
Caramba It's The Samba.....	Martin Music
Confess.....	Oxford
Cuanto Le Gusta.....	Southern
Dolores.....	Famous
Everybody Loves Somebody.....	Sinatra Songs
Ev'ry Day I Love You.....	Harms
Hair Of Gold, Eyes Of Blue.....	Robert
I Went Down To Virginia.....	Jefferson
It Only Happens When I Dance With You.....	Berlin
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Judaline.....	Robbins
Just For Now.....	Advanced
Little Girl.....	Leeds
Little White Lies.....	Bregman-Vocco-Conn
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
My Happiness.....	Blasco
P. S. I Love You.....	La Salle
Put 'Em In A Box.....	Remick
Rambling Rose.....	Laurel
Take It Away.....	Pemora
Things I Love.....	Campbell
This Is The Moment.....	Robbins
Time And Time Again.....	London
You Call Everybody Darling.....	Mayfair
You Came A Long Way From St. Louis.....	Jewel
You Can't Be True Dear.....	Biltmore
You Were Only Foolin'.....	Shapiro-Bernstein

Second Group

A Boy From Texas.....	Shapiro-Bernstein
Baby Don't Be Mad At Me.....	Paramount
Better Luck Next Time.....	Feist
Hankerin'.....	Remick
Highway To Love.....	Broadcast Music
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
Lonesome.....	Republic
My Fair Lady.....	United
Night Has A Thousand Eyes.....	Paramount
Shoemaker's Serenade.....	J. J. Robbins
Steppin' Out With My Baby.....	Berlin
Underneath The Arches.....	Miller
Walkin' With My Shadow.....	Johnstone-Montei
When The Red Red Robbin Comes Bob Bob Bobbin' Along.....	Bourne
When You Left Me.....	Porgie
Whisper A Word Of Love.....	Leeds
With A Twist Of The Wrist.....	Patmar
With All My Heart.....	Martin Music
Woody Woodpecker.....	Leeds
You Walk By.....	Cavalier
Yours.....	E. B. Marks

LOS ANGELES

By RALPH WILK

TRIBUTE from radio and film personalities marked the tenth anniversary on KFI of Art Baker and his famous "Notebook," yesterday. Such stars as Fannie Brice, Jimmie Durante, George Jessel, Hedda Hopper and other well-known personalities paid their respects to Baker that day. The program was climaxed with the cutting of a birthday cake in the form of a notebook which was shared with KFI personnel.

Dorothy Lamour's new radio show to be broadcast for the first time over the NBC network tonight, will feature a weekly contribution of \$2500 to the American Federation of Radio Artists for a fund to establish a health insurance pool for radio actors. Among stars who will appear on the program are Jack Benny, Bing Crosby, Bobe Hope, Ronald Colman, James Stewart, Van Johnson, Jimmy Durante and Fred Astaire.

For the first time in the history of the Hallmark Radio Playhouse, a motion picture star will appear on the program over the CBS network tomorrow when Irene Dunne stars in a radio version of "Cimarron."

George Burns and Gracie Allen are currently in New York City, where they are lining up talent for their new show over NBC this Fall.

Garry Moore has postponed his departure from Hollywood to New York with the "Take It or Leave It" radio show, broadcast Sunday night over NBC. He was to have left on Sept. 12 and now is planning to go on Sept. 29.

Tommy Bernard, juvenile radio star, has been engaged to play the role of Scrapper Malloy, River's End newsboy, on the "Dr. Christian" radio show. The role has been played in the past by child actors Edwin Bruce, Bobby Ellis and Dix Davis.

Intl. Radio To Be Taught By Huth At New School

New School for Social Research will offer a 15-week course on international broadcasting, to be conducted by Dr. Arno Huth. Guest lecturers include Benjamin Cohen, Assistant Secretary General of the UN; Lyman Bryson, of CBS, and Alistair Cooke, of BBC.

Course will meet Wednesdays, 8:30 p.m., beginning Sept. 29.

Other guest speakers include: Honorable H. E. Raoul Noriega, Minister Plenipotentiary of Mexico and Alternate Delegate to the UN; Fernand Auberjonois, Chief, French Section, International Division, NBC; Lee Bland, director of special event CBS; Pierre Crenesse, director, North American Service, French Broadcasting System; George Ivan Smith, acting chief of production, radio division UN; General Frank E. Stoner, chief communications engineer, UN, and Charles W. Thayer, chief, International Broadcasting Division, United States Department of State.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 50

NEW YORK, FRIDAY, SEPTEMBER 10, 1948

TEN CENTS

COMMISSION OK'S 14 NEW AM STATIONS

FCC Retains Old Rule On Operator Licenses

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced that it has abandoned its proposal of last year to provide for three classes of radio operators licenses. After studying the record of its hearings on the matter in May, the FCC said "no substantial need or justification exists for the proposed rules or for any substantial change in the present structure of operator licenses for the broadcast service, provided that the qualifying examinations for the licenses are kept up to date in relation to developments in the broadcast radio art through appropriate periodic revisions in the qualifying examinations which underlie the license system."

Charge Greek Govt. Fails In Search For Polk Slayers

The Greek Government was charged last night with failure to investigate all possible angles regarding the murder of CBS correspondent George Polk, whose body was found floating in Salonika Bay May 16. Charges were made on Report No. 3 on the Murder of George Polk, broadcast by the Co-

(Continued on Page 5)

Mutual Drops Giveaway As Violation Of Code

"Three For The Money," hour-long giveaway with Mark Warnow, Mary Small and Russ Emery, will be dropped by Mutual at the completion of its 13-week cycle Sept. 18, it was learned yesterday. Edgar Kobak, MBS proxy, announced on Aug. 31 that he felt the show violates the

(Continued on Page 5)

Air Force Salute

Inter-service rivalry between the Army and Air Force will be temporarily put aside for celebration of "Air Force Day," Sept. 18, when "Voice of the Army," will do a special tribute to the airmen titled "America Grows Wings." Tex McCrary will narrate and Gen. Jimmy Doolittle will be featured speaker. The transcribed Army Recruiting show is carried by more than 1260 stations.

Premium Org. Defends Non-Lottery Prizes

Washington Bureau, RADIO DAILY
Washington — The Premium Advertising Association of America yesterday told the FCC it approves the proposed rules "to ban any radio advertising which violates the Federal lottery laws" but that there is nothing illegal about premium offers which do not involve an element of chance.

The proposals "should not restrict any radio plan of premium advertising which does not involve lot or chance, regardless of whether or not the consumer receiving the premium

(Continued on Page 2)

Calls AFM-ET Deal Talk "Inspired Propaganda"

A top official in the record industry said yesterday that apparently "inspired propaganda" related to possible contract renewals by AFM and the recording and transcription com-

(Continued on Page 5)

Five Get Unlimited-Time Assignments; FCC Also Approves The Transfer Of WMIX, WMIX-FM, WKAZ

MBS Summer Billings Up 6.7% Over 1947

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced grants of construction permits for 14 new AM stations, and okayed the transfer of control of two others. Most expensive of the new stations, according to the applications, will be the one-kilowatt, daytime-only, operation on the 970 band by the De Kalb Broadcasting Company, De Kalb, Georgia. Estimated cost is \$49,000.

Five of the new stations will operate on unlimited-time assignments, although with low power. These include stations to be erected by the

(Continued on Page 3)

4-A's Sked Regional Conventions For Fall

American Association of Advertising Agencies has scheduled four regional conventions for this Fall, the first on Oct. 8 when the 4-A central council meets in Chicago at the Hotel Blackstone. Program plans are headed up by Fergus Mead of

(Continued on Page 5)

WQXR Signs Doubleday For Heavy Program Sked

Doubleday & Company has signed with WQXR for sponsorship of a weekly hour-long show, 14 quarter-hours per week and several spot an-

(Continued on Page 2)

N. Y.-Bos. Relay Link Now In Telephone Use

The New York-Boston radio relay link is now being used for long-distance telephone calls, the AT&T Long Lines Department revealed yesterday. Completed last November, the relay route was used for experiments on transmission of telephone and television and is now being used

(Continued on Page 3)

13th Distr. Of AWB Sets Third Annual Confab Date

San Antonio—Third annual conference of the 13th District Association of Women Broadcasters sponsored by the San Antonio Chapter of AWB will be held here Nov. 6 and 7 at the Gunter Hotel according to an

(Continued on Page 2)

Crosby To Do Daytime Show For Vacuum Foods, Juice Firms

Bing Crosby has signed to do a new daytime transcribed show on behalf of Minute Maid concentrated orange juice, it was announced yesterday. Program, to be aired across-the-board for an initial 13-week cycle beginning in late fall, will be placed on stations in four to six major markets, as yet undisclosed.

At the same time, it was revealed that Crosby has been elected a director of Vacuum Foods Corp., manu-

facturers of Minute Maid orange juice.

According to the announcement by Vacuum Foods, contract arrangements for the series "were made possible through J. H. (Jock) Whitney & Co., and the Philco Corporation, Crosby's network sponsor." Whitney is a close friend of the singer and is connected with Vacuum Foods through his partner, Alexander Standish, who is a director of

(Continued on Page 5)

Overseas Gifts

Mutual's "Queen for a Day" is inaugurating a policy by which European women will receive packages of food and clothing each week. In cooperation with the Hudson Shipping Co., specializing in overseas gifts, sponsors Phillip Morris and Alka Seltzer will send parcels to women in various European countries to be designated by each "Queen for a Day."

For Art's Sake!

CBS' embryonic Rembrandts will have their works displayed at an Art Exhibit in the network's studio building next week. Among the amateur artists whose paintings will be displayed are those of Davidson Taylor, CBS v.-p. Gerald Maulsby, asst. director of public affairs and Guy della Cioppa associate director of network programs, Hollywood.



Vol. 44, No. 50 Fri, Sept. 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, 7-6338.

WEST COAST OFFICES

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

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgona 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

(September 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/4	7 1/4	— 1/8
Admiral Corp.	15 1/2	14 7/8	15	— 1/2
Am. Tel. & Tel.	154 1/2	153 3/8	153 3/4	— 1
CBS A	24 5/8	24 3/8	24 3/8	— 3/8
CBS B	24 1/4	24 1/8	24 1/8	— 1/2
Farnsworth T. & R.	7 1/8	6 7/8	7	— 1/8
Gen. Electric	40 1/4	39 1/4	39 3/4	— 1/2
Philco	37 3/4	37	37 1/8	— 1 3/8
RCA Common	12 3/8	11 3/4	12 3/8	— 1/8
Stewart-Warner	13 3/8	13 3/8	13 3/8	— 3/8
Westinghouse	28 5/8	27 7/8	28	— 3/8
Westinghouse pfd.	88 3/4	88 3/4	88 3/4	+ 3/4
Zenith Radio	30	29	29	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 3/8	13 1/8	13 3/8	— 1/8
Nat. Union Radio	2 1/2	2 1/2	2 1/2	— 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 1/4	12 1/4
Stromberg-Carlson	14 3/4	16 1/4
U. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	25	29
WJR (Detroit)	7	8

10 YEARS AGO TODAY

(From the files of Radio Daily)
Where they were: Cecil Carmichael was special events director of WKRC, Cincinnati; Harold Peary joined the cast of "Madame Courageous," over NBC from Chicago; Joe Hasel was sports director of WNYC; Jan Savitt was musical director of KYW; Hal Davis was in the CBS press department; Frank Schreiber was publicity and special events director at WGN.

FEMALE DYNAMO AVAILABLE

Top-notch production assistant. Research—script writing, production for dramatic series, human interest stories, audience participation shows and Quiz programs. Experienced in top shows big networks. Write Box 166, Radio Daily, 1501 Broadway, New York City.

★ COMING AND GOING ★

CAMPBELL ARNOUX, president and general manager of WTAR, Norfolk, Va., a visitor this week at the offices of NBC, with which his station is affiliated.

JOSEPH NASSAU, owner of WAEB, American network outlet in Allentown, Pa., in town this week conferring with web officials.

JOHN MacVANE, United Nations correspondent for NBC, yesterday left for Germany on an Air Force junket to report on the Berlin air lift. From there he'll go to Paris, where he'll cover the meeting of the UN General Assembly.

WALTER J. DAMM, vice-president and general manager of WTMJ, Milwaukee, Wisc., in Gotham this week on business. Sat in for a while Wednesday with NBC executives.

MARGARET BOYLE, secretary to John Preston, ABC's chief allocations engineer, is back at her desk, having flown to New York from Rio de Janeiro.

ADDIE WEINERMAN, publicity director of the magazine Seventeen next Monday will start a two-week tour of Canada.

G. RICHARD SWIFT, assistant general manager of WCBS, has returned from a 10-day business trip to the middle west.

E. M. JOHNSON, director of engineering for MBS, yesterday went down to Washington via American Airlines.

CHARLES VAILL, advertising manager of WNBC, and DON NORMAN, sales manager of the station, have left for Chicago, where they'll huddle with executives of the NBC central division.

BILL BERNS, mentor of "While Berns Rooms," roamed back to New York yesterday after a month-long tour of 20 Mutual network stations in Texas and California.

BUDDY BASCH, publicist, has returned from Long Beach, L. I., and now is setting the stage for Johnny Long's opening at the Strand Theater Sept. 17.

ED S. LENNON, vice-president of WAAT and WATV, off to Boston on business and then to the Maine woods where he plans to get a few days' rest.

WQXR Signs Doubleday For Heavy Program Sked

(Continued from Page 1)
nouncements. Huber Hoge & Sons is the agency.

Doubleday Book Shops will be plugged on a Sunday morning classical music show, 10:05-11 a.m., beginning Sept. 12. Spots and the 15-minute segs will advertise "Milton Cross' Complete Stories Of The Great Operas," published by Doubleday. Sked runs from Sept. 13 to Dec. 12.

Robert L. Krieger is the WQXR account exec.

Premium Org. Defends Non-Lottery Policy

(Continued from Page 1)
is required to furnish any money or other thing of value such as a coupon or top from the manufacturers package," the association declared.

"No premium advertising plan has ever been held to constitute a lottery," F. T. Dierson, associate counsel for the association, told the FCC, "for the reason, solely, that the consumer was required to submit a redeemable token. We do not believe that the proposed rules conflict with this principle."

Herb Schorr Appointed To Sales Mgr. Of WOV

Appointment of Herb Schorr as sales manager of WOV was announced yesterday by Ralph N. Weil, general manager of the indie. The post, last held by Ralph Nardella, had been open for the past year.

Schorr has been with the WOV sales staff for the past two years. Previously, he was with WSYR, Syracuse; WAGE, Syracuse, and WKBN, Youngstown, Ohio.

Mathias Landt

Mathias Landt, 81, father of the Landt Trio heard over CBS, died yesterday in Horace Harding Hospital, Queens, after a brief illness. He is survived by his wife, two daughters and three sons who com-

13th Distr. Of AWB Sets Third Annual Confab Date

(Continued from Page 1)
announcement made by Violet Short of KTSA, president of the local group. Other officers of the local chapter include Elizabeth Krisle, KONO, vice-president; Lily Juncker, KABC, vice-president; Ruth Burleson, KCOR, treasurer and Mary Jayne Spears, KTSA, secretary.

Features of the two day conference will include workshop sessions on programming, music, continuity, and publicity conducted by members of the 13th district.

Pat Griffith, director of Women's Activities of the NAB will attend the local meeting and will be principal speaker at a luncheon to be held the opening day at the Gunter.

MBS Summer Billings Rise 6.7% Over 1947

(Continued from Page 1)
three to five per cent over last year.

Partially accounting for the increase are the Bill Henry news show, sponsored across the board by Johns-Manville, and the expansion of the Revere camera program from 15 to 25 minutes over a larger web.

Mystery Shows Hold Lead On Pacific Hooperatings

CBS' "Adventures of Sam Spade" and "Inner Sanctum," and "Let George Do It," sponsored by Standard Oil over Don Lee finished one, two, three in the August Pacific Hooperatings released yesterday. Respective ratings are 16.8, 15.3 and 12.4.

Other evening shows on the first fifteen are: Horace Heidt, 11.9; Blondie, 11.3; Take It Or Leave It, 9.6; Break The Bank, 9.5; Stop The Music, 9.3; Big Story, 9.3; Crime Photographer, 9.3.

Also Gangbusters, 9.2; Everybody Wins, 8.9; This Is Your FBI, 8.9; Bob Hawk, 8.8; Quiz Kids, 8.6; Whistler, 8.6 and Mystery Theater, 8.6.

prise the vocal group, Karl, Jack and Dan.



Fire Escapes

One of the handiest bits of advice ever offered is the old movie caution: "Look for the nearest exit." And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore radio time buying is pretty good advice, too.

For down here it's the hard-working, successful independent that's the escape for products that aren't moving as they should.

It is W-I-T-H, the successful independent in Baltimore, that delivers more listeners-per-dollar spent than any other station in this big town.

The boys who buy time for the smart appropriations know that to be a fact.

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



Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Rood

FMA's Bailey Adamant On RMA Output Charge

Washington Bureau, **RADIO DAILY**
Washington — FMA director Bill Bailey yesterday stuck to his charge of last week that RCA has "blocked" the release of more complete figures on FM-TV combination receivers by RMA.

In a letter to RMA vice-president Bond Geddes, Bailey said the only specific reason given by RMA in July for failing to put out these figures was the difficulty of "coordinating" them with the figures of the RCA license administrator. Bailey quoted from the letter sent Milton Sleeper of FMA in July by F. W. Mansfield of RMA, in response to the FMA request for a monthly listing of the turnout of FM-TV sets:

"Much as our committee appreciates the soundness of your request, there are some very practical difficulties to making radical changes in the method of reporting set production. Inquiries of this kind are always given every consideration, and changes made whenever there is a large and apparent need by the industry for more complete data. As you probably realize, this work is also coordinated with the work of RCA license administrator with whom any potential changes are discussed. Rest assured that we will give your request every possible consideration, but for the reasons listed above you can appreciate why it is impossible for us to commit ourselves at the moment."

Here Bailey commented that FMA, "in requesting a breakdown of the FM-TV set figures, did so because there is a 'large' and most definite need by the FM industry for more complete data. It is embarrassing to those who are trying to build their businesses in the FM field not to be apprised of all the facts concerning FM set production, when this data is vitally necessary to the success of their businesses," he wrote.

Grey's Sign With WHN

Lanny and Ginger Grey, producers of commercial jingles, have been signed by WHN for a new six-a-week series titled "Start The Day With A Smile," 8-8:30 a.m., beginning Monday. Virtually the entire program will be done in music and verse, including commercials, time signals and weather reports.

ARTHUR EDDY

Public Relations — Publicity

812 Taft Building
Hollywood

GLadstone 5305 — GLadstone 9082



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Never saw Milton Berle get such a thunderous reception (and so well-deserved) as he's been drawing these past two weeks at Lou Walter's Latin Quarter. We don't claim he's the greatest comic of all time—he's merely the greatest we've ever witnessed. . . . They may call it the Bob Crosby Show—but the Andrews Sisters draw three times the coin Brother Bob does. . . . Henry Morgan may do a Dinah Shore this season and join one of the big NBC shows now on the air. He's being offered to several of the Hooper-leaders. . . . Gov. Warren's extending Daylight Saving time until Jan. 1 on the coast will play havoc with the ratings out there. . . . WPIX dropping several shows (including Sigmund Spaeth) with the axe falling heavily on the personnel. . . . CBS documentary unit whipping up a survey on neuroses in this country. . . . Add Power of Radio: While the H'wood Chamber of Commerce worked for 14 years to get Movietown its own postmark, Ralph Edwards, via a Truth or Consequences stunt, swung the deal in something like two months. . . . Reports from the coast are that Betty Grable has made Harry James promise to abandon his proposed nationwide band tour and remain in H'wood permanently. . . . Nick Kenny to star in a newly packaged United Prod. video show tagged "What's The Good Word." . . . Ben Grauer, who departed for Europe Monday, will cover the UN Gen'l Assembly meetings in Paris for NBC later on this month. . . . Guy Lombardo's brothers pressuring him to quit his speedboat activities since his recent narrow escape in which he could just as easily have broken his neck instead of his arm.

☆ ☆ ☆ ☆

● ● ● **FILLER-DILLERS:** When a guy goes around talking to himself, points out Artie Pine, he's either balmy or an unemployed disc jock. . . . The end of August in radio means that a lot of Summer replacements will become fall guys. . . . Sudden thaw: If Bob Edge broadcast for Gillette, they could refer to him as the razor's Edge.

☆ ☆ ☆ ☆

● ● ● **VIEWS AND REVIEWS:** "Johnny Victor" gets more poignant drama into his few minutes' narrative on the Sunday RCA show than many full productions pack into 30 minutes or more. . . . List Barclay Allen among the pianotables of the season. . . . Adelaide Hawley has a rare way with a word, as evidenced by her fluent ad libbing on her recent Betty Crocker guestint and also on Rube Goldberg's video "Drawing Game." . . . NBC's documentary on "Marriage and Divorce" faced the facts of life with a calm statistical outlook that carried a strong undercurrent of drama. Covering the changes in attitudes toward marriage through three generations, the show revealed thoughtful research on the 'whys' and 'hows.'

☆ ☆ ☆ ☆

● ● ● **LUV 'n KISSES:** Art Baker's Notebook, now celebrating its 10th year on the air. . . . Bernie George's sensational impressions at Ruban Bleu. . . . Geo. Petrie's emoting on WOR's "Philo Vance." . . . Kermit Schafer's WPIXer, Rube Goldberg's Drawing Game, which shifts to an 8 p.m. slot on Sunday nites next week. . . . Phil Leeds' satire on the Jane Pickens opus. . . . Julie Oshins' hilarious bits on his video guest shots.

☆ ☆ ☆ ☆

● ● ● **SID-BITS:** Jean Sablon due back in New York in November for theater and cafe dates here and then on to London and a return date at the Palladium. . . . Dwight Weist doing a flock of video spots for International Silver. . . . Deep River Boys open at the Bagatelle Tuesday. . . . Jerry Colonna guesting on the Bea Wain-Andre Baruch WMCA stanza this p.m. . . . Pete Donald makes his video debut Tuesday as emcee of the Texaco Star Theater. . . . Look-Alikes: Arlene Frances and MinaBess Lewls. Roland Young and Ray Bloch.

BBC Reports Increase In Income, Expense

London (by cable)—Number of radio receivers in Great Britain increased by more than 400,000 during the year ended March 31, according to the annual report of the BBC Statement, published as a White Paper, lists number of licenses a 11,179,676, with number of video receivers set at 45,564. Report covers the first full year of operation under the new charter granted to the corporation for five years beginning Jan. 1, 1947.

During the year, BBC home services were financed from wireless license revenue, as before the war and costs of overseas operations were met by grant-in-aid from the Treasury. Total income for home and TV services was 9,986,420 pounds, (\$39,945,680) with 4,037,895 pounds (\$16,151,580) for overseas services. Expenditures totalled 7,272,959 pounds (\$29,091,836) home, and 3,878,04 pounds (\$15,512,196) overseas.

Comparative figures for the revenue accounts are not available because of the change in BBC's financial set-up brought about by the new charter. It was noted, however, that the rate of expenditure on home and TV services increased considerably with the biggest jump in payment to artists and speakers. Expenditure on programming as a whole were higher proportionally than during the quarter ending March 31, 1947, but there was a slight decrease in other categories, except pension contributions. Rate of expenditure on overseas services increased slightly.

Capital development was again severely limited by the continued shortage of labor and materials and restrictions on their use, property was acquired for a new research headquarters to be developed over the next two years. Negotiations are in progress for a London site to house a new TV plant and other BBC operations presently dispersed. Other plans include additional regional relay stations, new regional headquarters and the extension of Broadcasting House.

MUSIC . . . SPORTS . . . NEWS
FULL TIME

WINZ

Florida's Big Independent

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

STUDIOS:

MIAMI, HOLLYWOOD,
WINZ BLDG., MIAMI BEACH

MAIN STUDIO:
HOLLYWOOD BEACH HOTEL
940 Kc. — FULL TIME

JONAS WEILAND, President

Represented by: John H. Perry Associates

SOUTHWEST

ALEC CHESSER, program director of KITE, San Antonio is on a combined business and vacation trip. Chesser plans a trip through the Midwest and at the same time will study independent station programming along the way.

Transfer of control of the East-West Broadcasting Co., is being sought from the FCC in an application filed by J. C. Griffith and seven others who hold the license, to W. Bruce Chambers Jr., Nestor Cuesta and John Andrews. The capital stock would be increased from \$3,000 to \$100,000 with the new members holding \$75,000. James H. Lawson would leave the group with the remaining original owners retaining their investment. Chambers, now program director of KWBU, Corpus Christi will hold 41 per cent interest; Cuesta, chief engineer of KWBU would have 10 per cent interest and Andrews heading his own company constructing radio towers, 10 per cent.

Eddie Dunn, popular master of ceremonies of "True or False" heard over the Mutual network spending his vacation with his family in his home town of Waco.

Bill Michael, general manager and sportscaster of KABC, San Antonio, has returned from New York, where he conferred with ABC network officials.

The FCC has granted KTRN, Wichita Falls an increase in daytime operating power. Station will go from 1,000 watts to 5,000 watts.

The KIXL, Dallas "Midday Masterpieces" this week is saluting the Dallas Symphony Orchestra's forthcoming season by playing recent albums recorded by the orchestra conducted by Antal Dorati.

Mutual Drops Giveaway As Violation Of Code

(Continued from Page 1)
new NAB code and that it would be changed or dropped before the end of the year. Program has been a sustainer since its June 26 debut.

Unlike most giveaways, program awarded cash prizes instead of merchandise, with a jackpot of \$5,000 plus a trip for two to any part of the world. Cost of the package, which is owned by Ed Wolf, is reported to be around \$5,500 per week.

It was learned also that the Wolf office is negotiating for the placement of the show on another network after Mutual bows out. A major cigaret firm is said to be on the verge of picking up the tab for half of the hour, with three other advertisers also interested.

Wolf told RADIO DAILY that if the show is classified as one which attempts "to buy" an audience in violation of the NAB code, it would be changed to eliminate the objectionable features after it has been placed on another web.

The 9-10 p.m. Saturday seg on MBS which will be vacated by "Three For The Money," will be filled by "Life Begins At 80" and "What's The Name Of That Song?"

RMA Urges Revenue Bureau To Speed Claims Procedure

Washington Bureau, RADIO DAILY

Washington—Stepped-up settlement procedures to speed the handling of government claims in insolvencies and bankruptcy cases were urged upon the Treasury by RMA executive vice-president Bond Geddes this week.

Geddes acted on the recommendation of the RMA credit committee. He wrote Internal Revenue Commissioner Schoeneman, urging aid in eliminating long delays "in settlement of claims for federal taxes, excise and corporate, in insolvency and bankruptcy cases. Much hardship and substantial losses to general creditors have resulted and your consideration of ways and means to expedite the government's tax settlements in such cases is urged," Geddes said.

"In the radio industry there have been a number of insolvencies and bankruptcies of concerns, now pending and also in past years, in which

settlements of Internal Revenue Bureau claims for taxes appear to have been unduly delayed with consequent delays and losses to the general creditors in addition to losses which they incurred and with dissipation of assets because of Federal tax deficiencies claimed. In some cases final settlement has been delayed for a year or two, with obvious increased expenses in administration, plus delay in payment of losses to the general creditors," the letter pointed out.

"While it is assumed that, with limited funds and personnel, the Internal Revenue Bureau endeavors to reach reasonably expeditious tax settlements with due regard to necessary protection of the government's interest, we respectfully request that the Bureau give further consideration to adoption of measures which will expedite settlements and minimize delays in such insolvencies and bankruptcies."

Charge Greek Govt. Fails In Search For Polk Slayers

(Continued from Page 1)

lumbia network from 10:30 to 11 p.m., EST.

Participants on the program were Gen. William J. Donovan, counsel for the Overseas Writers Commission investigating the murder; Davidson Taylor, CBS public affairs veepee; Rea Polk, widow of the slain newsman; Winston Burdett, web reporter who just returned from Athens where he investigated the slaying for CBS, and Edward R. Murrow.

Major charge leveled at the Greek Government was that its investigation thus far has sought only Communists as possibly the guilty parties, while overlooking completely right-wing terrorists and rightists groups within the Greek Government.

Donovan said, in part: "We told the Greek authorities that they had failed to explore, earnestly and carefully, all the possibilities. . . . Only they have the power to conduct a thorough-going inquiry into this crime. If they fail to use this power within a reasonable time, it is my opinion that it will then devolve on the United States Government to make formal representations to the Government of Greece and see to it that a truly comprehensive inquiry be made."

The former chief of the OSS also announced a reward of \$10,000 to be posted shortly in Greece by the Overseas Writers Commission for information leading to the arrest and conviction of the guilty party or parties.

In closing the broadcast, Taylor said that it is CBS' "continuing responsibility to judge the thoroughness with which the investigation is conducted, and Winston Burdett is returning to the Middle East where he will continue to represent CBS in this affair." Donovan also is returning to Greece, he said.

"If the actions of the Greek Gov-

4-A's Sked Regional Conventions For Fall

(Continued from Page 1)

the Buchen Company, Chicago, chairman of the council.

Annual meeting of the Pacific Council is to be held Oct. 11-13 at Arrowhead Hot Springs, near San Bernardino, Calif. Charles H. Ferguson of BBD&O, San Francisco, is in charge of program arrangements for the meeting.

The Michigan council of the 4-A's will meet in Detroit on Nov. 11, with the meeting place to be selected later. Henry G. Little of Campbell-Ewald, Detroit, is chairman.

The Waldorf-Astoria Hotel, New York, will be the scene of the 4-A's eastern annual meeting on Nov. 15 for members from the New York, New England and Atlantic councils. Gordon E. Hyde of Federal Advertising Agency, New York, chairman of the New York council, is in charge of arrangements.

Crosby To Do Daytimer For Vacuum Foods Corp.

(Continued from Page 1)

the juice firm. Doherty, Clifford & Shenfield is the agency for Minute Maid.

Offices of Vacuum Foods are located at 445 Park Ave., New York, with plant facilities in Orlando, Fla.

It is believed that method used in recording the new show will be similar to that used on the Groaner's ABC series.

ernment fail to bring the results which we seek," Taylor said, "we shall then address ourselves to the Government of the United States with the request that our Government formally state to the Government of Greece, American dissatisfaction and call upon the Greeks to discharge the obligation which is clearly theirs."

LOS ANGELES

CCHESTERFIELD has re-signed Martin Block on an exclusive Radio and Television contract with three network shows a week starting September 27th emanating from New York. Block and his family leave for the east on September 17th.

A unique radio tie-up in connection with "The Babe Ruth Story," which will reach thousands of listeners nightly, has been closed by Allied Artists with Fred Haney, play-by-play announcer of the Hollywood Stars baseball games on KLAC. Haney, founder of the Hollywood Knothole Gang for youngsters between the age of 6 and 18, will feature a letter-writing contest for Knothole members on the subject, "What Babe Ruth Meant to Baseball." Winners will receive prizes through the courtesy of Allied Artists.

Ronald Colman's "Favorite Story" program picking up sponsors at an enormous rate. Each week sees the transcribed airtel add another couple of out-of-town outlets.

Hollywood Star Records has signed Roddy McDowall to record a two minute "talking picture."

Irving Atkins has been appointed television director of John Guedel Radio Productions.

Ed Richardson, well-known Southern California yachtman and boating authority, began a series of broadcasts last Wednesday (Sept. 1st), over the Metro-Goldwyn-Mayer FM Station KMGH. Titled "Salty Talk," Richardson's authentic and sparkling material truly offers something different in radio entertainment.

Calls AFM-ET Deal Talk "Inspired Propaganda"

(Continued from Page 1)

panies is being circulated in trade circles.

The official said that from the flood of reports and rumors being tossed around like hot coals it is obvious that a propaganda campaign has been started to confuse the entire industry. And, he added, such reports are not being sparked by the record companies.

This official, who would be one of the first to know of any proposals by James Petrillo, AFM chief, denied a statement broadcast Wednesday night over WOR by Robert S. Allen, Washington commentator, who said, "Petrillo has made a peace offer to the recording companies." The record company official said no such offer has been made.

Allen told the story on WOR as follows: "Petrillo's plan is to set up a pension fund similar to the one John L. Lewis got for the miners. The money for this fund would come from a royalty on every record that is sold. RCA-Victor is said to be receptive."

While Allen attributes the proposal to Petrillo, it has been reported previously that such a proposal was originated by Jack Kapp, president of Decca, and offered to Petrillo. It was said that Petrillo turned down the proposal.

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS

"I'M A LONELY LITTLE PETUNIA"
(IN AN ONION PATCH)

Rytvoc, Inc.

1585 Broadway New York 19, N. Y.

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.

1650 Broadway New York City

#1 in the Juke Boxes
In the Country**"I'LL HOLD YOU IN MY HEART"**

Till I Hold You in My Arms

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

A Great Rhythm Ballad

CONFESS

OXFORD MUSIC CORPORATION
1619 Broadway New York City

New Ballad Sensation!

"THE BRIDE WORE BLUE"By Leonard Whitcup, Sy Lefco &
Dale Wood

CECILLE MUSIC CO., Inc.

1674 BROADWAY
NEW YORK CITYIF WE CAN'T
BE THE SAME
OLD SWEETHEARTSPerry Como's Victor
Record Started The
Ball Rolling—Now
Everybody's Featur-
ing It!

LEO FENSTOCK, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● Johnny McLaughlin, one of Tin Pan Alley's most popular figures, has signed a five-year pact as general manager of Cecille Music. . . . Initial plug ditty is a commercial ballad, "The Bride Wore Blue," written by Leonard Whitcup, Sy Lefco and Dale Wood. . . . ● Radio City Music Hall will make a radical departure from its policy in order to give full credit to Alpha Music Company, publishers of the six Merengue (Dominican National Dance) numbers which will be featured in the stage show, "Musicana," which starts Sept. 16. . . . You'll be hearing one of them, namely, "Romance Of The Caribbean," quite a lot over your loudspeakers this Fall. . . . ● General Manager Earl Schuller of Edwards Music, in town from Hollywood, setting up deals on their instrumental novelty "Duo Boogie," composed by Woody Fleener. . . . ● Parke Groat, 20-year-old trombone whiz of Detroit, replaces Mill Burnhardt in the new Stan Kenton Band. . . . ● Hal Tunis, after seven years as emcee, announcer, disk jockey and actor at WAAT, resigned to toss his glib ad libs, platter chatter and bon mots to listeners to Newark's newest station, WVNJ. . . . ● Sinatra Songs have a likely ballad in "Everybody Loves Somebody," penned by Irving Taylor and Ken Lane. . . . ● With a fine tie-up on a recording contest, Encore Music should make a loud noise with finely-written novelty ballad, "The Tune On The Tip Of My Heart," written by Ervin Drake, Jimmy Shirl and Randy Rayburn. . . . ● The new Jimmy McHugh-Harold Adamson score for "As The Girls Go," (in which Irene Rich plays the President of the U. S.) which opens on Broadway, Election Day, will be published by the new firm of McHugh, Adamson and Blondell (Joan). . . . affiliated with Sam Fox Music. . . . ● Joe Franklin's valuable collection of old time platters and his free and easy delivery of his vast knowledge of song lore makes his daily WMC Antique Record Shop series a nostalgic delight.

★ ★ ★ ★

● ● ● Duchess Music has acquired American publishing rights to "Why Does It Have To Rain On Sunday" from Johnstone Music. . . . Ditty was penned by Vi Ott and Bob Merrill. . . . ● Charlie Touchette, former CBStar arranger and pianist, is now coaching the sensational Larkin Sisters Quartette. . . . ● Radiolite Marie Kenney has recovered, from injuries sustained in a bus accident and ready to resume her big time emoting. . . . ● This month's Coronet Magazine carries an interesting profile on Roy Acuff, "Mountain Music King." . . . (and current favorite in Tennessee's Gubernatorial race.) . . . ● Originally booked for a two-week stint, Bruce Raeburn has just started his fourth consecutive year at the Monkey Bar of the Hotel Elysee in Gotham. . . . ● Bill Watson, currently subbing for Jack Lacy, will WENstart his own platter series Sept. 19. . . . ● Famous Music starting to plug a bounce tune, "Love That Boy," written by Don Ray and Gene De Paul and featured in the RKO flicker "Race Street." . . . ● Burt Hulber, leading man on WABD's "Television Fashions On Parade," has been named music co-ordinator for the program. . . . ● Ben Bloom Music should do well with a new ballad, "Too Many Kisses," scripted by Bernard Bierman, Jack Manus and Guy Wood. . . . ● British Songwriters and Ork Pilots are up in arms over the latest turn in recording events which prohibits recordings by American singers with English Orchestras. . . . ● Southern Music getting action on "Cuanto Le Gusta," featured in the MGM Musical, "Date With Judy." . . . Latin-American ditty was written by Ray Gilbert and Gabriel Ruiz.

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD: Reports along the stem have it that MGM may acquire the Diamond masters. . . . ● Ernie Bruell, dynamic young Animal Records exec, in town from Cleveland with a briefcase full of ideas. . . . Bruell has also set up an independent company, Lucky Records, to distribute blues, hillbillies and pops. . . . ● Sy Oliver Band comes up with a solid item in his latest MGM waxing of the old ballad, "If You Believed In Me." . . . Henry Wells does a creditable vocal . . . reverse is a jump tune, "Scotty," which should really send the cats. . . . ● Capitol has a winner in Margaret Whiting's pairing of "A Tree In The Meadow" and "I'm Sorry But I'm Glad." . . . Frank De Vol and his Orchestra provide smooth musical support.

PLUG TUNES

On Records and Transcriptions

"RAMBLING ROSE"

LAUREL MUSIC CO.

1619 Broadway New York 19, N. Y.

A Big Revival!

"LITTLE GIRL"

LEEDS MUSIC CORPORATION

ON RECORDS and TRANSCRIPTIONS

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

FORSTER MUSIC PUB., INC.

1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois

A TIP!

**THE TUNE ON THE TIP
OF MY HEART**Sammy Kaye's Victor Version
is TOPS!ENCORE MUSIC PUBLICATIONS, INC.
1674 Broadway New York CityTwo Openers for Your
Program!**RED LEAVES AND
BLUE SKIES**

by Carl Sigman and Bob Hilliard

A New Standard!

IT'S A GOOD DAY

by Peggy Lee and Dave Barbour

CRITERION MUSIC CORP.

From Walt Disney's
Technicolor Musical,

MELODY TIME:

**BLUE SHADOWS ON THE TRAIL
PECOS BILL MELODY TIME
LITTLE TOOT**

SANTLY-JOY, INC.

1619 Broadway, New York
Eddie Joy, Gen. Pro. Mgr.

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, September 10, 1948—TELEVISION DAILY is fully protected by register and copyright

SET SALES TOP QUARTER BILLION \$

TELE TOPICS

By JIM OWENS
Associate Editor

GENERAL FOODS has axed "Try And Do It" and come Sunday, will replace it with "Meet the Press"—that seg's first stint is a regular before the ikes. Martha Rounree, who owns the package, will appear as regular moderator on the NBC web stanza. First guest on the opener will be Elizabeth Bentley whose chatter touched off the recent Washington spy hearings. . . . Ken Strong, Gotham's perennial Mr. Football, makes his TV debut next week with WPIX rabber Guy Lebow. Show's an aptly tagged package—"Sportspix." . . . Ted Mack, who takes to the AM-TV air this month with his amateur stanza under the Old Gold banner, will do a special benefit for the patients at Triboro Hospital Sept. 20. Mack, who worked with the late Major Bowes, will do the show in co-op with BMI.

N. W. AYER has a busy TV grid sked for the fall and winter months. Agency's got three accounts (American Tobacco, Atlantic Refining and Supplee of Philadelphia) bankrolling 37 college gridfests in the east and midwest. . . . The Dunninger-Paul Winshell airer, originally set to hit the NBC net Oct. 7, has been shoved back a week. . . . Those reports re future possibility of AB-NAB merger—or any other deal beyond mutual co-op setup—are strictly blue sky, industry toppers'll have you know.

WOR's Gene Thomas now spending two days a week in Washington in preparation for arrival of WOIC in the Capital. . . . Sylvania will build a new plant in Pennsylvania devoted exclusively to TV tube production. New shop will practically double the present rate of Sylvania's tube output, said to be some 20 per cent of the entire industry's total production. . . . ABC's Paul Mowrey sez the web's Chi outlet, WENR-TV, will originate the first network show in the midwest. Occasion will be the Chicago Cardinals-Pittsburgh Steelers get-together on Sept. 19. Other outlets to pick up the game haven't been named yet, however.

KLEE-TV Plans Tests

Houston—Paul Hundorff, chief engineer for KLEE told a group of 200 potential advertisers and sponsors at a meeting held that KLEE-TV should be ready to make its first test runs with television about Jan. 1 and should be on the air for the general listening public within a month afterwards.

Group was given a preview of what to expect in future television advertising. Richard Krolic, general manager of Television Reporter Productions, presented a film which included the advertising media prepared by the concern.

WXYZ-TV Sets Stage For Opener On Oct. 9

Detroit—With its October 9 debut rapidly approaching, WXYZ-TV, the Detroit outlet of ABC is putting the finishing touches to its 287-foot video tower which weighs 40,000 pounds. Cost of the tower is in excess of \$50,000.

October 9 inaugural of WXYZ-TV, also marks the linking of Detroit with Chicago in a mid-West television network. A microwave relay now connects Detroit and Toledo. Exchange programs are expected from New York early in 1949. Detroit is the third city which ABC will inaugurate owned and operated TV station operations this year. Spot-lighting the WXYZ-TV inaugural will be the televising of the first home game of the Detroit Lions professional football team. Remote cameras will be installed at Briggs Stadium in Detroit for the night game. In addition, the premiere video program of WXYZ-TV also will bring before the station's cameras federal, state and local officials as well as a sampling of the station's regularly planned television programming.

KRSC-TV's '48 Debut

KRSC-TV, Seattle, (first station in city) has tentatively skedged test pattern to go on air Oct. 20, with commercial programming around Dec. 1. Antenna is completed and most of other equipment already shipped.

Station will operate five nites week, with two hours of sports each nite—boxing, wrestling, hockey and basketball. Most of other programming will be films and kinescope recordings. Film editor of station will be located in N. Y.—25 West 45 St., office of owner P. K. Leberman.

WBKB Plan For Midwest Net Revamped; Will Include N.D.

Chicago—WBKB, Paramount outlet here, announced yesterday a revamp in its proposed plans for a midwest regional network which would have provided video coverage for a large part of Illinois and Indiana, including weekly telecasts of the Purdue and University of Illinois football games. Station officials said that shortage of materials, and increased labor costs have necessitated a delay

TBA Group Outlines Regional Mem. Setup

Plan for nation-wide expansion of TBA on a regional basis, to be followed by intensive membership drive to include video CP holders, in the respective areas, was discussed yesterday by committee chairmen at the Association's headquarters. TBA will mark off districts of the U. S., according to its geographic setup, and each committee head will begin intra-region organization activities, it was said.

Attending yesterday's session were: Walter Damm, WTMJ-TV, Milwaukee; Charles Crutchfield, WBT, Charlotte; Neil Swanson, WMAR-TV, Baltimore; George Shupert (representing Klaus Landsberg) KTLA, Los Angeles, and J. R. Poppele, president of TBA.

"Author" Guest

Cornelia Otis Skinner's new book, "The Family Circle" will be the discussion piece on "Author Meets The Critics" over NBC Television Sunday, Sept. 12. Miss Skinner, daughter of the famed actor Otis Skinner and a noted actress and writer in her own right, will be joined on the program by author, Ilka Chase, and editor, Virginia Peterson. John K. M. McCaffery will be moderator on the program which is sponsored by General Foods.

Kunkle Promoted

Stanford L. Kunkle, Jr. has been appointed assistant manager of the RCA Exhibition Hall in Rockefeller Center. He replaces Walter K. Witherbee, who left to join the production staff of television station WAVE in Louisville.

Kunkle has been at the Exhibition Hall since last October, when he transferred from NBC.

Total Set Number Now Estimated At 600,000

Washington Bureau, RADIO DAILY
Washington—With current figures obviously topping the quarter-billion dollar mark, a "consumer investment" of \$228,800,000 in TV receivers during the past two and one-half years was estimated this week by RCA in a statement filed with the FCC.

Company estimated that manufacturers sales prices for the 462,567 TV receivers turned out in 1946, 1947 and the first six months of this year amounted to \$122,375,000.

Unit production in 1946 was 5,100, raising last year to 178,571. In the first six months of this year production reached 278,896, according to RMA figures, valued at \$74,600,000 at the manufacturer level. Consumer investment, including installation and service guaranty, reached a total of \$140,000,000 for the first six months of this year, RCA reported.

The total number of sets in the market has by now approached the 600,000 mark, it was estimated here.

Chi. Council Meets Sept. 15

Chicago—The recently-formed Chicago Television Council will hold its next formal meeting at the Hotel Statler, Sept. 15, with Paul Mowrey, ABC's national director of television, as speaker. He is expected to outline ABC's plans for a midwest web to evolve around WENR-TV, which debuts here next month. The Council is expected shortly to become a prominent factor in the Chicago TV field.

9200 In St. Louis

St. Louis—There are now 9,200 television receivers installed in the St. Louis area, according to a survey by the Union Electric Company, which furnishes electric power to this region. Number includes 7,400 receivers in homes and 1,800 in public establishments.

KSD-TV, the only television station operating in this area, has been on the air since February, 1947.

Sightmaster To Schulhoff

Sightmaster Corporation of New Rochelle, N. Y., has appointed Marcel Schulhoff & Company to handle its consumer advertising campaign, effective immediately. Plans call for new models for homes, as well as the Sightmirror principal for homes, hotels, restaurants, public rooms and institutions. An integrated merchandising plan, plus educational campaign, is nearing completion.

CHICAGO

By NAT GREEN

WGN's "Telephone Quiz," off the air for a few weeks, returned this week at a new time, 4:45-5 p.m., and for a new sponsor, Hawthorn Melody Farms Dairy. Announcer Ed Cooper is again the emcee.

WBBM's daily feature "Julian Bentley and the News" will be sponsored by Lever Brothers starting September 30.

WCFL has lined up a formidable football schedule, for which Howard Keegan is the fair-haired boy. Included are three exhibition games and 12 regular games. Broadcasts are sponsored by Atlas Brewing Co.

Nikki Kaye's "Charm Clinic," exercise-to-music program, returned to the air over WAIT on September 7, starting its second year after a 13-week hiatus. Nikki doubles as writer-commentator on the show, with Jim Gray leading an assist in the announcing chores.

Another show returning this week after a 13-week hiatus is ABC's "Jack Armstrong."

From Albuquerque, N. Mex., comes word that a daughter, Susan Merrick Scheffelin, was born August 21 to Margaret Merrick Scheffelin, ex-Quiz Kid. Little Susan shares second generation Quiz Kid Ranks with nine-month-old Philip Teeter, son of former Quiz Kid Barbara Hutchinson.

WIND sportscaster Bert Wilson is on his second trek east this week covering Cubs games.

COAST-TO-COAST

Lopez Names WEAN Manager

Providence, R. I.—Joseph Lopez, associated with the Yankee Network since 1927, has been appointed manager of WEAN. Prior to his association with Bridgeport's WICC, which he has been with for the past 17 years, Lopez was one of WNAC's outstanding announcers.

Joins New Radio Univ. Assoc.

Tuscaloosa, Ala.—The University of Alabama has become one of the nine charter members of the newly-organized University Association for Professional Radio Education which has been designed to foster and advance higher standards in professional training for radio. Membership requires that at least 50% of the courses must be taught by persons who have been successful in commercial radio activities; that all students completing professional training must have had general instruction in the over-all areas of radio; that the courses of study shall provide the student with the opportunity for daily logged broadcasting experience; and that equipment used be such as to provide the student with general acquaintance with all problems of station operation.

Leaves Cowles Broadcasting Co.

Des Moines, Ia.—H. Theodore (Ted) Enns, Jr., has resigned as national sales manager of the Cowles Broadcasting Company, effective October 1. After nine years as sales manager of KRNT, Des Moines; WCOP, Boston; WOL, Washington, and WNAX, Yankton-Sioux City, Enns will engage actively in the newspaper business, having secured a substantial interest in the Fort Pierce, Florida News-Tribune.

Upped To Program Head

New Orleans, La.—Rose Barcelo, formerly a free-lance radio actress and most recently program department secretary, has been upped to the position of program director of WTPS and WTPS-FM. Miss Barcelo conducts the across-the-board "Rosemary's Notebook" show.

KYW's FM Tower Is Completed

Philadelphia, Pa.—Final construction on the new KYW-FM tower has been completed. The new antenna tower, which soars 576 feet above mid-city streets and which was erected by Hartenstine-Zane Co., Inc. of New York, is part of a general expansion program which will bring KYW-FM services to more than twice the audience now served.

Skiles Joins KTSA

San Antonio, Texas—Dude Skiles, well-known local musician and trumpet player, has been added to the sales staff of KTSA as an account executive. Assistant manager and head of the sales staff, Rex Preis, is also a former trumpet player and local band leader.

To Air Conference Games

Kansas City, Mo.—KCKN director of sports, Larry Ray, will call the play-by-play this Fall of 11 Big Seven Conference Football Games which will be sponsored by all the Dodge dealers in Greater Kansas City. Ray is also the Kansas City Blues Baseball announcer.

WVKK Adds Bert Charles

Columbus, Ohio—WVKK, FM independent soon to take the air, has named Bert Charles as its program and sports director. Charles was formerly with WAKR, Akron and has worked on the staff of the New York Post and Brooklyn Daily Eagle.

Sports Show Switches To WCAO

Baltimore, Md.—Beginning Monday, Sept. 13, WCAO will carry the "National Sports Parade" with Bailey Goss. The program, formerly heard on WBAL, is sponsored by the National Brewing Company of this city, and will be aired Monday through Saturday from 6:05-6:15 p.m.

KQV Aims New Giveaway Show

Pittsburgh, Pa.—KQV has signed a 52-week contract with Fashion Hosiery for the sponsorship of a new local giveaway show entitled, "Lucky Landmarks." Created by Milt Kerns, Ken Hildebrand and Don Trageser, the show will be heard five mornings a week. Format consists of jingles about familiar landmarks which are posed to listeners for identification. The winning loot is a giant jackpot of prizes worth \$750. If contestants fail to identify the landmark, the home contestants still receive \$20 worth of merchandise.

WCOP Adds Carter

Boston, Mass.—New member of WCOP's staff is Philip S. Carter, formerly with WNAC, where he was director of merchandising. Carter joins the Cowles station in the sales department.

KWK Flashcasts News Of The Day

St. Louis, Mo.—KWK's new Trans-Lux news service is proving rather popular in this city where citizens can now learn the latest news, ball score, temperature and other interesting items. The flashcasts sign on at 8:00 a.m. and continue until midnight, seven days a week.

Griffin Joins WDHN

Trenton, N. J.—New program director of WTTM is William R. Griffin. Formerly of WDHN, New Brunswick, N. J., and WNEW, New York, Griffin replaces Dean Andrews, who resigned to accept a teaching post at the New Jersey State Teachers College.

To Air "Touchdown Tips"

Missoula, Mont.—Beginning tomorrow, Sam Hayes, via KGVO, will start another series of weekly "Touchdown Tips" under the sponsorship of the Oxford Cigar Store of this city. Program will be heard each Friday at 5:15 p.m.

NEW BUSINESS

WMAQ, Chicago: The 52-week renewal of a three-a-week news show and the sale of a weekly 15-minute segment of Dave Garroway's disc jockey program paced the business week for WMAQ, it was reported last week by Oliver Morton, manager of the NBC central division national spot sales department.

Richman Brothers (clothiers), through McCann Erickson, ordered a renewal of the Kleve Kirby news spot (Mondays, Wednesdays and Fridays, 10:15 p.m., CDST) for 52 weeks, from September 6.

The 5:30 to 5:45 p.m. Tuesday segment of the Dave Garroway Show (five-a-week, 5:15 to 5:45 p.m.) was sold to the William H. Wise Company (New Modern Encyclopedia) from September 7 for 13 weeks. Huber Hoge and Sons is the agency.

Spot business included an order from Grove Laboratories, Inc., (Bromo Quinine), through Gardner Advertising Company, for four one-minute announcements and three station breaks weekly for 23 weeks starting September 27. Eight station breaks and one one-minute announcement per week were ordered by the Russell Miller Milling Company (Occident cake mix) starting September 13 for four weeks.

WCBS, New York—American Tobacco Company has added four participations to its current schedule in WCBS' "This Is New York—Bill Leonard Reporting" program. The new schedule calls for announcements Monday through Saturday. Agency is BBD&O. American Home Foods, Inc., for Chef Boy-Ar-Dee, bought three participations per week, Thursday, Friday and Saturday in the same program, through Young & Rubicam, Inc. Curtis Circulation Company for Ladies Home Journal, purchased three participations per week for a two week period in the Margaret Arlen program. Agency is BBD&O.

Chi. 'Phone Giveaway Gets Post Office OK

Chicago—One of the first tests as to the status of telephone quiz shows in relation to the country's lottery laws has been made by a Chicago program and the show has been given a "clean bill of health" by the post office department.

As a result of the recent FCC proposal regarding this type of show Walter Schwimmer, president of Radio Features, Inc., requested his attorney, John B. Moser, to submit "Tello-Test," a telephone quiz show syndicated to radio stations coast-to-coast, for clearance with the Post Office department in Washington, as a test to discover whether it was acceptable for mailing insofar as section 601, Postal Laws and Regulations, is concerned. The Post Office department declared that the program was not in violation of the country's lottery laws.

In making the test, the educational value of "Tello-Test" was stressed.

Send Birthday Greetings To—

September 10

Raymond Scott Lyle Van
Irwin Rosten Ira Herbert
Emery Deutsch Jess Pugh
J. D. VanAmburgh

September 11

Charles Stark Bill Comstock
Herb Hollister Al Reiser

September 12

Eddy Howard Ella Mae Morse
John Taylor Ben Edwards

September 13

John G. Gude
Arthur J. Daly Bob Miller

Russ Johnston Margaret Banks

John McNamara Gretta Palmer

Michael M. Sillerman

Leith Stevens

September 14

Mose Gumble Edna Whittington

Harry Saller Richard Herbert

Gene Thomas Marlo Lewis

Lee Meyers Ann Barbinel

William Meikle Christy

September 15

Phil Brito James Wallington

John Conte William Hard

Jack Robbins T. F. Seawell

September 16

James W. Ingoldsby

Mary Hunter Andy Russell

Ruth Girard Shirley Portugal



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 51

NEW YORK, MONDAY, SEPTEMBER 13, 1948

TEN CENTS

NAB TO QUERY MEMBERS RE CHANNELS

Harness Comm. Mulls, PR Broadcasters Plea

Washington Bureau, RADIO DAILY
Washington—With a sifting of FCC personnel in the style of the Thomas Committee in the offing, the Harness Committee is still studying the Puerto Rican radio situation.

A full investigation of the licensing for commercial operation of government-owned WIPR, San Juan, was called for Friday in a cablegram from Havana by Goar Mestre, president of the Inter-American Association of Broadcasters. As yet, no investigator has been sent to Puerto Rico, and committee counsel Frank

(Continued on Page 7)

WMGM Sells Giants Grid To Schaeffer Brewing Co.

F. & M. Schaeffer Brewing Company, through BBD&O, will sponsor the 12-game National Football League sked of the New York Giants over WMGM, beginning with a night clash in Boston Sept. 23. Both home and away games will be done live, with Connie Desmond calling play-by-play and Bert Lee handling color.

Station also will broadcast tomorrow night's Giants-Chicago Bears game at the Polo Grounds, for the New York Herald Tribune Fresh Air Fund.

WAAT Gets 5 Kw., Days; Night-Time Boost Refused

The FCC Friday approved the application of WAAT, Newark, for a power boost to five kilowatts daytime, but turned down the station's bid for the same power after sunset. A day-and-night signal of five kilowatts on the 970 band had been

(Continued on Page 8)

Service

Seymour Fogelson, advertising director of Sachs Quality Stores, appeared on "Something Ought To Be Done" over WMCA yesterday to announce that his firm was killing a transcribed commercial because a listener had complained that the ET was offensive. A new commercial will be prepared immediately, he said, and placed on the air within two weeks.

Fast Gallup

It's been a big year—and still is—in radio and television for Dr. George Gallup, public opinion analyst, considering all the political conventions and upcoming elections. For months Gallup has been cutting a merry path back and forth between CBS and ABC and now America has skedded him to analyze early election returns on Nov. 2 and project the trend.

WHCU's Press Awards To Six Weekly Papers

Ithaca, N. Y. — Second annual WHCU Press Leadership Awards, aggregating \$1,700 in cash, were presented to six weekly newspapers of New York State and Pennsylvania at a Cornell Press-Radio Dinner Saturday night on the campus in Ithaca. Michael R. Hanna, WHCU general manager, presented the awards to editors for outstanding editorial leadership or for promotion of local community progress.

Some 215 persons representing

(Continued on Page 2)

NAB 14th District Meets At Yellowstone Park

Yellowstone Park, Wyo.—The NAB board of directors has been asked by the 14th district membership, which met here last week, to launch a "study to plan details and estimate costs of a campaign of selling and promoting radio—the campaign to include a sales staff with offices in a

(Continued on Page 8)

Engineering Group OK's Questionnaire On Needs, Uses Of Relay Bands For AM, Video And FM

TV And FM On Agenda Of NAEB Oct. Confab

Education's "share" in the television spectrum and problems of non-commercial FM operation will be among the major topics at the 23rd annual meeting of the National Association of Educational Broadcasters to be held at the University of Illinois, in Urbana, Oct. 10-12.

Reports by NAEB president, Rich-

(Continued on Page 7)

Seven Stations Begin Mid-West FM Network

Indianapolis—Formation of a new Mid-West FM network was inaugurated here last week at a special meeting of the seven member stations. Idea for the web originated at last month's district NAB meeting in French Lick. Network will start re-laying tests Oct. 4.

Participating stations are WCSI,

(Continued on Page 2)

FCC Postpones Date For Equipment Tests

The FCC on Friday announced that it has extended for one year the effective date for its requirement that AM and FM stations make cer-

(Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington—An NAB engineering subcommittee Friday okayed a questionnaire seeking factual information on needs and uses of relay broadcast channels in AM, FM, and TV to go to all NAB members, to develop statistical information to be used in oral argument before FCC Oct. 6. Subcommittee is under the chairmanship of John H. DeWitt, Jr., WSM, Nashville.

"The committee is working hard on the project of allocation of fre-

(Continued on Page 7)

RMA Meeting In N. Y. To Plan 'Silver Anni.'

Top radio manufacturing leaders will be on hand for the annual Fall meeting of the RMA at the Roosevelt Hotel, New York, Oct. 6-8. Sales promotion, National Radio Week, the New York and Boston "town meetings" for servicemen are among the important agenda features, with initial planning for the 25th anniversary convention of RMA, in Chicago dur-

(Continued on Page 4)

Top TV Industry Reps To Attend Channel Meet

Top TV outfits will be represented this morning at the informal engineering conference called by the FCC as a preliminary to its TV channel re-allocation hearings next week. Whole question of opening up the

(Continued on Page 9)

Urges Stations To Ante Up \$1,000,000 For Promotion

An immediate appeal for broadcasters to voluntarily chip in \$1,000,000 a year for continuous, vigorous industry promotion has been made by Murray Carpenter, president and general manager of WPOR, Portland, Me. Carpenter mailed his ideas and pep talk to 1,500 station managers on a six-page printed folder with the title, "Now is the time to start selling Radio."

The Maine broadcaster is a strong

supporter of the current project being directed by the All Radio Presentation Committee, which is producing a film, but he considers this only a drop in the bucket. At random, Carpenter tosses off nine different promotion projects, including a direct mail campaign sending a stream of radio advertising success stories to various manufacturers, a centralized, full time sales depart-

(Continued on Page 8)

Impact

A sophomore high school student, a music lover, has assured KSFO, San Francisco, that he will patronize an auto sponsor on the station when he is old enough to own a car. J. E. French Co., Dodge and Plymouth dealer, sponsors the nightly "Hour of Melody." Wrote the student, "I am not old enough to own a car but when I do I certainly will buy your car."



Vol. 44, No. 51 Mon., Sept. 13, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

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

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

FINANCIAL (September 10)

Table with columns: NEW YORK STOCK EXCHANGE, OVER THE COUNTER, ABC, Admiral Corp., Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit)

CCNY To Offer Course In Documentary Drama

"Documentary Radio Drama," a fifteen-week course said to be the only one of its kind given by any college in the country, will be offered by the City College School of Business during its fall term. Seymour N. Siegel, Director of Radio Communications for the City of New York and director of WNYC, will be in charge of the class which will meet Wednesday evenings beginning September 29.

FEMALE DYNAMO AVAILABLE
Top-notch production assistant. Research—script writing, production for dramatic series, human interest stories, audience participation shows and Quiz programs. Experienced in top shows big networks. Write Box 166, Radio Daily, 1501 Broadway, New York City.

★ COMING AND GOING ★

EDGAR KOBAK, president of the Mutual network; LEWIS ALLEN WEISS, chairman of the board; ROBERT SWEZEY, vice-president and general manager; PHILLIPS CARLIN, program vice-president; JAMES WALLEN, controller; J. E. CAMPEAU, president and general manager of CKLW, Detroit, and BENEDICT GIMBEL, president and general manager of WIP, Philadelphia, all traveled over the week-end to Hot Springs, Va., for the quarterly meeting of the Mutual directorate.

BILL WRIGHT, chief radio engineer at CBS, yesterday hopped an American Airliner for Washington, D. C.

JAY STANLEY, musical director at WAAT, is in St. Louis for the chore of driving his new Studebaker right off the company's assembly line.

NOLA LUXFORD, publicist, arrived in town last week from Hollywood.

HENRY UNTERMAYER, account executive at WCBS, leaves today to try his skill—and luck—in the fishing waters of Nova Scotia.

LOUIS MANDEL, manager-attorney for Larry Parks, Betty Garrett and others, off for two weeks in Hollywood.

ADRIAN FLANTER, of Benrus Watch Company, who had been touring Europe, arrived in New York by plane last Friday.

GEORGE CRANDALL, director of press information for the Columbia network, is expected back today following a week spent on his farm in Hancock, N. Y.

HARRY WISMER, director of sports for the American network, spent Saturday in Birmingham, Ala., where he broadcast for WMAL the play-by-play report of the benefit game between the Washington Redskins and the Green Bay Packers. Today he's in Washington and tonight will speak at the dinner of the Touch-down Club.

JIM PARSONS, publicity director for Don Lee in Hollywood, flew East last Friday for a vacation in Massachusetts.

VAUGHN MONROE and the members of his band, accompanied by FRED CUSICK and SID JONES, Columbia network technicians, are in Framingham, Mass., for the broadcasting of tonight's program.

CHARLES CRUTCHFIELD, general manager of WBT, Charlotte, N. C., is in town for conferences with officials of CBS.

Seven Stations Begin Mid-West FM Network

(Continued from Page 1)

Columbus, Indiana; WFAM, Lafayette; WXLW, Indianapolis; WIKY, Evansville; WFTW, Fort Wayne; WEAW, Evanston, Ill., and WCTS, Cincinnati.

Operating board consists of John Engelbrecht, WIKY; Graeme Zimmer, WCSI; George Losey, WXLW, and Ed Thoms, WFTW.

Barry's "80" Show Extended

Jack Barry's "Life Begins At 80" program, which debuted July 4 as a Summer replacement for his "Juvenile Jury," will continue on the Mutual network through the Fall and Winter season. The program, currently heard Sunday afternoons in the spot vacated by "Juvenile Jury," 3:30-4 p.m., switches to Saturday night beginning Sept. 25, 9-9:30 p.m. The show, featuring a panel of octogenarians, will also be heard the following day, Sunday, 3:30 p.m., since "Juvenile Jury" doesn't return to the air until Oct. 3.

WHCU's Press Awards To Six Weekly Papers

(Continued from Page 1)

press and radio were in attendance and heard speakers Edward R. Murrow, CBS, and Morris L. Ernst, attorney and author, both of them on the board of contest judges. Alexander Jones, assistant to the publisher of the Washington Post, represented Eugene Meyer, chairman of the board of judges. Dr. Edmund E. Day, Cornell president, presided at the dinner meeting.

The annual awards dinner has become the highlight event of a year-round activity started two years ago by WHCU in which 68 weekly papers cooperate in broadcasting a unique Sunday program titled, "Radio Edition of the Weekly Press." Hanna and other WHCU execs, noting the declining prestige of weekly papers, decided to try to aid them to return to positions of influence. The Sunday show that went into production was based on material gathered from the weeklies in WHCU's listening area.

A special press junket, arranged by CBS, flew up to Ithaca Saturday morning from New York City. Visitors were hosted over the weekend by the Ithaca station which arranged boating and golfing entertainment. Junket flew back to New York Sunday afternoon.

NAB's Petty Elected To Bar Assoc. Committee

NAB General Counsel Don Petty has been elected to the house of delegates of the American Bar Association, at the organization's convention at Seattle, Wash., NAB said Friday. Bar Association's house of delegates is one of the national body's governing groups, determining policies and administration of the association.

Among its members are the Attorney General and the Solicitor General of the United States, delegates from state and local bar associations, and representatives of other groups affiliated with the national association.



Output

That English Bull Terrier is the unusually proud mama of ten pups. You can't count them all in the picture . . . but they're there. Some have gone below to chow. Mother "Puggie" has produced twice the normal number of puppies.

We've picked this picture to make a radio record and production point. The sales producing station is W-I-T-H. The record . . . more listeners-per-dollar-spent than any other station in this big town.

You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers.

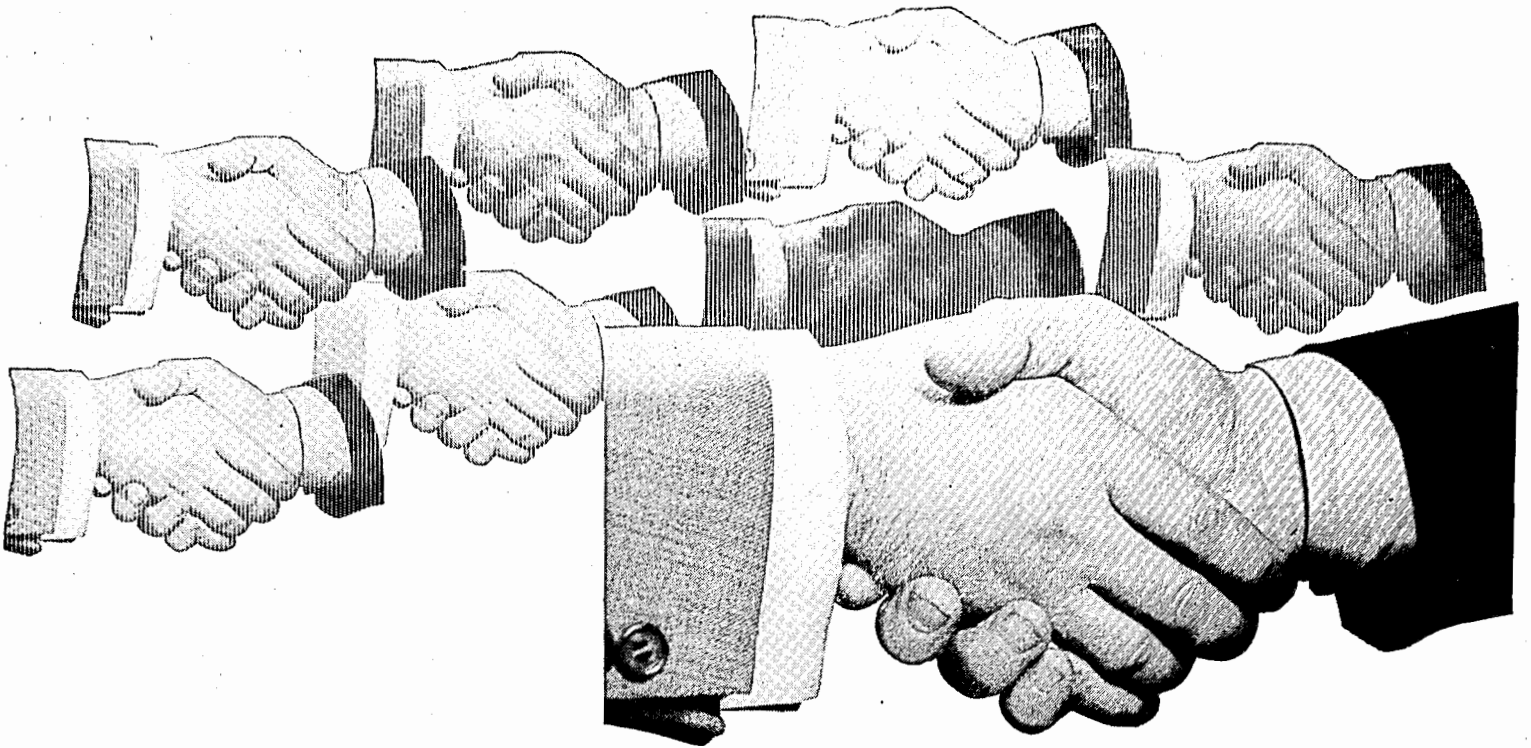
W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?

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

10 YEARS AGO TODAY

(From the files of Radio Daily)

NAB research director Paul Peter beginning survey of stations in hope of bringing about sounder and more equitable relations between radio and the motion picture industry. Study will attempt to determine amount of time given gratis to movies, how much sponsored, and opinions of station management on the subject. Ultimate goal of the project is greater inclusion of radio in film firms' ad budgets. . . . ACA plans organization drive to recruit members among stations in effort to sew up technicians industry-wide . . . General Foods renewed Mary Margaret McBride's three-a-week stint over 40 CBS outlets.



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

In every business friendly personal relationships are a big help. But that's only the beginning of the story... there's a lot more to it.

You've probably noticed that the people who are most welcome in your own office are those who never waste your time... who talk *your* business and know what they're talking about. Weed and Company representatives are like that.

They sell a very good product—Spot Radio—one of the most precise and most profitable forms of modern advertising. They sell it right—for what it can do for *you*.

Behind their ability are a number of qualities: experience, associations, persistence. Even more fundamental, perhaps, are plain hard work and the expert knowledge it gives. For these are the two factors that produce most of the results most of the time... the two factors that make Weed & Company service so valuable to any advertiser.

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

RMA Meeting In N. Y. To Plan 'Silver Anni.'

(Continued from Page 1)

ing the week of May 15 next also slated. This convention will be held in conjunction with the annual Radio Parts Trade Show. A joint banquet will be held at the Stevens May 19.

RMA President Max F. Balcom has appointed a large convention and banquet committee, with the RMA past president and treasurer, Leslie F. Muter, of Chicago, as chairman, and Charles M. Hoffman, also of Chicago, as vice-chairman. The committee includes representation of all RMA groups and also the members of the Parts Show banquet committee, including President Wm. O. Schoning of National Electronic Distributors Association, President Charles Golenpaul of the Eastern Sales Managers Club, and Leslie A. Thayer of Electronic Parts & Equipment Manufacturers Association. Also on the committee are two radio veterans, McWilliams Stone and Phillip C. Lenz, both of Chicago, who were directors on the first organizing RMA board of directors in 1924. Also on the "Silver Anniversary" committee are representatives of all RMA divisions and its advertising committee, the latter through Chairman Stanley H. Manson of Rochester and W. B. McGill of Philadelphia.

Catchers-Of-Commercials Praised On WOR Show

WOR, New York, used 15-minutes of its afternoon time yesterday to allow Norman Livingston, commercial program manager, to chat with listeners who answered the station's plea for criticism and suggestions on programs. Livingston told how some suggestions would be carried out and explained why it was not practicable to do so in other cases.

Speaking of listener comments on diction and pronunciation, Livingston said: "And some of your letters mentioned words and pronunciations in commercial announcements. That was swell! Everybody gains when you listen so alertly to what our sponsors have to say."

WNBC Skeds Nature Show

Ivan Sanderson, naturalist and zoologist, has been signed by WNBC for a new series dealing with unusual aspects of the natural sciences. Program, to be aired across-the-board 9:15-9:30 a.m. beginning Monday, replaces John McCaffery's "Room 416."

Wedding Bells

Peggy Clark of the CBS Clark Sisters will be married to Willie Schwartz, clarinetist on Bob Crosby's "Club 15," on Friday, Sept. 17. Ceremony will take place in Hollywood.

George Rock, comedian with the Spike Jones stagershow unit, and Betty Jo Huston, were married on September 8th in Sacramento, where the Jones crew is doing a personal appearance at the California state fair.



California Commentary...!

● ● ● Following his return from a trip to the South and Southwest, Richard Krolik, general manager of the sales and service department of Television Reporter Prods., was lavish in his praise of WBAP-TV, Fort Worth, the Amon Carter station, which will start telecasting Sept. 29. He reports that four of the five nights per week for telecasting have already been purchased and that Leonard's, well-known

Hollywood

Fort Worth department store, has bought the sponsorship of three high school football games a week, while Stripling's department store has contracted for the telecasting of 24 Alexander Korda films. Krolik said WBAP-TV's commercial manager is stressing fact that purchase of television time should be considered a promotion expense, rather than an advertising outlay. Bob Hope returns to the air Sept. 14 with a completely new show, including singers Doris Day and Billy Farrell, the latter discovered by Hope in Cleveland. A change in announcers will also mark the show. Les Brown's orchestra is the only holdover from last season, with "something new" being added in this department, too.

★ ★ ★ ★

● ● ● Eddie Cantor, who spent several weeks in Europe this Summer, is now on a speaking tour of 24 U. S. cities on behalf of the United Jewish Appeal, basing his talks on first-hand data concerning the plight of displaced persons in Europe. He is also entertaining at several veterans hospitals during the tour. He returns to the air Oct. 1, with Dinah Shore, whom he launched to national prominence as a singer on his own show several years ago, as featured vocalist. She is currently appearing at the Palladium in London, where she is being acclaimed as the biggest attraction of all time. Also with Cantor for the 1948-49 season will be Bert "Russian" Gordon, Harry Von Zell as announcer, Billie Burke and Edgar "Cookie" Fairchild as musical director. Jack Edwards, Sr., 53, died in surgery at the University Hospital, Minneapolis. He was a producer at KFI during the war and developed one of the first soap operas, "The Edwards Family." He is survived by his three children, Sam, Jack, Jr., and Florida.

★ ★ ★ ★

● ● ● Although efforts have been made for past eight years to win a postmark for Hollywood and also have Glamourville placed on the map, it remained for radio to accomplish the job in four months. The B&B Ball Pen Company financed the stunt on Ralph Edwards' "Truth Or Consequences" program whereby Billy Snyder, a contestant, was sent across the country to 23 cities to obtain signatures for a petition to the U. S. Postmaster General to give Hollywood a postmark on its own mail sent from its own post office. Snyder got more than 660,000 signatures. Marking the success of the stunt, the Hollywood Chamber of Commerce tossed a luncheon and presented plaques to Don Belding, C. Burt Oliver, William J. Pringle and Jack Melvin, all of Foote, Cone and Belding, in addition to others.

★ ★ ★ ★

● ● ● Jack Bailey and his "Queen For A Day" crew troupe to Lubbock and Abilene, Texas, the last week in September for personal appearances in each of the cities. Further, there is an excellent possibility that the Texas dates will open a tour which will take the show to the Atlantic seaboard. Cathy Lewis has been ordered off at the least the first few "My Friend Irma" broadcasts by her doctor. Ill most of the Summer, she was not well enough for the recent premiere of the comedy in which she co-stars with Marie Wilson. Her place has been taken temporarily by Joan Banks. Bill Goodwin, announcer and radio actor, has been signed by Warner Bros. to play a harassed film producer in "Two Guys And A Gal."

FCC Postpones Date For Equipment Tests

(Continued from Page 1)

tain equipment performance tests at yearly intervals. Effective date for the amendment is postponed until August 1 of next year because needed equipment is not now to be had. The Commission said the postponement means that licensees will be afforded ample time within which to purchase the equipment necessary for the tests and for their own engineering personnel to become familiar with the necessary measuring techniques.

"Although the Commission rules require only one complete set of measurements per year, it should be pointed out that the measurements will probably have to be made much more frequently and that the over-all fidelity requirements of Commission rules can be met only when the numerous individual component parts meet the requirements. Where over-all requirements are not met, checks on and adjustments to the individual components will be necessary."

It was emphasized that "there has been no change in performance requirements for either FM or standard broadcast stations. However, licensees are expected to co-operate in corrective action where necessary and in a manner consistent with the particular circumstances involved. Where extensive modification of equipment appears necessary in order to effect compliance, licensees will be permitted a reasonable time in which to take such corrective action."

The Commission expects that by next August, it said, "through information obtained at the recent informal engineering conference and through future discussions with the industry, it will have established quantitative standards with respect to permissible values of radio frequency harmonics and other spurious emissions."

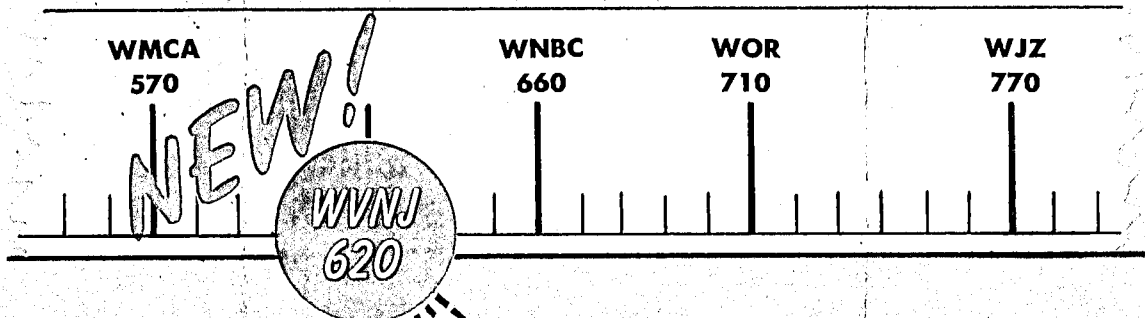
NBC Show To Plug Girl Scout Clo. Drive

Unique public service tie-up between the Girl Scouts of America and the NBC soap "When A Girl Marries," was announced Friday by Natalie Flatow, national radio director of the Scouts, and Tom McDermott, director of the program.

An appeal for the Scouts' "Clothes For Friendship" drive will be linked with the story line of the show. In the serial, a married couple is expecting a baby, and twice a week for a month, listeners will be asked to show their friendship for "Phil And Kathy" by sending in clothes which will be shipped to needy children in Europe.

Idea for the campaign, which begins Wednesday, originated with Mary Jane Higby, who plays the lead in the show, and has received the cooperation of the sponsor, General Foods, and agency, Benton & Bowles.

Elaine Carrington scripts the serial.



WVNT
WVNT - FM

620 on the dial

NEWARK, N. J.

New Jersey's Most Powerful Radio Station

5000 WATTS - DAY & NIGHT

On the Air in September



Note you can turn me over



is the newest radio station to serve Northern New Jersey

and Metropolitan New York. Its strongly directional

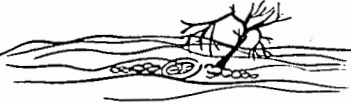


antenna system of five

towers is so designed that there is no wasted power

scattered over unproductive

areas.

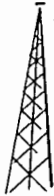


Its 5,000 watts are so concentrated that it will blast into

the great Essex County area (richest income tax county in the entire country) as well as

the FIVE other rich commuting counties of North Jersey.

Beamed as it is



toward New

York, sponsors are assured of strong THRIFTY

coverage of the world's greatest twin markets—Northern New Jersey and New York City.

Our rate card is *thrifty* — our Scotch laddie and lassie are our

symbols of thrifty buying to reach lots and lots of people who live within



the confines of our STRONG DIRECTIONALIZED signal which eliminates the open spaces

where few people live and just as few buy your



products. For complete information on how

your thrifty radio dollar can be used to advantage to reach your thrifty prospects who

will be listening to OUR thrifty radio station write, phone, wire, or drop in to see

*On the Air
in September*

IVON B. NEWMAN

General Manager

45 CENTRAL AVENUE, NEWARK 2, N. J.

MITCHELL 3-7600

You'll get the information you want pronto!

NAB To Query Mem. Re All Channel Needs

(Continued from Page 1)

quencies," DeWitt said, "in view of the Commission's oral argument set for Oct. 6. We feel that allocation of sufficient channels is vital to the broadcasters and the American public, and that there is sufficient channel space for every one if the Commission is realistic about the demands requested by other services."

Group agreed that the FCC should "explore every avenue possible to effect the greatest economy of frequency usage, so that adequate relay broadcast facilities would be available for meeting not only the regular program needs in AM, FM, and Television but also for emergency, disaster and national defense services."

Engineering Comments Received

Subcommittee also heard a digest of letters and comments received by the NAB engineering department and committee member Oscar Hirsch, KFVS, Cape Girardeau, Mo., on the proposed Commission deletion of the 152-162 megacycle channels. Also under study was the number of TV relay frequencies required by broadcasters.

Attending the meeting were DeWitt, Hirsch, E. M. Johnson, MBS, Lynne C. Smeby, consultant, Washington, D. C., Royal V. Howard, Neal McNaughten, Kenneth H. Baker and Ivar Peterson, all of NAB.

Peg MBS Atom Series On Pop Program Formats

Popular program formats — quiz, mystery, juvenile panel and drama—will be employed by Mutual in its four-part informational series "The Atom and You," which will be aired on successive Mondays, 9:30-9:55 p.m. beginning Sept. 20. Series, which according to the web, is "designed to entertain as it educates, with entertainment the first requisite," will be produced and directed by Sherman H. Dryer.

Kickoff will be an audience participation giveaway quiz, with questions pegged on atomic energy. Web reportedly is trying to line up Fred Allen to emcee the show. Prizes will be merchandise developed as a result of atom research.

According to Elsie Dick, Mutual

WANTED:

Advertising Agency Publicity Job

Experienced Radio, Newspapers, Magazines; Imaginative Go-Getter with Plenty of Know-How. Excellent References.

Write RADIO DAILY
Box 168

1501 Broadway New York City

La Rosa Sets Six Stations For New MacGregor Series

"Hollywood Theater Of Stars," a daily half-hour transcribed series produced and distributed by C. P. MacGregor, will be sponsored on six stations along the eastern seaboard, including New York, Philadelphia and Boston, by V. La Rosa and Sons, Brooklyn, starting Oct. 11. Sponsor manufacturers spaghetti, macaroni and similar products.

Features Movie Stars

Series, featuring a different movie star every day, will be broadcast over WOR, New York, from 1:30-2 p.m., Monday through Friday. Other stations sharing in the campaign are WBZ-WBZA, Boston and Springfield; WCAU, Philadelphia; WJAR, Providence; WTIC, Hartford; and WTRY, Troy. Other stations may be added later through the Kiesewetter, Wetterau & Baker agency which handles the account.

Talent line up for "Hollywood Theater of Stars" includes Dana Andrews, Susan Hayward, Robert Ryan, Joan Bennett, Edward Everett Horton, Virginia Mayo, Marjorie Reynolds, Herbert Marshall and others.

In its current campaign the La Rosa firm also plans to use participation announcements in women's programs. All of this is in addition to La Rosa's current "Red Rose Radio Theater" broadcast over a special network of Italian language stations.

ABC Adds Three Execs. To Sales Department

Several new additions have been made to ABC's network sales staff, according to Fred Thrower, sales veepee. Norman Prouty, formerly with Edward Petry & Co. and more recently sales veepee for E. Pritchard, Inc., has joined ABC along with Wylie Adams who served with the network as a production director from 1943 until early this year. Adams returns as a specialist on markets and stations.

George F. McGarrett has joined the ABC sales staff as an account executive. He was previously with FC&B, L&R and spent eight years with CBS, serving at various times as manager of Columbia's West Coast commercial program division.

director of educational programming, handling of the series was prompted by findings that the documentary program as such has to a great extent been reaching a stratum of listeners already alert to the information that broadcasters have sought to project.

"We are putting our revised concept to work in the 'atom' series and other documentaries now being planned on such subjects as 'Children of Divorce' and 'Marriage.' In these we will employ every popular entertainment device from top name stars to candid microphones to close the gap between what the public likes and what the public needs, thus bringing our documentary programs the breadth of public acceptance they must have if they are to achieve fully their primary purpose," she said.

Harness Comm. Mulls PR Broadcasters Plea

(Continued from Page 1)

Bow said Friday he is not yet certain the matter will be pushed by the committee. It is still actively under study, he said.

In the meantime, an interim report on the Port Huron and Scott decisions by the FCC—affecting broadcaster responsibility for libel and the question of time on the air for Atheists—is due this week, Bow said. A public hearing is likely before the month is out, said Bow, but whether it will be on the Puerto Rican matter or some other is still to be decided. Intensive investigation is under way now on the whole general subject of the Blue Book and the FCC's authority to issue it, as well as on Commission personnel and the loyalty record of FCC workers, licensing procedure and other items.

Charges that Toledo lawyer Edward Lamb, licensed this spring for AM and TV operations in Ohio and Pennsylvania, is or was a Communist will be part of the licensing study, Bow said. The Horwitz Brothers, Publishers in Mansfield and Lorain, O., and unsuccessful bidders for radio licenses, have been behind these charges and are generally credited with a major share of the responsibility for the creation of the Harness committee.

TV And FM On Agenda Of NAB Oct. Meet

(Continued from Page 1)

ard Hull, of WOI; vice-president, John Dunn, WNAD; secretary, Morris Novik and Washington attorney, Marcus Cohn will deal with NAB participation in the FCC clear channel hearings, the Senate Johnson bill hearings, the Mayflower decision and problems of minority broadcasting in the United States.

In addition to delegates from the six NAB districts, representatives of the Department of Agriculture, Office of Education, University Association for Professional Radio Education and Canadian Broadcasting Corp. are expected to attend the sessions.

Radio Profiles In New Book

"Life's Little Dramas," a book just published by Duell, Sloan & Pearce, is a most unusual collection of stories taken from the lives of the country's most famous men and women. The book was compiled by Bart Hodges, who accompanies each story with a caricature of the personality. A number of radio personalities are featured in the book, including Guy Lombardo, Abbott and Costello, Percy Faith, Jack Benny, Ben Grauer, Edgar Bergen, Perry Como, Fibber McGee and Molly and many others.

No extra fare on American's DC-6 Flagships!



Ride the famous "Mercury" flight to Los Angeles at no increase in cost!

On September 1st, DC-6 and Constellation fares were raised 10 per cent by the transcontinental air lines—with the single exception of American Airlines. On American, you can enjoy luxurious DC-6 service at no increase in cost!

"The Mercury," departing

daily at midnight, EDT and arriving in Los Angeles at 8:10 a.m. PDT, will continue to provide transcontinental travelers with the finest in air travel—at the same fare—only \$157.85. "The Mercury" now has eight roomy Skysleeper berths to supplement 36 seat accommodations.

Phone HAVemeyer 6-5000 or your travel agent

Ticket Offices: Airlines Terminal • Rockefeller Center • Hotel New Yorker
120 Broadway • Hotel St. George

AMERICAN AIRLINES

THE WEEK IN RADIO

Sun. Program Battle

By VAL ADAMS

FALL sked for networks to be highlighted by Sunday night program slugfest to gain highest Hoop-ers. CBS joins fight with slotting of Amos 'n' Andy at 7:30 p.m., EST, in \$2,000,000 lock, stock and barrel deal bringing them over from NBC. Far more Sunday evening competition between webs this season than in previous years.

Nash Motors to sponsor Presidential election returns on CBS night of Nov. 2. (Curtis Publishing doing same on Mutual). . . . Republicans bought half-hour on Columbia and MBS for Dewey's tee off from Des Moines on Sept. 20. . . . Lever Brothers adding "Big Town" to NBC sked. Goes in at 10 p.m., EDT, Tuesdays with Bohe Hope moving to 9 p.m.

FCC extended deadline for filing of giveaway statements to Sept. 24, following a petition from ABC. Commission set date of Oct. 19 for oral argument. . . . Singer Jack McElroy replacing Garry Moore as emcee of ABC's "Breakfast in Hollywood."

Petrillo held second unofficial meeting with transcription reps. Latter told AFM chief that any new contracts should allow for "realistic cuts" in scale. . . . A top official in record industry said many of the fast circulating reports about deals with Petrillo are "inspired propaganda."

WHN, New York, changing call letters to WMGM Sept. 15. Metro station now housed on Fifth Avenue in old home site of NBC. RCA Victor Records scheduled first nationwide factory sponsored price markdown in history of company. RCA said seasonal sales decline in popular records more pronounced this year than at any time since end of war.

Bing Crosby to do transcribed daily 15-minute show for Minute Maid concentrated orange juice in four to six major markets. Crosby elected a director of Vacuum Foods Corp., Minute Maid makers. Agency is Doherty, Clifford & Shenfield. . . . MBS billings in July and August totalled \$3,143,350, increase of 6.7 per

Urges Stations To Ante Up \$1,000,000 For Promotion

(Continued from Page 1)

ment in New York and a central research department.

"Some advertising agencies know more about radio advertising than we do," says Carpenter, "because they spend money to find out."

Carpenter, who was connected with Compton Advertising in New York before he went to the 250-watt ABC affiliate in 1945, would like to see all stations contributing five per cent of their gross for the project. But to get maximum support he suggests one-half of one per cent, of the industry's gross or about \$1,500,000 a year.

"The first thing we have to do," Carpenter points out, "is get the NAB board of directors to approve the idea in principle." He feels the board should appoint a small working committee of about five experts in marketing, advertising and promotion. This committee would investi-

gate the industry's selling problems and then recommend how best to spend the one or two million a year. Carpenter says these committeemen should be paid "fat fees" if necessary and that it might be best if a majority of them are not even broadcasters.

Carpenter argues that radio must spend at least as much to promote itself as do newspapers and magazines. He relates that "newspaper and magazine people have regular and established contacts with many more companies than radio people have." Carpenter adds that the "companies to whom we look for new business are biased in favor of printed advertising."

Prior to his ownership interests in WPOR, Portland, Carpenter was media supervisor for Procter & Gamble at the Compton agency. At one time he was also head time buyer.

WAAT Gets 5 Kw., Days; Night-Time Boost Refused

(Continued from Page 1)

sought, but only half the request was granted, with turndown dictated by engineering difficulties. Commissioners Walker, Sterling and Hennock did not participate.

Interference both to domestic stations and to stations in Cuba and Canada would result from a nighttime power boost, the FCC said. The daytime boost, however, will increase WAAT coverage by about two million persons—mainly within New York City. Total daytime coverage will rise, FCC said, to 11,018,700 persons within the 0.5 mv/m contour, and to 9,063,700 within the 5 mv/m contour.

Stork News

Mr. and Mrs. Edward Hopper are the parents of a six-pound, 15-ounce girl, Deborah, born last week at Hackensack Hospital. Father is assistant chief engineer of WHN, soon to be WMGM.

cent over similar period last year, said Jess Barnes, sales veepee.

New York-Boston radio relay link being used by AT&T for long distance telephone calls. . . . Puerto Rico's radio audience has almost doubled since end of war. Estimated 136,000 sets in use in San Juan and other cities.

Present TV band suitable for long time to come, George P. Adair, former FCC engineering chief, told Commission. It's unrealistic, he said, to talk of immediate abandonment of Channels 2 to 13. . . . Mutual's "Three For The Money," a giveaway which Ed Kobak said violates NAB code, gets MBS axe Sept. 18.

Premium Advertising Association of America asked FCC, in proposals on giveaways, not to restrict any radio plan of premium advertising which does not involve lot or chance.

NAB 14th District Meets At Yellowstone Park

(Continued from Page 1)

sufficient number of centers to maintain contact with national advertisers." Adaptation by local stations to their own needs of such a project should also be provided for, it was held.

NAB was also asked to open immediate discussion with SESAC of the whole question of rates, contract matters and clearance at the source.

Between sessions on TV and music matters, the meeting witnessed a demonstration of FM remote pick-up via shortwave from the automobile of William Grove of KCSJ, Pueblo, Colo., direct to the meeting floor. The broadcast was made six miles from Yellowstone's Mammoth Springs Hotel. Groves used equipment purchased from war surplus stocks and installed it for less than \$100 in all, giving an impressive demonstration of the practicability and economy possible in mobile units where no telephone lines are available or economically feasible. He furnished the meeting with complete details on the purchases, conversion, installation and use of the unit.

Expanded Radio, TV In Univ. Of Cal. Course

Los Angeles—An enlarged program of radio and television instruction will be offered in southern California in mid-September when University of California Extension opens its fall 1948 semester starting this week.

Listed in a newly published fall bulletin of daytime and evening classes for adults are such subjects as radio speaking, radio advertising, radio speech training, communication network, radio dramatics, radio in education, an engineering circuits laboratory, advanced antenna theory, circuit analysis, fundamentals of television and a teachers workshop.

AGENCIES

COLGATE - PALMOLIVE - PEET COMPANY board of directors have elected Dr. E. E. Dreger as vice-president in charge of research and development. Dr. Dreger joined the Colgate research department in 1925 and has served as research director since 1941. He will make his headquarters at the Colgate home office in Jersey City. He served in the United States Navy during the First World War and did organic research development at the Eastman Kodak Company in Rochester before joining Colgate.

CARL B. ROBBINS, executive vice-president of McCann-Erickson, Inc., has been granted a leave of absence from the agency during which he will serve as president of General Plywood Corp. G.P.C. is a client of the agency. Robbins, during his tenure as head of the company, will continue his association with McCann-Erickson in the capacity of consultant.

AMERICAN MARKETING ASSOCIATION, as its fall-season opening feature next Thursday, will present Mrs. E. B. Myers, consultant on marketing for General Foods Corp., who will speak on the subject, "Your Very Intelligent Boss." Mrs. Myers in 1947 was named "Advertising Woman of the Year." The meeting will be held in the west ballroom of the Hotel Commodore, starting at 12:15 p.m.

LINDSAY ADVERTISING AGENCY, INC., New Haven, Conn., has been elected to membership in the 4-A's.

BBD&O has added to its roster of account executives James C. Mac Vickar, formerly of Ruthrauff & Ryan.

TELEVISION FM • RADIO • ELECTRONICS ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

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OF NEW YORK**
52 BROADWAY, NEW YORK 4, N.Y.
Bowling Green 9-1120

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**RADIO & TELEVISION
REPRESENTATIVES**
New York • Chicago • Los Angeles • San Francisco

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, September 13, 1948—TELEVISION DAILY is fully protected by register and copyright

NBC IN HEAVY COMM'L WEB LINEUP

TELE TOPICS

By JIM OWENS
Associate Editor

SPORTS EXECS feel we've seen the last of major outdoor fights on video—and only major fights are held outdoors. Promoters Features like the Louis-Walcott tussle definitely won't permit an ike anywhere within a mile, they swear. . . . Ed Woodruff has resigned as director of film relations at WPIX, will devote full time to expansion of Telecast Films, Inc., of which he is prez and owner. Ed, a former DuMont and a hep TV guy, also owns sole video distrib rights to Film Classics. One of his properties is "Copacabana," a musical canned fairly recently.

TELDISCO, INC., NY-NJ distrib of DuMont sets, will lift the tab on the National Tennis Championships at Forest Hills (WABD). In addition, outfit is planning to install one of DuMont's latest jobs in the foyer of the club house, so USLT biggies can second-guess the court officials. . . . Ed Evans, former CBS staffer, joins WPIX film dept. this week. . . . Video version of the "Ford Theater" prems Sunday, Oct. 17. It'll be on a one-a-month basis. . . . Steve de Baun, ABC scribe, and Beverly Fleming, of the WABD promotion dept., became Mr. & Mrs. last Saturday. . . . Bulova Watch Co., planning to buy "space" on test patterns. Gimmick will display a clock in one corner of the pattern, etc.

FIRST CHI STUDIO SHOW to get dual treatment was "Stars of Tomorrow" on WGN, WGN-TV yesterday. Show is an old reliable, has been on the air for a dozen years. . . . Bob Emery and Dennis James will be the laughs of the party at DuMont's annual picnic for employees this week. Duo will entertain some 3,000 plant members and their families. . . . Jack Dempsey and Georges Carpentier, a couple of leather-pushers, will guest on "We, the People" tomorrow nite.

Top TV Industry Reps To Attend Channel Meet

(Continued from Page 1)

so-called ultra-high frequency bands to video will be thoroughly explored here before the month is out. Slated to appear today are engineer George P. Adair, former FCC chief engineer now an independent consultant, and representatives of the following firms: RCA, NBC, Paramount Pictures, The Baltimore Sun, ABC, DuMont, Cowles Brothers, TBA, Warner Brothers, CBS, WPIK, WTIC, WJR, WHAS.

Representing a number of clients will be attorneys Paul Spearman and Theodore Pierson, as well as a member of the firm of Loucks, Zias, Young & Jansky.

British To Demo TV At Copenhagen Exhib.

On Sept. 18, the people of Denmark will see, for the first time, British television at the British Industries Fair in Copenhagen. The Radio Industry Council of Great Britain, who are presenting the demonstration in association with Danish State Radio, have nominated one of their members, Pye Radio, to represent them in cameras and transmitting gear which will be similar to that supplied to the BBC. Receivers by a number of well-known British makers will be showing the programs in the Nimb Restaurant where the public will be able to judge results.

The BBC has assigned three members of their staff to the R.I.C. for the duration of the exhibition, a producer, a cameraman and a lighting engineer who, in addition to their program duties, will also instruct Danish personnel in tele technique. First transmission will be of the official opening ceremony on the morning of Sept. 18, and this will be followed by a Danish series of ten minute programs.

WBKB Hockey Set

Chicago—With a wide college football coverage already guaranteed Chicago's sports fans, WBKB last week announced that it has completed negotiations to bring another major sports event into Chicago homes this Winter. All home games of the Chicago Blackhawks hockey team will be aired by the Balaban

TV History

Buffalo—Niagara Falls was televised for the first time yesterday (Sunday) as WBEN-TV originated the first show of its kind on Canadian soil. It was the first on-the-spot telecast of the American and Horseshoe Falls and the first time a "live" program was sent by radio-relay link from Canada to the United States. WBEN-TV cameras were trained on the cataracts from a balcony on the 11th floor of the General Brock Hotel in Niagara Falls, Ontario.

CBS Sets 2nd Clinic For Web Execs. In Jan.

CBS will hold its second television clinic for all network station reps, January 21 through 23, it was announced Friday by prexy Frank Stanton. Web held its first get-together last March and because of enthusiasm engendered by it, and TV's sweeping advance since then, has called another.

Stanton mailed invitations to web execs Friday. Agenda will include such topics as programming, network service, coaxial and relay time tables, and operation costs.

and Katz station, it was announced jointly by William Tobin, president of the Blackhawks and John Mitchell, business manager of WBKB. This will be the third consecutive year that WBKB has covered Blackhawk games.

Web Doubles Total Of Commercials In p.m. Seg

Arrival of the '48 fall season, expected by most top-level industry execs to presage TV's "dawn of a golden era," will find NBC armed with no less than double the number of network clients on its December '47 books.

By Oct. 3, when Philco prems with its full-hour Sunday drama seg, network will have 11 nite-time hours on the sponsored list, out of a total of 16 and three-quarter weekly. Only network night-time (5:30 p.m. on) schedule is considered here, and does not include local pre-p.m. billing. In addition, figure does not include sports to any appreciable extent, although web will gain considerably in network commercial hours with advent of college football.

October lineup at the moment includes 26 accounts in the 11-hour commercial category, with six sponsors each underwriting individual 60 minute slots. Full-hour clients are: General Foods, (8-8:30, 8:30-9 p.m. Sunday); "Author Meets The Critics," and "Try And Do It," Philco (9-10 p.m. Sunday); Texaco (8-9 p.m. Tuesday); Kraft, (9-10 p.m. Wednesday); (Gillette 10-10:45 p.m. Fri. boxing) and Camel cigarettes, with five 10-min. news, Monday-through-Friday.

Magazine Study Shows 1% Of U. S. Have Sets

American magazine has completed a survey of its reading families on TV, in which only one per cent now own sets, but three of every 10, or 28 per cent, indicated they'd buy if service were available in their respective areas. Remaining 71 per cent indicated they might not buy, but the mag concludes this would leave "a sizeable market to be cultivated by video set makers." "Medium income" of the magazine's readers is \$3,850 annually, and is considered by the book to be the middle-income group.

WNBW's Civic Show

Washington—TV in Washington became a medium for acquainting the citizens of the Nation's Capital with their local civic organizations last week when the Hecht Company, leading department store, debuted "Civic Washington Speaks" on WNBW. Program will be aired each Friday, (8:00-8:15 p.m.) with announcer Verne Hansen interviewing "Guests Of The Week."

The Week in Television

Sees VHF Channels Busy For Long Time

"Regardless of progress in the UHF band, investment in television in the VHF (present commercial) band is already so great that there will be video in all, or at least a good percentage of, the VHF channels for a long time to come," former FCC engineering chief George P. Adair told the commission. . . . Total postwar shipments of TV receivers is near the 500,000 mark, RMA reported, with increasingly large shipments going into metropolitan areas such as Philadelphia, Chicago, Los Angeles, Boston, Washington and Baltimore. . . . Texas Telenet System, Inc., new group which includes Governor Beauford Jester, set plans for a five-station TV web in the Lone Star State. . . . RCA estimated a "consumer investment" of \$228,800,000 in TV receivers during the past two and a half years.

August survey of New York viewing by Pulse, Inc., showed "Toast of the Town" and "Texaco Star Theater" leading the top ten, although sports pickups dominated the list. . . . Alexander Stronach, Jr., former agency and film exec, was appointed eastern video program manager of ABC. . . . Third L.A. outlet, KLAC-TV set Sept. 17 as kickoff date, signed up USC, UCLA and Loyola grid skeds. . . . William Crawford Eddy, head of Para's WBKB, resigned to become president of his own patent firm. . . . Plan for nationwide expansion of TBA on a regional basis to be followed by intensive membership drive to include CP holders was outlined by TBA.

LOVE LETTER FOR EFFICIENT SECRETARIES (*)

Personal Attention Request of:

ED NOBLE, NILES TRAMMEL, ED KOBAC, BILL PALEY, CHARLIE LUCKMAN, . . . oh, Hell — ALL Radio/Ad Chiefs:

Would YOU like YOUR firm to be considered "Santa Claus" (**)
by Public? VIA: A Program, Sponsor and Product Identification
booster for any or/all segs?

1—P & SI Booster: "Contest COMMERCIAL"; questions and answers
about—P&S.

Usable with or without:

2—Greatest "Giveaway" which FCC would LOVE to ENDORSE.
(Ask 'em!) Yes. Even if all others ruled off.

Usable (&2) with or without:

3—Boff comedy vehicle; economical, adaptable half or whole hour
AM or PM.

—Maybe people would listen TO and FOR your commercials;
WANT to buy, huh?—

OUTLINE

#1—(See page 7, Hollywood Reporter, August 23rd.)

#2—Greatest Prize — "HAPPINESS UNLIMITED"
or "HAPPINESS HUNT" (Att. Y&R) 'Winner'
can unselfishly GIVE — Happiness to any person
other than a relative. Not GET (Get it?) Win-
ners do not receive anything tangible. No pur-
chase necessary. 'Winner' can for once in a
lifetime BE Santa Claus . . . give the Royal Gift.
#1 plus #2: "Santa Claus Commercial" usable
with #3, and/or without #3 as a TRAVELLING
Prize Contest appearing on some ONE net or
multiple-program-sponsor's show each day. Audi-
ence not informed which. "Stay tuned to . . . ?"
"Listen to ALL —?— Company's Programs."
Listeners share "HAPPINESS UNLIMITED" by
writing FREE usable letters about problems of
OTHERS. Also, (while/if legal) win minor
prizes by filling-in UNannounced names of prod-
uct and sponsor, and sound/visual clues in
"REBUS COMMERCIAL" (Included in pack-
age).

Studio Audience shares on stage ACTING (ad
lib) general problems letter-presented. AND
delivering the THIRD NEW TYPE COMMER-
CIAL within the program . . . the "AUDIENCE
Singing Commercial."

Instead of making with the positive; we give 'em
a negative. ERGO: They respond with a posi-
tive; they THINK P & S; speak P & S; L-O-V-E
P & S . . . and/Network! They also think about

OTHERS instead of themselves. That might
help even internationally if the darned thing
spread, huh?

#3—"I'm Crazy" title of Program. Screwier than
Morgan. (Plug!) Fun! (Secret: Based on 'Greatest
Good for All People) Includes major carried
stunts such as: "FREE ENTERPRISE WORKS"
. . . Proved in four weeks by object example.
Humorously. Shows public how to apply prin-
ciples to solve their own problems. "Free Enter-
prise" stunt hot now till election, huh? Could
reciprocal-tie-plug fine circulation-grabber for
national newsweb. Non-political but PRO-
American.

Details? . . . Did YOU get to be Chief waiting
for details?

Are Options like insurance policies?

I LOVE YOU

Mike ("I'm Crazy?") Stuart

Radiatrical Productions

1107 No. Western Avenue

Hollywood 27, Calif. Hempstead 2590

**Sometimes called Institutional; Relations, etc. Same
principle as:

*Oh, yes. Any Chief LOVES an efficient secretary
who unselfishly brings to his attention things to get
HIM kudos from HIS Chief—or stockholders. Gee
. . . that's the same principle working again. Do
you suppose it would work with MOST human-
beings . . . like LISTENERS?



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 52

NEW YORK, TUESDAY, SEPTEMBER 14, 1948

TEN CENTS

ASK FCC FOR 'DOWNSTAIRS' TELE BANDS

NBC Affiliates Set For Annual Meeting

Broadcasters, representing affiliated stations of NBC, will gather at Sun Valley, Idaho, Sept. 22 through the 25th for their annual convention with the attendance expected to pass the 500 mark.

The network contingent headed by Niles Trammell, president, will leave New York this week-end and will join up with a special train of eastern and mid-west broadcasters in Chicago on Sunday. From Chicago they will proceed to Sun Valley. Another spe-

(Continued on Page 3)

630 Stations To Carry Dewey Midwest Speech

Total of 630 stations have been lined up by the Republican National Committee, through BBD&O, to carry the opening campaign speech of Gov. Thomas Dewey on Sept. 20. Dewey will speak in Des Moines from 10-10:30 p.m., EDT.

In addition to buying a half-hour on CBS and MBS, the Republicans decided to make it a four-station broadcast in Des Moines and added

(Continued on Page 2)

New Officers Elected For Don Lee Network

West Coast Bureau, RADIO DAILY
Hollywood—New officers of the Thomas S. Lee Enterprises elected at a meeting held September 9th, were Lewis Allen Weiss, president; Willet H. Brown, executive vice-president; A. M. Quinn, secretary-treasurer, and Ray Sandler, assistant secretary, all are members of the board of directors of the Thomas S. Lee Enterprises

(Continued on Page 2)

New Volume

"Radio Station Management" authored by J. Leonard Reinsch, general manager of the Cox stations, is scheduled to come off the presses on Sept. 29. The Reinsch book is being published by Harper's and represents more than three years of research in the station management field by the author, for many years a leading figure in the industry.

U. N. Supporter

WQQW, Washington, has set a new high in daily United Nations broadcasts, according to Dorothy Lewis, of the U. N. radio department. The Washington station broadcasts "U. N. Daily," a news commentary, twice each day on AM and twice on FM.

Spot Drive Planned By Nestle Company

Nestea, product of the Nestle Company, Inc., will use spot radio for an introductory campaign next month in Boston, New York and Philadelphia, Harry G. Keibel, advertising manager of the company, announced yesterday. Doherty, Clifford and Shenfield, Inc., is the agency.

The Nestle company is expected to extend the spot campaign to other key city markets as fast as the merchandising of the new soluble tea products gets under way in these areas. Distribution in the state of Florida will start next month.

Oil Company Purchases Football Sked On KFVB

Los Angeles—KFVB has been chosen to broadcast two UCLA and two USC football games from the Los Angeles Memorial Coliseum, it was announced by the Tidewater Associated Oil Company.

Other radio stations and networks as far north as Seattle, Washington,

(Continued on Page 2)

TV Leaders Also Promise Continuation Of Effort To Develop UHF Service; RCA Urges Engineering Confab

Radio-Tele Exposition In Chicago Sept. 18-26

Plans for a radio and television exposition to be held at the Coliseum in Chicago, Sept. 18 through 26, were announced yesterday by Harry Alter, president of Harry Alter Company and chairman of the Electric Association. The exposition will be known as the National Television and Electrical Living Show.

Alter said that approximately 100

(Continued on Page 8)

Ramsey Agency Expands Operations On Coast

Plans for expansion of the west coast facilities of the L. W. Ramsey Advertising Agency which handles the Fitch radio account were announced yesterday with William W. Kennedy and Frank R. Capka, both

(Continued on Page 2)

LP Records Are Featured In 3-Station Campaign

To advertise the new LP (Long Playing) records, Columbia Records, Inc., and its distributor has bought over five hours of programming a

(Continued on Page 8)

Radio To Aid Air Force In Staging Production

Radio has been asked to co-operate with Air Force Association in staging first national reunion of Air Force personnel and veterans to be held in New York on September 24, 25 and 26 with a special "Operations Wing-Ding" production scheduled for New York's Madison Square Garden on Saturday, the 25th.

Bob Hope has volunteered to act as master of ceremonies for the Madison Square Garden show. Others to participate include Jinx Falken-

burg, Dinah Shore, Jimmy Stewart. Tex McCrary will be director and producer of "Operations Wing-Ding." Serving with him will be Joshua Logan, director-producer, and Allan Corelli of Theater Authority, Inc.

Special radio programs originating at the Air Force Association convention at the Hotel Commodore will be scheduled by New York stations and television stations plan to pick up portions of the Madison Square Garden show.

Washington Bureau, RADIO DAILY
Washington—TV leaders yesterday called upon the FCC to do its best to provide more "downstairs" channels for the video service, at the same time promising unabated efforts to develop the ultra-high frequency video service which all admit will eventually become commercially feasible. As for revision now of the engineering standards for the present TV channels, most of those appearing for the special TV engineering and allocation conference seemed to feel further studies and Commission-

(Continued on Page 3)

Special Programs For WMGM Opening

Special programs commemorating the switch of WHN to WMGM have been set for broadcast from the station's new studios at 711 Fifth avenue tomorrow night, Herbert Petthey, director of WMGM, announced yesterday.

The programs which will originate at the MGM studios in Hollywood

(Continued on Page 3)

California Spot Campaign Placed By General Foods

Birds Eye-Snyder, division of General Foods Corporation is placing a special spot campaign in Northern California starting September 20 to introduce a new distributor in the California area. Spots have already been set on KGO, KQW and KNBC.

Phone Interviews

Use of recorded telephone interviews as a means of adding greater realism to radio newscasts has been inaugurated at KLZ, Denver, by Sheldon Peterson, news and special events director. The telephone conversations are obtained through a recorder-connector apparatus with two-way interviews recorded for use on the air. First use was made Sept. 10.

★ COMING AND GOING ★



Vol. 44, No. 574, Tues., Sept. 14, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

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

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

ROBERT SAUDEK, vice-president of the American network in charge of public affairs, will leave by American Airlines tomorrow for Washington, D. C.

ADE HULT, vice-president of Mutual in charge of midwest operations, and MAC WARD, midwest sales manager for the network, are in New York for conferences with officials of the web.

FRED WEBER is in town. The executive vice-president of WDSU, New Orleans, visited for a while yesterday at ABC, with which the station is affiliated.

THEODORE C. STREIBERT, president of WOR, and J. R. POPPELE, vice-president in charge of engineering, are in Hot Springs, Va., for the meeting of the Mutual network directorate.

SANDRA BARKIN, who had a role in "Try and Do It" over WNBT, has returned from a vacation at Lake George, and now is awaiting the results of recent screen tests.

JOHN BRADFORD, writer-producer-narrator of "Three Corner Club" in WINS, has returned from a business trip to Washington, D. C., in the interest of his radio-TV package, "Let's Take a Holiday."

HERBERT SCHILLER, regional sales manager for United States Television Mfg. Corp., is spending a few days in Baltimore on video merchandising business.

JOSEPH H. REAM, executive vice-president of the Columbia network, leaves tomorrow for Cincinnati, where he'll address the Advertising Club of that city on the subject, "Television Today."

HAROLD R. KRELSTEIN, vice-president and general manager of WMPG, Memphis, Tenn., is in town huddling with executives of ABC on Fall shows and the opening of the station's new studios in Memphis.

LARRY LESUEUR, newsman for CBS, sailed yesterday aboard the America for Paris, where he'll cover the forthcoming meeting of the United Nations General Assembly.

BERNARD HOWARD, head of Howard Radio Productions, Chicago, and former producer of the Bob Elson 20th Century Show, is in town with JIM THORPE, Indian athlete managed by Howard and who is scheduled for several radio and tele sports shots.

ROSEMARIE O'REILLY, of the CBS research department, arrived in New York yesterday on the Queen Mary following four weeks in Europe.

TED OBERFELDER, director of advertising and promotion at ABC, leaves today for Chicago, where he'll attend the inaugural of WENR-TV, the network's television station in the Windy City.

BILL DOWNS, Columbia network newsman, has arrived in Berlin to take over his new assignment in the German capital.



Who Killed Cock Robin?

Looks very much as if he killed himself. He got all tangled up in a piece of string he was carrying to his nest, and hanged himself before anyone noticed it.

There's no need for time-buyers to get all snarled up trying to pick the best radio buy in Baltimore. It's simple—it's W-I-T-H, the BIG independent with the BIG audience.

And here's why: dollar for dollar, W-I-T-H delivers more listeners than any station in town. It covers 92.3% of all the radio homes in the Baltimore area.

Sure, there are some larger stations in town. But in this rich market—6th largest in the U. S.—W-I-T-H produces more results at a lower cost than any other station.

Smart time-buyers know this. They put—and keep—W-I-T-H at the top of their schedules. Do you know the W-I-T-H story? If not, call in your Headley-Reed man and get it today!



W·I·T·H

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

Ramsey Agency Expands Operations On Coast

(Continued from Page 1) of Hollywood, named executive vice-president and vice-president, respectively. The two formerly operated as the Capka & Kennedy agency as a partnership in Hollywood. E. G. Naeckel of Davenport, Ia., president of the Ramsey agency, announced that arrangements have been made for the servicing of accounts formerly handled by the Capka & Kennedy organization.

630 Stations To Carry Dewey Midwest Speech

(Continued from Page 1) WHO, the NBC affiliate, and KRNT, outlet for ABC. Ed Ingle, radio director for the GOP National Committee, leaves Washington next Saturday, Sept. 18, for Des Moines to assist in radio arrangements.

New Officers Elected For Don Lee Network

(Continued from Page 1)prises which owns the Don Lee Broadcasting Systems, the Don Lee Cadillac Motor Car California Distributorship, and a part of the Mutual Broadcasting System. Sandler is the attorney for the Lee interests.

Oil Company Buys Football Sked On KFQB

(Continued from Page 1) and as far east as Moscow, Idaho will carry the game from lines "piped through" by the Warner Bros. station. All games will begin at 8:15 as far as air fans are concerned.

Wedding Bells

Henry Jansen, of the CBS Photo Divions, was married Sunday, Sept. 12, to Betty Hart of Publicity Associates.

1st IN SELLING KANSAS Ben Ludy General Manager WIBW The Voice of Kansas TOPEKA

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

FINANCIAL

(September 13)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp, etc. Includes a section for NEW YORK CURB EXCHANGE and OVER THE COUNTER.

10 YEARS AGO TODAY

(From the files of Radio Daily) Television standards recommended to the FCC by RMA call for channels at least six mc. in width, with sound and picture carriers to be separated by approximately 4.5 mc. Sound carrier was placed higher than the audio band and 0.25 mc. lower than the upper frequency limit of the channel. Frame frequency was set at 30 per second.

EDWARD C. LOBDELL ASSOCIATES PROGRAM PRODUCERS 17 East 48th St. New York 17, N. Y. PL. 5-1127

Special Programs For WMGM Opening

(Continued from Page 1)
and from the New York studios will get under way at 8 p.m., and will continue until 11 p.m.

Eight to 9:00 p.m. portion originating in New York studios will be documentary cavalcade of station's history emceed by Ted Husing with specialties by Norman Brokenshire, Ward Wilson, Arthur Q. Bryan, Morton Downey, Mary Jane Walsh, Vic Damone, Joel Herron's orchestra, Ray Bloch's chorus and speeches by Mayor William O'Dwyer and other dignitaries. Nine to ten p.m. portion conceived by Louis K. Sidney will originate at Metro-Goldwyn-Mayer California studios and will present George Murphy as emcee; Gene Kelly, Frank Sinatra, Betty Garrett, Esther Williams, Ben Gage, Red Skelton, Jane Powell, Greer Garson, Walter Pidgeon, Mario Lanza, Andre Previn, Richard Beavers; George Stoll conducting MGM recording orchestra and MGM choral group. Ten to eleven p.m. portion will be interviews with celebrities at new Fifth avenue studios and special night club industry salute to WMGM.

Lyle Van, Newscaster, Opens Florida Station

WOR newscaster Lyle Van returned from DeLand, Fla., yesterday following the official premiere of his new 250-watt station, WDLF, first outlet for that city. On hand for opening ceremonies was Sen. Claude Pepper of Florida. Highlight of opening day was a two-hour playback of a tape recording made during "open house" in which Van interviewed local citizenry and who got to hear themselves on the air. Van got the station on the air in about two months after the FCC issued a CP. Lynn Gearhart, formerly program director of WALT, Tampa, Fla., is managing WDLF. Van continues his WOR newscasting.

Employment Bureau Opens Boston Office

Philadelphia—RRR-Radio Employment Bureau, a division of Radio's Reliable Resources, has started an expansion program with the opening of a new branch in Boston to relieve the pressure of traffic on the home office in Philadelphia. The Boston office is headed up by A. E. Smith, formerly associated with Admiral Franklin O. Pease, general manager of RRR-Radio Employment Bureau. Bureau plans other branches in the South, Midwest and West Coast.

Grace Sanders

Miss Grace Sanders, for 18 years a member of the Service Division of the CBS press information department, died Wednesday, September 8, at St. Luke's Hospital after a long illness. She was 41. Miss Sanders lived at 90-33, 217 Street, Queens Village, New York.

'Downstairs' TV Bands Asked Of FCC By Industry Leaders

(Continued from Page 1)
industry conferences are in order.

Typical of the attitude of the industry witnesses seemed to be the advice of former FCC member E. K. Jett, now TV head of the Baltimore Sunpapers (WMAR-TV), who advised that ideal performance standards are an unrealistic goal at this time, and urged the Commission to proceed to expedite the granting of construction permits to provide the best service which can now be provided. At the same time he called for protection to the 500 my. contour now, with further protection to be provided later.

Guy Wants "Status Quo"

Raymond Guy for TBA called for the status quo now so far as channel allocations are concerned, but proposed a committee headed by the FCC for further revision of the standards. Present licensees and permittees with their construction completed or nearly so, he added, should be given special consideration in the matter of conformity with possible new standards to be adopted in the future.

Guy was pinned down on this point by Attorney Thomas Dowd for the Yankee Network. Under questioning by Dowd he re-asserted his contention that TV pioneers who, he said, in most instances took large financial losses to help develop TV by building early should be given special consideration in the event large-scale changes in transmitting equipment might be called for. Chairman Coy pointed out that the TV license was for a limited period only, and that the Commission is required by the Communications Act to consider applications for renewal in the same light as original applications.

Points To FM Experience

Dowd then pointed out that FM pioneers had anticipated and invested in equipment to provide far more extensive coverage than they are now permitted, and asked if TV pioneers should have more consideration than FM pioneers. "That's a good question," Guy replied uncomfortably.

A similar exchange occurred later as the CBS vice-president, William B. Lodge, urged that nothing be done now which would mean delay in the processing of pending TV applications. He pointed out that CBS has applications pending in several cities that it is anxious to have given final consideration by the Commission, and that even hearing dates in some instances have not yet been set.

CBS Tardy, Says Coy

Chairman Coy broke in here to ask if there were not stations already on the air in those cities. Receiving an affirmative reply, he remarked that the reason CBS doesn't have authorizations today must have been that the net was slow in applying. He suggested that what Lodge was asking was that the Commission now disregard recent discoveries by engineers on tropospheric propagation and other interference "in order that

CBS may catch up with its competitors."

W. S. Duttera and Dr. M. H. Beers for RCA told the Commission they think data should be put together by an industry-Government group in preparation for an informal engineering conference "at the earliest possible date." In brief appearance they both developed the point that increased power for stations in the present TV bands might result in important savings to the public in receiver prices—which of course would speed the building up of the TV audience.

Duttera Reads Statement

In the statement read by Duttera they said they think it well for the Commission "to set up interim standards on tropospheric propagation," even though final and irrefutable information is not yet at hand. They said, too, that they are confident directional protection might result from new tropospheric standards.

An attempt by attorney James McKenna and Dowd to get a clear statement from the Commission on whether directional antennas are permissible under today's standards

NBC Affiliates Set For Annual Meeting

(Continued from Page 1)
cial train carrying the west coast delegation to the convention will leave San Francisco this weekend.

Registration will take place at Sun Valley on Tuesday evening, Sept. 21, and Wednesday morning, Sept. 22. The first business session will get under way at 10 a.m. on Wednesday. Meetings will be held on Thursday, Friday and Saturday mornings leaving the afternoons free for recreational purposes.

All sessions of the four-day conference will be closed with NBC department heads conducting discussions on all phases of network and station operations.

touched off a lengthy and at times sharp argument among the two lawyers and Chairman Coy. The lawyers claimed the regulations are unclear, and the matter will be taken up again today.

Duttera said higher power is the only means of insuring better reception throughout a station's service area, referring to interference from automobile ignition, diathermy, amateur stations and other types of man-made noise.

No extra fare on American's DC-6 Flagships!



Ride the famous "Mercury" flight to Los Angeles at no increase in cost!

On September 1st, DC-6 and Constellation fares were raised 10 per cent by the transcontinental air lines—with the single exception of American Airlines. On American, you can enjoy luxurious DC-6 service at no increase in cost!

"The Mercury," departing

daily at midnight, EDT and arriving in Los Angeles at 8:10 a.m. PDT, will continue to provide transcontinental travelers with the finest in air travel—at the same fare—only \$157.85. "The Mercury" now has eight roomy Skysleeper berths to supplement 36 seat accommodations.

Phone HAVemeyer 6-5000 or your travel agent

Ticket Offices: Airlines Terminal • Rockefeller Center • Hotel New Yorker
120 Broadway • Hotel St. George

AMERICAN AIRLINES



Mayfair

T R A N S C R I P T I O N C O M P A N Y

proudly presents

THE DAMON RUNYON THEATRE

THE GREATEST RADIO ENTERTAINMENT OF ALL TIME!

Fifty-two of the immortal Runyon's greatest short stories — adapted for radio with superlative production — offer alert stations and sponsors a program which will attain ratings equal to the top network shows! Runyon, one of the best known and best loved authors of our time; spun warm, whimsical tales, avidly devoured by people in all walks of life. Runyon short stories have been read by untold millions in *COLLIER'S*, and *COSMOPOLITAN* — and Runyon invariably received cover credit! Twenty of the famous Damon Runyon yarns have been made into motion pictures. And these big box office hits are in Mayfair's series!

In **BOOKS** — Four "Pocket Books" collections of Runyon stories alone have sold nearly 3,000,000 — plus the steady regular edition sales.

In **NEWSPAPERS** — Syndicated for years by *INS* in 150 newspapers with a daily circulation of 25,000,000 . . . reprinted and syndicated since his death by King Features to 100 newspapers with a Sunday circulation of 8,000,000.



And here's a few of the titles of the first fifty-two Runyon shows:

- LITTLE MISS MARKER
- PRINCESS O'HARA
- LEMON DROP KID
- IT COMES UP MUD
- HOLD 'EM, YALE!
- DANCING DAN'S CHRISTMAS
- ROMANCE IN THE ROARING FORTIES
- TOBIAS THE TERRIBLE
- BROADWAY COMPLEX
- BROADWAY FINANCIER
- DARK DOLORES
- DREAM STREET ROSE
- FOR A PAL
- IDYLL OF MISS SARAH BROWN
- LILY OF ST. PIERRE
- MADAME LA GIMP
- MONEY FROM HOME
- NEAT STRIP
- NICE PRICE
- PICK THE WINNER
- SENSE OF HUMOR
- SOCIAL ERROR
- THAT EVER-LOVING WIFE OF HYMIE'S
- UNDERTAKER'S SONG



ANGIE THE OX



LITTLE MISS MARKER



PRINCESS O'HARA



TOBIAS TWEENEY

HERE ARE THE GUYS AND DOLLS who bring you the **DAMON RUNYON THEATRE:**

Mayfair Transcription Company's Richard Sanville, a great character with direction; Vern Carstensen makes with the production; and Russell Hughes, a literary gent in charge of scripts. And these three are the team that produced the Alan Ladd "BOX 13" show now heard on 230 stations! You'll admit this is very fine talent indeed. But, wait! John Brown, "AI" of "My Friend Irma" (CBS) or "Digger O'Dell" of "Life of Riley" (NBC), a very fast guy with the lines, will be "Broadway," a good and knowing gent who tells the fabulous Runyon stories. Remember the tales about Louie the Lug, Harry the Horse, Miss Lovey Lou,—the inmates of Mindy's restaurant who have delighted America for the past two decades.

The whole package adds up to what is remarkably fine radio indeed. It has the ever-present Runyon humor to guarantee comedy aplenty. Pathos is surely there, for Runyon's characters have human failings, make human mistakes. Excitement, too, for the problems and fateful contacts with thugs and pugs present situations of high good adventure. And romance—where Runyon's sensitive hold on the Broadway pulse shows much of real sentiment—but not sentimentality.

"THE DAMON RUNYON THEATRE"

— is syndicated by Mayfair Transcription Co., and that means it's offered on a cost-sharing plan—where each advertiser pays only a fraction of the series' actual production costs.

These recorded programs are designed for exclusive sponsorship within each market by regional and spot advertisers. There are 52 episodes (each a complete story)—enough for a full year's schedule, plus an option for an additional 52 episodes.

Audition samples, prices for individual markets and a list of the first 52 story titles are now available from

Mayfair TRANSCRIPTION CO.

8511 Sunset Boulevard, Dept. A
Hollywood 46, California
CRestview 1-8151

AGENCIES

DR. LYNDON O. BROWN, who has been in the advertising agency field for the last 20 years and for years was professor of marketing and advertising at Northwestern University, has become associated with Dancer-Fitzgerald-Sample, Inc., as vice-president in charge of media, research and marketing for all offices of the agency.

PHIL EDWARDS has joined the Chicago office of W. B. Doner & Co as radio and television director. He had held the same position with Carl Byoir and Associates.

RODGERS & BROWN ADVERTISING COMPANY has promoted J. Edward Boyle to the post of managing director. He will supervise the agency's New York and Hollywood offices, also its subsidiary, Catalog Specialists, Inc.

EUGENE VAN HOUTEN, Eugene Van Houten Associates, will be the director of the Better Selling Clinic of the Advertising and Selling Course, sponsored by the Advertising Club of New York. Among those who will serve as leaders at the various meetings are: Carey E. Tharp, manager, Management and Research Service, Metropolitan Life Insurance Company; L. T. White, sales promotion manager, Cities Service Oil Companies; James J. Jacobson, marketing consultant, James J. Jacobson Associates; Louis T. Montant, Jr. sales management consultant, Eugene Van Houten Associates, and F. K. Doscher, vice-president in charge of sales, Lily-Tulip Cup Corporation.

MANUFACTURERS SALES COMPANY, San Francisco (plastic adding machines) have appointed Ad Fried Advertising Agency, Oakland, to conduct a test campaign in a selected group of northern California newspapers and radio stations. Schedule will be announced later.

Mountain Broadcasters Form AP Association

Radio stations holding Associated Press memberships in five western states have formed the AP Rocky Mountain Broadcasters' Association.

The new group was set up September 9 to bring about more effective radio participation in the cooperative's news service.

Three directors were elected to organize a close study on the news report filed over three circuits which serve Colorado, Wyoming, Utah, Idaho and Montana.

Douglas Kahle of station KCOL, Fort Collins, was named director for the Colorado-Wyoming area. Ralph Hardy, KSL, Salt Lake City, for the Utah-Idaho circuit and Franz Robischon, KBYM, Billings, for Montana.

These men are to select a chairman to preside at the association's next meeting to be held in connection with the next National Association of Broadcasters' district convention.



Mainly About Manhattan. . . !

● ● ● NBC, still smarting over that CBS "Amos 'n Andy" raidola, would feel a lot better if they, in turn, could shoehorn latter's "Lux Theatre" into the fold. . . Life mag dropping its "Movie Of The Week" format. . . Phil Baker's changed his mind about bringing "Everybody Wins" to N. Y. (Baker made the decision not to switch the same day it was printed that the program would be coming East). . . Current Harper's has a story on the problems created by television with no mention of the possibilities of stratovision. (Wait 'till Westinghouse gets a load of that). . . Teddy Garry (wife of comedy writer, Al Garry) has replaced Eloise McElhone on Mutual's new ailer, "Alibis." She'll co-emcee with Ray Morgan. . . Jane Russell has been added to the Wessons package that Joe Bigelow is readying on the coast. (Would you say she's fronting the deal?). . . Fortune Pope rates a nod for his long-standing opposition to "time resale" brokerage racket. . . Les Tremayne being set for series of television guesters. . . "Movieland Quiz," which shifts to Tuesdays starting tonite at 7:30 on WJZ-TV, shapes up as one of the more refreshing video-participation stanzas. (Ralph Dumke, new emcee, sparkles with his antics.)

☆ ☆ ☆ ☆

● ● ● A major H'wood studio is considering film treatment of a recently published short story by Lt. Comdr. Vincent W. Hartnett, "Gang Busters" supervisor. In addition to his regular chores on the show, Vince writes for several national mags, reviews books for the high-brow quarterly, "Thought," is doing a novel of adventure in the Pacific (where he spent three war years in the Navy) and finds time somehow to work for his Ph.D. at Columbia.

☆ ☆ ☆ ☆

● ● ● **VIEWS AND REVIEWS:** "Life of Dennis Day" is back with its easy-to-take humor and, we're happy to report, three songs by Dennis. . . ABC's sustainer, "Music And Mr. Blaine" is as uninspired a musical session as is its title. Jimmie Blaine shows to much better advantage in his lesser role on Margot Whiteman's "Tomorrow's Tops." . . The Sealest Variety Theater is no contribution to radio programming, falling back on the tired formula of names and variety to be sure of providing some interest for somebody somewhere. . . The Contented Hour combines the Ted Dale arrangements, the Buddy Clark lilt and the guesstar 'lift' into just the right formula for keeping listeners contented year after year. . . The charades on "Charade Quiz" continue to be much too easy creating little suspense or deliberation on the part of the panel experts. And, why, oh why, don't they change those annoying commercials? The way they are now they're guaranteed not to win friends or influence people.

☆ ☆ ☆ ☆

● ● ● **TODAY'S QUOTE:** "It won't do you fellows any good to 'yes' me, because I'm a man who won't take 'no' for an answer."—Sam Goldwyn.

☆ ☆ ☆ ☆

● ● ● Aside to Joe Comiskey: When you credited Dizzy Dean with defending his not exactly faultless English by cracking: "A lot of folks who don't say 'ain't,' ain't eating," it made some of us burn. You're old enough to remember that Will Rogers said it first and better. To wit: "A lot of people who say 'have eaten,' ain't et!"

☆ ☆ ☆ ☆

● ● ● Aside to directors who insist upon using the same names week after week on their shows: One director we know was bounced off a top show not long ago, the reason being that the agency got sick and tired of his using the same lad every week, regardless of whether he was suited for the part or not.

SOUTHWEST

NOW it's weekly golf lessons on the air. Each week one particular phase of the game is covered and questions answered which were submitted on various phases by the listeners. Program is heard over KSET, El Paso and features Jake Gorman, KSET sportscaster-golf pro. Bill Lightfoot has been named commercial manager for KCOH, Houston. Lightfoot was formerly an account executive of KABC, San Antonio.

M. T. (Rosy) Stallter has moved to Austin from New York to direct preliminary organization of the Texas Telenet System being formed there.

While the motion picture "Strike-It Rich" was being filmed by Jack Wrather, KTBB, Tyler, aided the group by opening its studios to the company to hold auditions for local persons desiring bit parts. Station also aired an appeal for 1930 'vintage cars which were needed for scenes in the film. As a result of its all out effort, interviews were obtained from Bonita Granville, Rod Cameron, Don Castle and Stuart Erwin on KTBB.

According to Charles Balthrope, owner and manager of KITE, San Antonio, two turtles have been entered in the annual Variety Club of Dallas Turtle Derby. The turtles will carry the names "No Gush" and "No Mush."

KFDA, Amarillo has begun operation on its new power of 5,000 watts day and 1,000 watts night on a frequency of 1,230 kilocycles. Gilmore N. and J. Lindsay Nunn head the Amarillo Broadcasting Co., owner and operators of the outlet. A 3 kw. transmitter for KFDA-FM is now being installed and the antenna for the FM operation has been mounted atop the station's 367 foot tower.

Katie Williams has replaced Fran Beasley Riddle, who has left radio for matrimony, on WFAA, Dallas' daily Monday through Friday feature "Song Shop." Miss Williams has appeared on other WFAA programs and on other local outlets besides appearing on local amusement circuits.

F. E. Loring, Dallas advertising agency head has visualized a \$50,000,000 Dallas Radio-Television City. The dream has been put into a cardboard model complete to scale the plan calls for a 51-story theater-radio-television center.

THE ART SCANLON SHOW
LAUGHS FUNNY
1010 ON YOUR DIAL
WINS 6:30-9:00AM
7:00 • WORLD NEWS • 8:15
CROSLY BROADCASTING CORPORATION

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, September 14, 1948—TELEVISION DAILY is fully protected by register and copyright

TV AS HYPO TO BASEBALL "GATE"

TELE TOPICS

By JIM OWENS
Associate Editor

WPIX had a new biz flurry last week, packed R. J. Reynolds (Camels) for its eight-game college grid sked, starting Sept. 25 with the Navy-California contest in Baltimore. Games will be originated by local stations, augmented by a WPIX remote crew, and fed to the News station on the cable. WMAR-TV and WFIL will figure in the feeding. Ripley Clothes & Borden also joined the client list, former to bankroll wrestling (Thursdays) from Ridgewood Grove, America's oldest sports palace. . . . Herb Swope has checked out of WCBS-TV.

SCANNING the sports circuit these days, what with a hefty variety of boxing and wrestling, a guy wonders why Sam Taub hasn't been grabbed. Sam was a pioneer fight gabber as well as one of the best-informed men behind the mike in the sports whirl. . . . Peter Donald does a guest shot on Texaco "Star Theater" tonite, which gives that seg just about par for the course. Practically every "name" has been grabbed for the airer thus far.

NBC V. P. JOHN ROYAL's tome "Television Production Problems," has been published by McGraw-Hill as part of the NBC-Columbia Univ. Broadcasting series. Book includes several lectures, etc., by top staffers at the web. . . . Larry Holcomb, formerly head of radio for Sherman K. Ellis, has switched to Lennen & Mitchell. He'll assist Nick Keesely, agency's radio and TV mgr. . . . Sept. 14 issue of The Woman, pocket-size slick, has a piece on CBS' busy gal Franny Buss. . . . WABD's "Key to the Missing" (Sunday nites) continues to defy Father Time and The Impossible. Seg last week turned up a guy missing 62 years, also established family ties for a girl raised in an orphanage.

DuMont's Vet Series

"Operation Success," a new public service series, produced in co-operation with the U. S. Veterans Administration, will premiere on the DuMont Television Network Sept. 21, it was announced Friday by James Caddigan, director of programming for the net. The series will be telecast on Tuesdays, 8 to 8:30 p.m., and continue for four weeks.

The program will demonstrate methods developed by the Veterans Administration to help disabled and partially disabled veterans find useful places in business and industry.

Chief emphasis will be placed on work done with amputees who need special training and must master special skills in order to step out of the category of wounded soldiers and become men capable of doing a full day's job.

WENR-TV Sets Lineup For Heavy Prog. Sked

Chicago—When WENR-TV, ABC's local outlet, makes its debut this coming Friday, station will be equipped with as heavy a program lineup as any to hit the year thus far, according to web's veepee Charles G. Barry.

Opener, which will rival the splash premiere of ABC's New York flagship, WJZ-TV, will include such web regulars as "Candid Microphone" and "Stump The Authors." Regular programming will include boxing and wrestling on Tuesdays and Wednesdays, plus professional football starting with the Chicago Cardinals and Pittsburgh Steelers on Sept. 19th.

Brown Shoe Expands

Roblee Television Fanfare, pre-game interview program on WABD, has been expanded to include time preceding telecasts of all home games on New York Yankees' football schedule by sponsor, Brown Shoe Co., St. Louis. Fifteen-minute program, featuring interviews with celebrities and outstanding sports figures, was a regular feature before all 68 Yankee baseball games.

Same general format will be used in fall telecasts with Johnny Winkin, roving editor of Sport Magazine and Stan Lomax, ace sportscaster.

Zetka Ups Production To 2,000 Tubes Mthly.

Zetka Television Tubes, Inc., has set a production schedule of 2,000 tubes a month and expects to reach that rate in a short while, according to Joseph B. Zetka, vice-president. Firm is in the process of expanding its facilities to meet the heavy demand for twelve- and fifteen-inch television tubes.

To finance the necessary expansion program, common stock in the Zetka Company is being offered at \$1 a share.

Seek Texas Station

Tyler, Texas—The Tyler Broadcasting Co., has applied to the FCC for license for a television outlet to operate here on Channel number nine, with 1-kw visual and 0.5-kw aural. The estimated cost of the plant is set at \$84,945. The operating cost for the first year is estimated at \$12,000-\$20,000.

Firm is a partnership composed of James W. Fair, in the oil business, 10% interest; Wilton H. Fair, his brother, an attorney, 10%; Dr. Irving Brown, a physician, 20%; Durward J. Tucker, electrical and radio engineer, 20%; Ray G. Thurmond, attorney, 20% and W. M. Rodgers, a former part time announcer-operator at KGKB, Tyler, 20%.

Medium Aids Yanks Set New Mark, Exec. Says

Despite the fact TV has an acknowledged ability to keep the public close to the fireside while airing a major sports event, thereby posing an increasingly difficult problem for top management in various phases of the sports world, the exact opposite is true in major league baseball, where new attendance records are certain to be set by season's end this month.

Both the American and National League will register new highs in '48 and the three New York clubs specifically will each soar comfortably past marks currently on the books.

For the New York baseball Yankees, specifically, video has helped to build attendance at the Stadium, and as such has a long-term welcome mat to the club's front office.

In the opinion of the Yankees' Tom Gallery, director of sales, including radio and tele, delivered at the opening luncheon meeting of the Sports Broadcasters' Association yesterday, video is responsible for the increasing presence of women and children in the House That Ruth Built. It's evident, he says, that video has whetted the appetite of this portion of the audience to the extent that interest is converted to attendance in person. Baseball, unlike many sports currently getting TV exposure, demands a huge playing area which doesn't project itself easily on the screen. As a result, he points out, the newly-aroused fan comes out to the park to see for himself.

On the other hand, it's expected other major clubs and their farm (subsidiary) teams will be faced with the problem of arriving at "territorial agreements" within the future. The smaller clubs, in Gallery's opinion, will probably raise a ruckus at the annual winter meetings, and some indication of what may be effected at those confabs to keep everybody happy is seen in a decision the Yanks took at the opening of the current season. WNEC-TV, Hartford, and a DuMont outlet, wanted to pick up the Stadium contests along with other web fare, but the Yanks' front office nixed it because of the danger of attracting fans away from local club.

As far as the Yanks are concerned, and there has been some concern due to the fact that coverage of the parent club has whittled down the gate of the nearby Newark Bears, its No. 1 farm club, the Yanks are "One hundred per cent in favor of television."

According to Gallery, the public will still come out to a ballpark if "you have a good team and there's plenty of competition."

Press-Time Paragraphs

WGN-TV Preems DuMont Web Show

Chicago—WGN-TV introduced DuMont network films last Sunday and plans to give Chicago viewers a regular schedule of east coast network programs. First DuMont show seen here was "Photographic Horizons," with Peggy Corday as mistress of ceremonies, at 7:30 p.m., and "Court of Current Issues" at 9:30 p.m. Monday's show was "Doorway to Fame," with Johnny Olsen as emcee. Others to follow include: Today, a preview of the Alan Dale show; Wednesday, "Swing Into Sports," with Joan Arliss as emcee, and Friday, Jack Eigen's disc jockey video series.

WBAP-TV Points To "T-Day"

Fort Worth—If all goes well within the next three weeks, WBAP-TV will make T-Day (Sept. 29) on schedule. So says Harold Hough, director of radio and television for Carter Publications. Test pattern transmission begins Sept. 15. Work on the television section of the new radio and television center, under construction in Fort Worth, is in final stages. The roof is on the main television studio, with finishing touches being added to the control rooms and two other studios.

Philco Appt's Coast Ad Exec.

San Francisco—Robert F. Laws has been appointed to the newly created post of western television advertising manager for the Philco Corporation, it has been announced by C. S. Beltlinger, western sales manager. Laws has been advertising and promotion manager for ABC's station KGO in San Francisco since 1944. A graduate of the University of California in 1937, Laws was associated with the San Francisco News until 1941 when he returned to the University as director of publications and other educational student activities, leaving there in 1944 to join ABC.

Radio-Tele Exposition Planned For Chicago

(Continued from Page 1)

manufacturers of radio and television sets and electrical appliances will participate in the show. The three Chicago television stations, WGN-TV, WBKB and WENR-TV will originate programs at the show and demonstrations of all models of television receivers will be held daily.

In addition Chicago radio stations will participate with most of the disc jockey programs of the leading stations originating at the Coliseum throughout the week.

The Electric Association, sponsors of the event, comprise over 600 leading companies of the industry. Felix Van Cleef, president of the association, is taking an active part in the arrangements. Hilliard Graham, sales promotion manager of the Hyland Electric Company and Larry Branch, appliance division manager of Carson, Pirie, Scott, are handling the entertainment arrangements.

Canadian Tele Outlook Reviewed By Speaker

Montreal—Television, when it comes to Canada, will not supplant radio but rather supplement it, F. W. Radcliffe, commercial vice-president of RCA Victor, told some 300 of the company's dealers from all parts of Quebec at a dinner at Queen's hotel.

Reviewing the television situation in Canada, he said that it could be expected that some definite decision would be arrived at the first meeting after October 1st of the Board of Governors of Canadian Broadcasting Corporation on television applications from the Toronto, Montreal and Hamilton areas.

RCA Victor, he said, would have television receivers available in those areas within a year after the stations are licensed. This, he added, would be approximate length of time it would take the stations to get into commercial operation.

"BRIGHT REMARKS"

(A DISC JOCKEY WRITES A LOVE SONG)

"L.S.M.F.T.!" "L.S.M.F.T.!"
LOVE SURE MAKES FUNNY THINGS HAPPEN TO ME.

I feel like raving and ranting,
Misbehaving and panting,
Screaming and chanting

Like a tobacco auctioneer:
(CHANT OF TOBACCO AUCTIONEER)—
"I'M SOLD ON YOU, DEAR."

"L.S.M.F.T.!" "L.S.M.F.T.!"
LOVE SURE MAKES FUNNY THINGS HAPPEN TO ME.

Yes, You're first Again and Again,
They'll never cure me of love's sweet pain;

I'm no longer independent and free,
And what's more I don't wanta be:
(CHANT OF TOBACCO AUCTIONEER)
"I'M SOLD ON YOU, DEAR."

by BOB BRIGHT

WVNJ—NEWARK, N. J.

COAST-TO-COAST

WNAX Adds Two

Yankton, S. D.—There are two new additions to the staff of WNAX. They are Lloyd Grant, who has joined the announcing staff, and Miriam Ylvisaker, who had been added to the promotion department. Grant, a graduate of Northwestern University and Gustavus Adolphus College, was formerly with WXLI, Guam; KYSM, Mankato; KOTA, Rapid City, and KELO, Sioux Falls, S. D. Miss Ylvisaker recently graduated from the University of Wisconsin School of Journalism.

Zeanah Returns To WSFA

Montgomery, Ala.—WSFA sports announcer, Charles Zeanah, after several months absence, has returned to that station where he will broadcast all games of the University of Alabama football team over a statewide hookup of 23 stations. Zeanah was in a Memphis hospital receiving treatment for a bone graft on his right thigh bone. It was the fifth attempt to restore the use of his right leg, broken several years ago, and was said to be a success.

To Air Houston Symphony Ork

Houston, Texas—Starting Nov. 6, for the fifth season, KPRC will broadcast the Houston Symphony Orchestra under the direction of its new conductor, Efrem Kurtz. The airings, which are scheduled to run through April 30, will originate in Houston's Music Hall with all performances open to a capacity audience of 2200 without charge. Series is being sponsored for the fourth time by the Texas Gulph Sulphur Company.

WMID Covers Miss America Parade

Atlantic City, N. J.—For the first time in pageant history, the Miss America Boardwalk parade was carried on the air via WMID's short wave. The station set up an FM short wave set in a convertible car which joined the parade of floats down the boardwalk. The car made frequent stops for interviews with contestants and spectators. Three vantage points were used for coverage; that of the convertible, the balcony of Convention Hall on which were situated part of the station's staff, and the judges stand, where the New York disc jockey, Jack Eigen, gave his views of the event and chatted with the visiting celebrities.

Covers 49th Encampment Of VFW

St. Louis, Mo.—KXOK recently covered the 49th annual National Encampment of the Veterans of Foreign Wars with eight broadcasts handled by Bruce Barrington, station news director. Broadcasts included interviews with prominent speakers from the convention hall and from the guest banquet, a description of the military parade, the activities of the Military Order of the Cootie, VFW Fun Division and a detailed account of the Million Dollar Pageant of Drums.

WIP Holds Safety Jingle Contest

Philadelphia, Pa.—WIP, in conjunction with the Philadelphia Safety Council of the Chamber of Commerce, is running a safety jingle contest beginning, Sept. 20. Entrants are asked to write a four-line jingle on any angle of safety affecting children, with the winning jingle bringing a bicycle to its writer. This jingle will be set to music by Uncle WIP and will be recorded by the station for a special safety campaign to follow up this contest on the air. Contest is open to all children of elementary, secondary and high school levels.

Celebrates Affil. With ABC

Milwaukee, Wis.—WMAW recently staged a two-hour celebration program at the Milwaukee Auditorium, marking its complete affiliation with the American Broadcasting Company. Speakers included Admiral Earl E. Stone, chief of naval communications and former commander of the battleship Wisconsin; Gov. Oscar L. Rennebohm of Wisconsin and Milwaukee Mayor Frank L. Zeidler. Tommy Bartlett, emcee of ABC's "Welcome Travelers," headlined the proceedings which featured Heinie and his band, Don McClellan, the Milwaukee Civic Light Opera chorus, pianist Carl Victor Doria, song stylist Kathleen Kohls, and a concert orchestra under the direction of WMAW musical director Ralph Hermann.

To Air Special Air Force Show

Washington, D. C.—Next Saturday, in honor of Air Force Day, WWDC will air a special 30-minute program featuring the U. S. Air Force Band. To be heard from 8:00-8:30 p.m., the show will also include special documentaries by Air Force personnel.

Pike Returns To KTFI

Twin Falls, Idaho—Russ Pike and the Prairie Knights, after an interim of two years, have returned to KTFI. The group is also playing at the Western Dance at the Radio Rendezoo and plays dances in the entire Magic Valley, which constitutes the primary coverage of the station.

WFDF Airs Pollen Count

Flint, Mich.—As an aid to hay fever sufferers in this area, WFDF is airing the local pollen count. The count, obtained from a local allergist, is being broadcast two or three times each noon hour and early evening, during the sneezing season.

To Air Local High School Games

Paterson, N. J.—WWDX-FM will carry 10 local high school football games starting Sept. 25. High schools on the schedule include Clifton, Ridgewood, Hawthorne, Paterson Central, Paterson East Side, Passaic, Garfield, Rutherford and East Rutherford. Announcers for the series will be Bill Perry of the station's staff and Joe Lovas, sports editor of the Herald-News, the Passaic newspaper owner of WWDX.

LP Records Featured In 3-Station Campaign

(Continued from Page 1)

week on WQXR, New York, plus other time on WGYN-FM, New York, and WGNR-FM, New Rochelle, N. Y.

Columbia is using 14 different program periods a week on WQXR in which LP records are featured exclusively. Included in the list of shows is "Symphony Hall" every Wednesday night from 8:05-9 p.m. Columbia also sponsors six 25-minute programs in the weekly lineup and seven quarter-hour periods. Most of the shows are broadcast in the afternoon. The 52-week contract was placed through Henry A. Loudon agency.

Next week WGYN-FM begins airing one hour a week under Columbia sponsorship. WGNR-FM, new station in New Rochelle, also will feature LP records for one hour every week.

Sponsor Giveaway Series

"Who's Talking?" syndicated transcribed show distributed by Hal Tate Productions, has been bought by WIRK, West Palm Beach, Fla., and is being broadcast a full half-hour every Tuesday at 7:30 p.m., from the stage of the Paramount Theater Palm Beach. Jackpot is increased \$100 weekly, with merchandise prizes also awarded winners. Program is sponsored by the Outside Venetian Blind Co., Palm Beach.

Mrs. Flora Rucker

Mother of Galen Drake, heard on WCBS, died Sept. 13 at Long Beach Calif. She was Mrs. Flora Rucker 80, who had suffered from a long illness.

IN BALTIMORE

WBAL

and only WBAL

OFFERS

BOTH!

The Greatest

Shows in

RADIO

are on

WBAL

50,000 Watts

The Greatest

Shows in

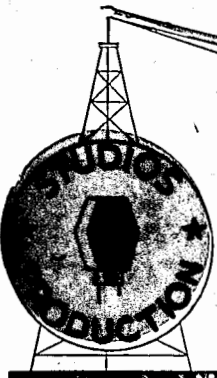
TELEVISION

are on

WBAL-TV

Channel 11

NBC AFFILIATE



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 53

NEW YORK, WEDNESDAY, SEPTEMBER 15, 1948

TEN CENTS

FCC TO CALL ENGINEERING CONFERENCE

Radio News Directors To Meet in St. Louis

Members of the National Association of Radio News Directors will gather in St. Louis on November 12, 13 and 14 for their third annual convention, John F. Hogan, news director of WCSH, Portland, Maine, and president of the association, announced yesterday.

Television news will be a top subject for study and discussion at the St. Louis meeting, Hogan said. News directors of TV stations will be on hand to explain techniques of handling news and special events and representatives of the wire services will also participate.

The subject of editorializing on the air, future of facsimile broadcasting and trends in newscasting on both AM and FM will also be on the agenda.

Documentary On German Crisis Planned By ABC

New plans by ABC for a far reaching documentary on the crisis and background involved in the German peace settlement will send Robert Saudek, public affairs veepee, to Berlin for a month's survey. He leaves New York by air Saturday, Sept. 18, to meet with top officials of the German occupation.

ABC will broadcast the document (Continued on Page 2)

Ad Women Of New York Sked Annual Course

Yearly Survey of Advertising course sponsored by the Advertising Women of New York will open for registration Wednesday evening Oct. 6 at the Hotel Astor. Subsequent weekly sessions will be on Mondays (Continued on Page 3)

Recruiting

Larry Stevens has been assigned the task of recruiting a bowling team to represent the Radio Executives Club in the New York Radio Bowling League which starts tournament play on Sept. 20. Stevens, who will captain the team, wants a winning combination which can compete with teams from CBS, ABC, MBS, WOR, WINS and AP.

Cut Set Prices

Substantial price reductions on radios selling at less than \$100 have been announced by the Stromberg Carlson Company of Rochester, N. Y. Reductions range as high as \$25 with the company's lowest priced radio, which retailed at \$34.95, cut to \$29.95. Television set prices which start at \$465 remain unchanged and radio combinations selling at \$350 and higher have been subject to price advances.

CBS Series On UN Will Debut Sept. 25

"Memo From Lake Success," new CBS series on the proceedings of the United Nations, featuring world statesmen and tape recorded actuality reports of General Assembly sessions, makes its debut from Paris, Saturday, Sept. 25.

Series will be aired over the CBS network Saturdays, 6:15-6:30 p.m., and rebroadcast over WCBS, New York, Sundays, 9:45-10:00 a.m.

"Memo From Lake Success" has been carried over the Canadian (Continued on Page 10)

Parks Johnson Retiring After 16 Years on Show

Parks Johnson, originator of radio's pioneer audience participation show, "Vox Pop" has retired from broadcasting to devote his full time to operating his 1,200 acre ranch in Texas, Fred Coll, his press represen-

(Continued on Page 2)

NBC's Coverage Of Election Will Utilize Staff Of 300

NBC has arranged an extensive setup for election coverage which will represent the web's most energetic effort in this regard and will mark the first network telecast of a presidential election. Network will combine its AM and TV facilities, for up-to-the-minute bulletins, etc., and will use an augmented staff of over 300 announcers, rewrite men, tabulators, editors, engineers, to handle maximum volume of news. In addition to bulletins and news

Confab To Determine What Revisions, If Any, Are Needed In Tele Field; Du Mont Urges UHF Bands

Net-Affiliation Factor In FCC Nod To WNOE

Washington Bureau, RADIO DAILY Washington—The FCC yesterday issued a revised proposed decision looking to the grant of the application of James A. Noe's, WNOE, New Orleans, to up its power from 250-watts, unlimited, in the 1450 band, to 50-kw. daytime and 5-kw. night time on the 1060 band. Rejected thereby (Continued on Page 3)

Adv. Council Sponsoring "Get Out The Vote" Drive

In an effort to "Get Out The Vote" the Advertising Council's American Heritage Campaign is making available statements from political leaders for use on network programs and independent radio stations. Those voted include President Harry S. Truman, Governor Thomas E. Dewey and Henry A. Wallace.

Sustainer Out West; Commercial in the East

West Coast Bureau, RADIO DAILY Los Angeles—When "Stars Over Hollywood" goes under the sponsorship of Armour & Company next Saturday the show will be heard via KNX at 12 noon on a sustaining ba-

(Continued on Page 3)

Washington Bureau, RADIO DAILY Washington—The FCC will shortly issue a call for an engineering conference to determine what revision, if any, is needed in TV engineering standards. At the same time it was generally believed here, although chairman Wayne Coy was in no position to say so, that the Commission will call a temporary moratorium on further commercial TV grants pending adoption of new interim or permanent standards.

Surprise of the windup session of (Continued on Page 11)

Sustaining Time Offer Made To Party Leaders

Giving equal sustaining time to all six qualified presidential tickets on the New York State ballot, WNEW inaugurates a series of 30 quarter-hour programs next Monday, Sept. 20, which runs for six weeks, Monday through Friday. Station has a policy of not selling commercial time to political candidates.

On each broadcast at 9:45 p.m., three presidential tickets will be featured (Continued on Page 10)

CBS Newsmen to Berlin To Cover Present Crisis

Edward R. Murrow and John Daly, CBS newsmen, will fly to Berlin on Saturday, to cover the crisis in the German capital for the CBS network. Murrow's nightly newscasts, 7:45-8:00 p.m., will originate from Berlin beginning September 20.

Guesting

Col. Thomas C. Musgrave, Jr., commanding officer of the Mitchel Field Air Base, will disclose plans for observance of Air Force Day on Saturday, Sept. 18, when he appears on "The Ladies Man" program over WOR today at 4:30 p.m. Col. Musgrave will be interviewed by Tiny Ruffner and will give the details of Mitchel Field open house next Saturday.



Vol. 44, No. 53 Wed., Sept. 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. 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 Dahlonaga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(September 14)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

W.E. Dividend

The Western Electric Company Board of Directors, Tuesday, September 14, declared a dividend of \$1.00 per share on outstanding capital stock payable on September 30 to stockholders of record September 23.

COMING AND GOING

E. R. VADEBONCOEUR, vice-president and general manager of WSYR, Syracuse, N. Y., in conference yesterday at NBC, with which the station is affiliated.

MERLE TUCKER, vice-president of KOAT, the ABC outlet in Albuquerque, N. M., is in Gotham on station and network business.

DAVE LUNDY, manager of KLAC-TV, Los Angeles, and KYA, San Francisco, returning to the West Coast following several days of conferences with New York station reps.

EDWARD F. EVANS, director of research at ABC, leaves New York today for Chicago, where he'll attend the premiere of WENR-TV.

IRVING GITLIN, of the CBS education department, and QUINCY HOWE, news analyst for the network, are in Washington for the centennial meeting of the American Assn. for the Advancement of Science.

JAMES HANRAHAN, general manager of WEWS, Cleveland television station, was welcomed yesterday at the New York headquarters of the American network.

JESS ZOUSER, news editor at CBS, leaves tomorrow via American Airlines for Washington.

ALLAN JACKSON, Columbia network correspondent, arrived in New York yesterday by plane from Berlin.

C. A. BENGSTON, manager of WINR, Binghamton, N. Y., is in town. Visited for a while yesterday at the offices of NBC.

EARL WILDE, pianist, leaves by American Airlines tomorrow for Washington. He'll come back Saturday by the same route.

W. H. SUMMERVILLE is in town. He's general manager of WWL, Columbia network affiliate in New Orleans, La.

TED MALONE, commentator and human-interest story teller on ABC, leaves today on a 20-day junket through the United States. He'll visit Chicago, Salt Lake City, Hollywood, San Diego, San Francisco, Portland, Seattle, Phoenix and Cincinnati.

THEODORE KOOP, director of the Washington news bureau of CBS, is conferring for a couple of days at the web's New York offices.

MAXINE SACHS, aide to Jules Dundes, advertising and sales promotion manager at WCBS, leaving for a late summer holiday of two weeks in New England.

Documentary On German Crisis Planned By ABC

(Continued from Page 1) tary late in the Fall and as yet no writer has been assigned to do the script. For the last month members of ABC's public affairs department has been doing research work in Washington on the background and present status of the German problem. While in Europe Saudek will confer with Julian Bryan, executive director of the International Film Foundation, whose TV motion picture crew is shooting film for use in the upcoming ABC-TV documentary, "The Marshall Plan: A First Report."

Radio and TV Will Aid Los Angeles Celebration

Los Angeles—Radio and television will lend support to the Los Angeles Chamber of Commerce's 60th anniversary celebration which will be held during the week of October 10-15. James Vandiveer, director of remote telecasts for KECA-TV, will be the radio and television contact, and will produce a 15-minute show which will be offered to all southern California radio stations for use on Oct. 8.

10 YEARS AGO TODAY

(From the files of Radio Daily) Pennsylvania Broadcasters Association adopted a resolution deploring "the discourtesy displayed by the motion picture industry in its present promotional campaign that it is concentrating its expenditures on publicity in other media than radio" and calling upon stations "to restrict the amount of free publicity given motion pictures by radio." . . . NBC will institute a new policy when it airs a participating show on WJZ. Such shows were previously banned by the web in New York.

Parks Johnson Retiring After 16 Years on Show

(Continued from Page 1) tative announced in New York yesterday. Johnson has been the senior interviewer on "Vox Pop" for 16 years. Johnson will continue to hold ownership rights in the program. In retiring Johnson said the program would be revamped around Warren Hull and will be slanted towards television. Auditions will be held to select a new team-mate for Hull. Harry Ommerle, agent for Vox Pop, will handle future sales negotiations for the show.

New FM Outlet In Chi.

Chicago—A new FM station, with call letters WBAR, is expected to be in operation here by January 1, transmitting from the top of a Loop skyscraper and operating on a frequency of 104.7 megacycles. A group of World War II vets, headed by Ralph J. Wood, have been granted a license by the FCC. Associated with Wood are Jules Pewowar, in charge of programming; Paul Damai, first vice-president; Dave Edelson, veteran radio man best known as Dynamo Dave, second vice-president and commercial manager; Sanford Wolff, secretary, and Bernard Miller, treasurer.

Ziv Series Renewed

Frederic W. Ziv Co., announces that the Peter Hand Brewery of Chicago, through Batten, Barton, Durstine & Osborn of Chicago, signed a renewal for their 4th year of broadcast of the Frederic W. Ziv produced and transcribed "Boston Blackie" over WGN in Chicago.

Strauss Buying Eigen Show

Strauss Stores, automobile accessory chain, through the William Warren Agency have just purchased 49 hours a week for 52 weeks on WINS, consisting of Jack Eigen's "Meet Me At The Copa" in its entirety.



Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

INS has served KOIL OMAHA FOR 12 YEARS

Net-Affiliation Factor In FCC Nod To WNOE

(Continued from Page 1)

was the application for the same band and power of the Deep South Broadcasting Company. A major factor, according to the Commission, was the fact that WNOE already has a network affiliation and therefore was able to be definite about its program plans, while Deep South could not be as definite because it admitted that while it has no network ties now it would be willing to consider network proposals once it got on the air.

Also Has KNOE, Monroe, La.

Commissioner Frieda B. Henneck voted for further hearings, while Chairman Wayne Coy favored the Deep South application over WNOE. Commissioners Jones and Sterling both voted for WNOE but objected to that portion of the decision which points out that the ownership of Deep South has somewhat more extensive newspaper and radio interests in the area than does Noe. They did not go along with Commission reasoning that a factor in deciding between the two applications should be the contention that "greater diversification of control of media of mass communications in the states of Arkansas and Louisiana" would result from giving the nod to Noe. (Noe is licensee of KNOE, Monroe, La., and owns a half-interest in KOTN, Pine Bluff, Ark. John D. Ewing, owner of 80 per cent of the stock in Deep South, is a trustee and quarter owner of the Robert Ewing Estate, which owns KWKH and KWKH-FM, the former a 50-kw. station in Shreveport, as well as 80 per cent of KTHS, Hot Springs, Ark. The Robert Ewing Estate also owns a newspaper in Shreveport and two in Monroe.)

In the decision, Noe is credited with having developed WNOE from a part-time station to an unlimited time station providing "a meritorious public service." Deep South also plans meritorious service, the Commission said. "We recognize that this applicant's plans may be changed to some undetermined extent since it may, during the first year of its operation, accept a network affiliation. Therefore, the program proposals of Deep South are not as definite as those of WNOE." (WNOE already is an MBS affiliate.)

The Commission also pointed out that WNOE had at times in the past carried an over-balanced schedule of spots, but said "this practice would be corrected by the proposal of Mr. Noe in the future operation of WNOE to limit the number of commercial spot announcements."

Sustainer Out West; Commercial In The East

(Continued from Page 1)

sis. The commercial coverage will be on CBS stations East of Omaha and Pacific Coast outlets of the network will carry the program, sustaining, for the first 13-week cycle. The new contract was negotiated by Foote, Cone and Belding. Paul Pierce is the producer.

Judges-Maestros

NBC's great Studio 8-H, made famous by Toscanini, tonight will welcome four more maestros—Sid Luckman and Johnny Lujak, of the Chicago Bears; Paul Governali and Bill Swiacki, of the N. Y. pro Giants. After these footballers finish their judging of the Sammy Kaye "Supper Club" finals, each in turn will grab a baton and exhibit his talent—if any—in leading the Kaye band.

29 Newspapers Used In Campaign By WMGM

Station WHN is conducting a newspaper advertising campaign in 29 New York, New Jersey and Connecticut dailies calling attention to its change in call letters, WMGM, effective today. The campaign, which began Tuesday, Sept. 7, will conclude Wednesday, Sept. 22, it was announced by Robert G. Patt, director of advertising and promotion.

Mayor O'Dwyer will formally change the call letters tonight during the dedicatory ceremonies from 8 to 11 p.m. at the new studios, 711 Fifth Avenue. One of the many features during tonight's celebration, will be an hour-long program from the MGM West Coast lot.

The new WMGM studios were constructed under the supervision of Frank Roehrenbeck, general manager. The dedicatory programs are being supervised by Ray Katz, program director. Joel Herron, the station's orchestra leader, is preparing the music to be used for the special programs.

Ad Women Of New York Sked Annual Course

(Continued from Page 1)

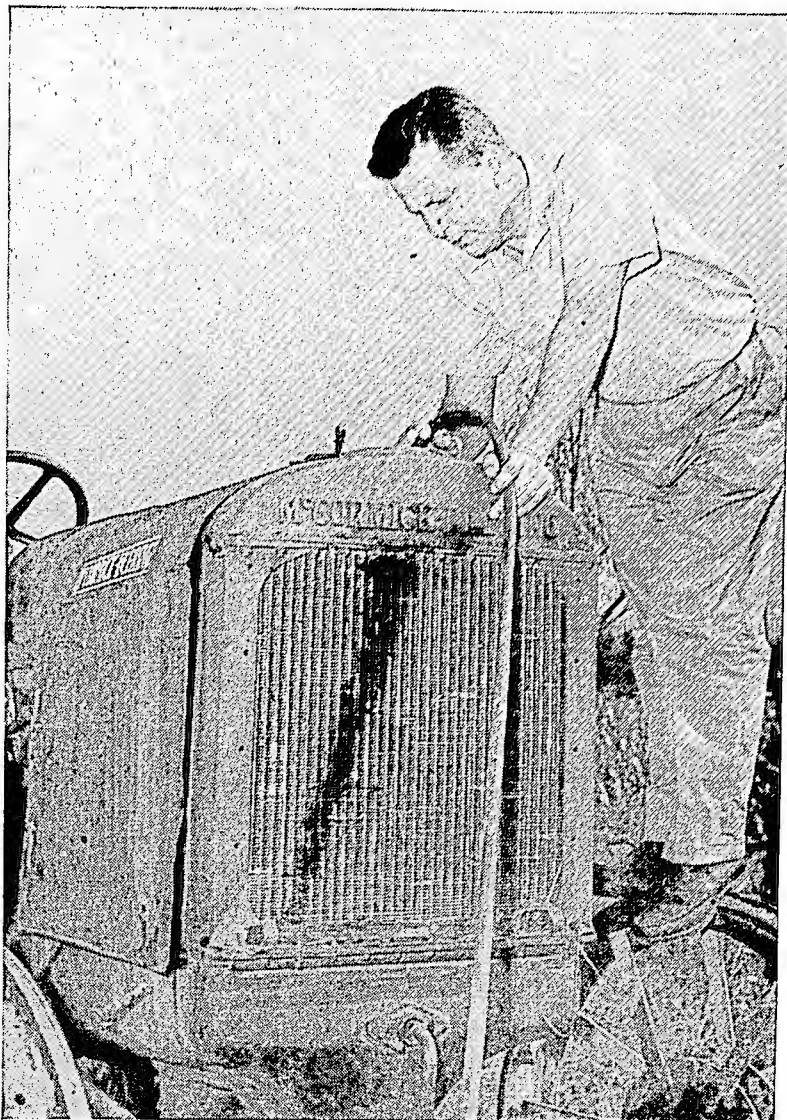
at 7:30 p.m. continuing for 24 weeks. Lectures by ad execs are planned to help the newcomer decide which phase interests her most and to give women already specializing in advertising an insight into other aspects of the business. Chairman of the course is Margaret Stark, research director of Gotham Advertising Co. One of the co-chairmen is Nadine Miller, director of press and public relations for C. E. Hooper, Inc.

Coney Island Salute

WMCA, New York, has varied its "Salute to Cities" to highlight Coney Island this week which is holding its annual Mardi Gras. Tonight, Wednesday, at 9:45 p.m. the station will air a recording made at Lane's "Irish House" and tomorrow night at 10:15 p.m. there'll be a playback of a program recorded from one of Coney's moving carousels.

Plugs New Product

After 10 years of plugging Pepsodent, Bob Hope was selling Swan soap when he returned to the air over NBC last night. Young and Rubicam handle the Swan Soap account for Lever Brothers on 153 NBC stations.



City Slicker, Country Style, Waters the "Horses" and Raises Ned

Whether Fulton Lewis, Jr., is watering a thirsty tractor or digging up evidence of interference with free enterprise, his enthusiasm for doing a good job urges him along his independent way. His down-to-earth style as he runs over the top of the news from Washington gets and holds loyal listeners.

His program rates high with advertisers as well as listeners. Currently sponsored on 319 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are 502 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

RADIO DAILY

SAN FRANCISCO

LOS ANGELES



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Admiral Radio to air a dramatic series over NBC starting in October. . . Carleton (One Man's Family) Morse readying a video stanza along similar lines. . . Disney Hats preeming a weekly 10-minute TV program on 19 stations. . . Wonder how many really boff shows might currently be on the air if the principals involved could get together regarding the television rights? . . . Earl Wilson does a guest disc jockey stint on Joe Franklin's "Antique Record Shop" Friday. . . Sister Kenny guests on the Bea Wain-Andre Baruch a/cirer the same day. . . Ed Hurley and Mickey Schwarz readying an air series tagged "Treasure at Cranberry Cottage," offering a new switch in treasure-hunting. . . Danny Webb's WPiXer, "Sunday Comics On Parade" switches to 5:30 slot. . . Hazel Shermelt, a brand new comedienne around these parts, is suddenly finding herself in plenty of demand for air jobs. (She had to turn down a role in Bert Lahr's traveling "Burlesque" to take care of all the offers here.) . . . Johnny Long opening at the Strand Friday. . . Lew Mindling no longer ten percenting Dorothy Shay. . . Jack Barry's "Life Begins At 80," which started out as a Summer replacement, will be a regular Mutual feature this Fall.



● ● ● Bob Dixon's videopus, originally known as "Tune Test," and now tagged "The Non-Purpose Club" preems Friday nite at 9 via WNBT. The musical quiz, sold by Kay Roberts of the Mildred Fenton office, features Bunty Pendleton and Paul Taubman.



● ● ● THAWTS WHILE THINKING: Somebody oughta point out to announcers who have an over-developed sense of their own importance that eight-year-old kids in school can read things that are written for them. . . Can't stand ballad singers who wring a lyric dry. . . Bet you didn't know that there once was a radio series in which the star worked behind a screen and wouldn't allow anyone to see him. The artist dramatized songs and claimed he couldn't remain in character while there were "disturbing influences" present. Fellow's name was Jimmy Kemper and he did almost a year on a CBS oil commercial a dozen years or so ago. . . No comic is as arrogant-like as Bob Hope—none as prolific as Fred Allen—and no straight man ever had the timing of George Burns. . . Nobody is as funny off-mike as he is on as Goody Ace and no grownup ever approached the ability to mimic a child's patois like Fanny Brice and Tommy Riggs. . . No sustaining series of programs in chronological sequence ever approached the old CBS nite-time array that spotted Reis & Dunn, Kate Smith, Crosby and Downey in a row. . . No man in radio has more beautiful hands than bandsman-magician Richard Himber—and nobody has the infectious bouyancy of Eleanor Kilgallen.



● ● ● TODAY'S QUOTE: "Never dreamed the time would come when my social engagements would depend on the outcome of a ball game. If the Giants lose, I cancel all dates and Leo and I go home to cut our throats."—Laraine Day.



● ● ● SID-BITS: Bret Morrison renewed at the Bagatelle. . . Eddie Dunn taking on another network stanza. . . A H'wood producer planning to film the life story of Connie Mack. . . Jim Boles did the narration on a record album, "Life Of Christ," for Religious Record Co. . . Pete Donald's memo to politicians: "Slinging mud never helped anyone win by a landslide." . . Untled Productions, one of the first in the video field, putting together its sixth show. . . Song we'd least recommend for the Hit Parade: "The Velvet Touch." . . Marcia Neil getting her own TV series. . . Bob Edge has completed editing a film short based on his hunting and fishing travels with Babe Ruth. Warner Bros. will release. . . Jimmy Durante arrives in town tomorrow to discuss an idea for a B'way show with Vinton Freedley, Ben Hecht and Charlle MacArthur and also to settle details of his air show with Wm. Estes' radio director, Tom Luckenbill.

PHIL BAKER has abandoned plans to transplant "Everybody Wins" show to New York City and will continue the quizzer from the Hollywood CBS studios for an indefinite period.

Martha Tilton becomes featured feminine singer for the Monday* and Thursday broadcasts of CBS' "Jack Smith Show," when the program departs from its present guest-star policy.

NBC's Phil Harris, accompanied by his guitarist Frank Remley, is driving to Hollywood from New York in the new Triumph automobile that Harris purchased while he was in England appearing in shows with Remley, Jack Benny and Mary Livingstone. Both Harris and Benny return to NBC Oct. 3.

Fred Allen and his wife, Portland Hoffa, are in Hollywood to spend 10 days visiting friends in the radio and movie capital. They will return to New York for their first fall show Oct. 3.

Steve Gibson's rhythmic Red Caps will head to Hollywood to make their motion picture debut on film for Rudy Vallee's television firm.

Arnold M. Grant, of Prinzmetal and Grant, has announced the re-appointment of Arthur E. Teal Associates as Public Relations Counsel to handle all promotion and publicity for David Rose, composer-conductor.

Mr. and Mrs. Sydney B. Gaynor, he's general sales manager for the Don Lee Broadcasting System, celebrating their 15th wedding anniversary recently.

Margaret Whiting is reviving her plan to have ASCAP award musical "Oscars" to the best song, songwriter, Broadway musical score, etc., and has enlisted the aid of Harry James, Johnny Mercer, Leo Robin and other music business personalities. She feels that the music industry can profit by the film field's annual awards and would like to see the proper credits given to those deserving writers, show and picture scores.

As soon as Larry Finley returns to his studios following his recent surgery, the first number he will film on 16mm. for televising will be the torrid new love ballad, "Mais Oui, Cheri, Fini," by Bob Ecton and Barbara Wright. It will be a 15-minute show. Ecton has "previewed" the new song this Summer at the Casa de Manana in La Jolla, where the gifted young pianist-composer is the featured entertainer.

"Night Terror," an original story dealing with superstitions, has been purchased by John Howard for Tel-america, Inc. Howard will produce the story as part of the company's "Parlor Theater" 16 mm. video series.

Wedding Bells

Wedding of Thomas J. Mahoney, CBS-TV production assistant, and Miss Frances Raissch is scheduled for Saturday, Sept. 18, at the Sacred Heart Church in West Brighton, Staten Island. Mahoney was formerly assistant trade news editor at CBS.

KNBC will open the football season with a broadcast of the third annual Football Festival saluting college football up and down the Pacific Coast, originating in Berkeley on Friday, Sept. 17. KNBC will first broadcast a description of the Festival parade (8:45 p.m.) at which Fleet Admiral Chester W. Nimitz will act as honorary marshall. Later at 11:30 p.m. there will be a broadcast of the rally at Edwards Field, University of California, when Sam Hayes gives a preview of coast teams and interviews coaches Len Casanova of the Santa Clara Broncos, and Lynn Waldorf of California.

Dink Templeton of KFRC was one of the main speakers at the Chamber of Commerce banquet honoring the returning Bay Area Olympic winners. Dink attended the games and gave a good first hand account of the contestants' victories. Then Saturday on his own sports program over KFRC Dink interviewed Olympic swimming star Ann Curtis.

Bill Willar, formerly chief of operations at KSMO has joined KGO's announcing staff, replacing Herb Ellis, who has gone to Hollywood.

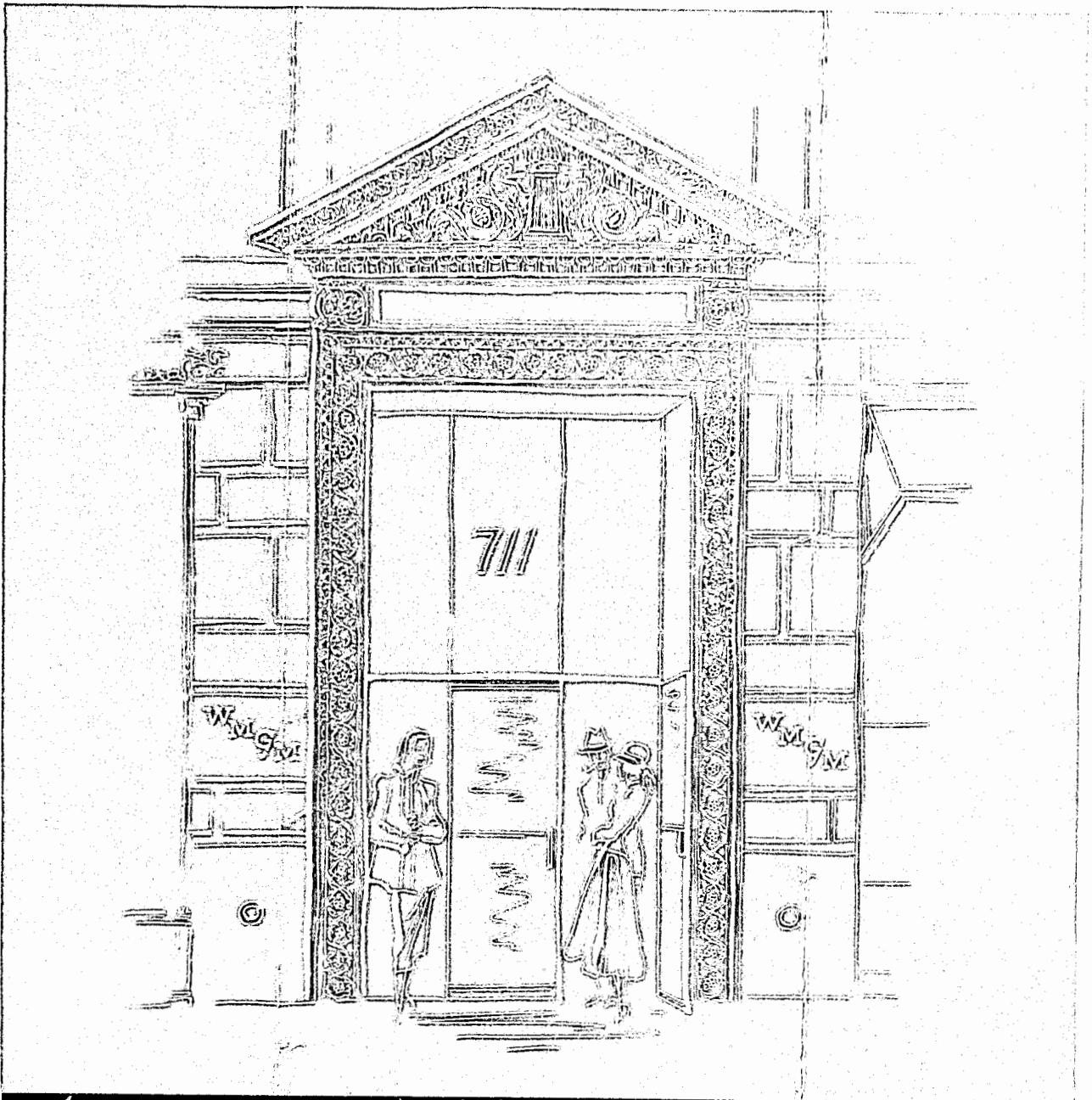
KNBC was the recipient of a national honorable mention award from the National Board of Fire Underwriters for its public service in fire prevention. John W. Elwood, general manager, received the award at a Downtown Association meeting attended by Northern California fire chiefs and insurance underwriters.

KNBC's New FM Outlet Will Have Wide Range

San Francisco—John W. Elwood, manager of KNBC, said yesterday that KNBC's new FM station will have an effective radiating power fifteen times more powerful than the present interim operation when its new transmitter is placed in service about three months from now. The new installation atop San Bruno Mountain, just south of San Francisco, will have an effective radiated power of 45,000 watts, in contrast to the approximate 3,000 watts output of the transmitter now in use.

Preliminary construction work, including surveying of the building site and construction of a road to the mountain top, already is under way.

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



WHN IS NOW...

WMGM

***** "CALL LETTERS OF THE STARS" *****

WITH NEW MILLION DOLLAR STUDIOS AT...

711 FIFTH AVENUE

SIX MODERN NEW
STUDIO UNITS . .

THE MOST ADVANCED
TRANSMISSION FACILITIES

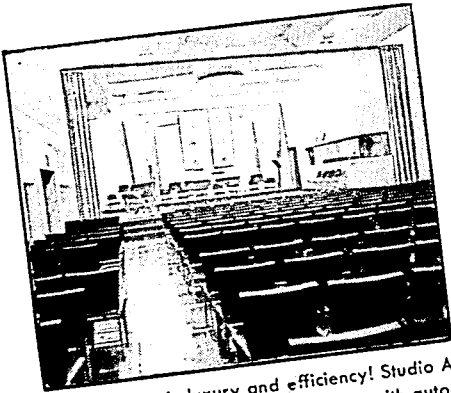
RADIO'S MOST
BEAUTIFUL STUDIOS



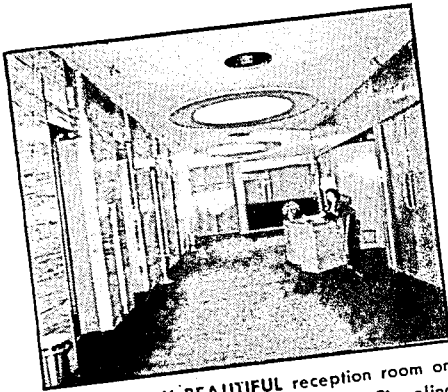
THIS
IS

WMGM

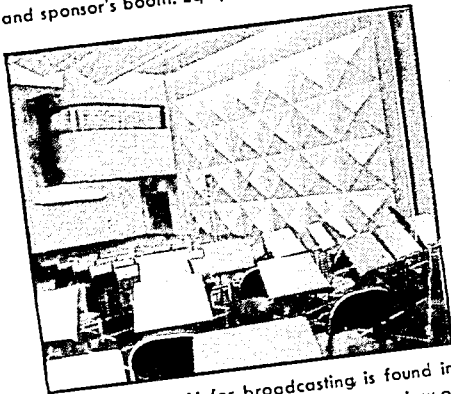
50,000 WATTS • 1050 KILOCYCLES
WMGM—FM 100.3 MEGACYCLES • CHANNEL 262



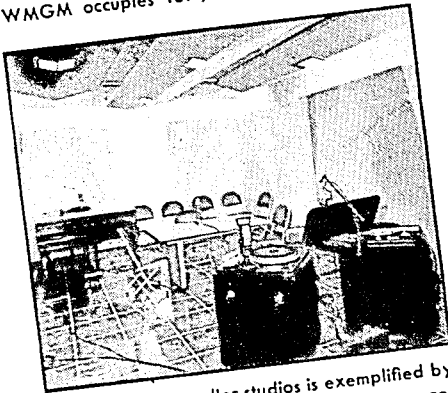
LAST WORD in luxury and efficiency! Studio A seats 250 visitors... has large stage with automatic draw curtain... sumptuous control room and sponsor's booth. Equipped for AM and FM.



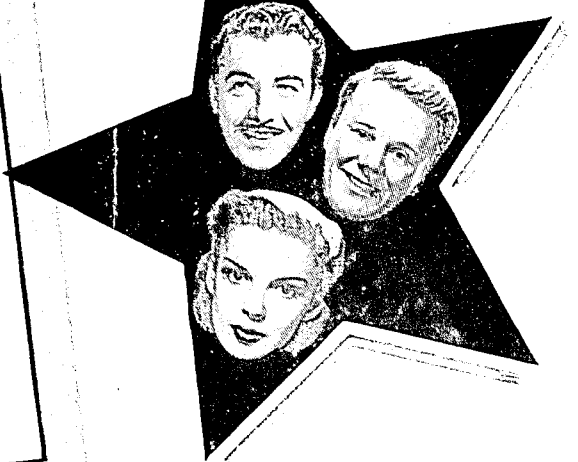
IMPRESSIVELY BEAUTIFUL reception room on 15th floor is finished in imported Greek Cippolino marble... richly appointed in modern style. WMGM occupies 13th, 14th and 15th floors.



NEWEST DESIGN for broadcasting is found in all of WMGM's six new studios. Here is view of Studio B, station's second largest, which seats 150. Note elevated sponsor's booth... ultra-modern construction.



NEW LOOK in smaller studios is exemplified by Studio F. Everything's new—turntables... control board... microphones... furnishings. Ted Husing's Bandstand and other great shows come from here.



GM

LEO'S OWN STATION

These are "the call letters of the stars!" WMGM will bring you the pick of Hollywood's beauty and talent—like the glamorous stars you see above—from Metro-Goldwyn-Mayer's famous family... a new era in programming with a new aura of great entertainment.

FOR NEWS.. *now* IT'S
WMGM

FOR SPORTS.. *now* IT'S
WMGM

FOR
ENTERTAINMENT

as always IT'S

WMGM

"CALL LETTERS OF THE STARS"

1050 ON YOUR DIAL also 100.3 mc. on FM

For more than a quarter century WHN, New York's second oldest station, has served America's Number One Market with dignity and distinction. Now, drawing closer to its affiliated organization—the world-famous Metro-Goldwyn-Mayer Studios—it continues its record of public service with new and exciting call letters... WMGM. But this is more than a change in name... The new call letters bring with them the vista of great new programs added to the cream of the old... new lustre... a new spirit of wonderful entertainment. Just as M-G-M means the best in motion pictures... so, for the best in radio, it's now WMGM.

SOUTHWEST

A LICENSE has been granted by FCC to the Gladewater Broadcasting Co., for a new standard broadcast outlet for Gladewater to operate laytime hours with 1,000 watts on 430 kilocycles. Barnes H. Broiles, newspaper publisher has 25 per cent interest as does Carl B. Enerett, building contractor and John Ben Shepper, attorney. Thomas C. Unes, attorney has 12.5 per cent interest as does Henry C. Wade, assistant District attorney of Dallas.

Blakey Locke, manager of KFDM, Beaumont, and Dave Russell, KFDM program director have both returned from a series of conferences in New York with American Broadcasting Company network officials, for which they are local outlet.

Eloise Kirkes, who sings with the Lilly Mayo Quintet and has appeared at various Dallas night clubs will substitute for vacationing Terry Lean in the "Early Birds" program aired each morning over WFAA, Dallas.

Louis E. Smith, merchandising manager of WOAI, San Antonio, received a Bachelor of Science degree in Business Administration from Trinity University in San Antonio at commencement exercises which were held recently.

Charles Lutz, manager of KYFM, San Antonio, has announced that the outlet will air all home San Antonio High School football games in their entirety from Alamo Stadium. Eddy Lyman will air the play by play accounts of the games. As a feature there will be a panel of sports experts on hand each half-time to discuss the game in progress as well as precast their views on regional and national games.

Application has been made to the FCC for the assignment of construction permit from Leonard B. Brown, sole owner of KEVT, Kerrville, to the Kerr County Broadcasting Co., for a cash consideration of \$65,000. The firm is composed of Arthur Stehling and Walter T. McKay with each having 50 per cent interest. Station is licensed to operate with 250 watts on 1,230 kilocycles.

According to Charles Lutz, manager of KYFM, San Antonio, an extensive remodeling program is under way at the studios and office of the station in the Express Publishing Co. building. The studios are undergoing extensive remodeling with work of installing new type sound roofing material being made under supervision of Richard Hayes, station chief engineer.

Archie Owen is the latest addition to the staff of KTSA, San Antonio. Owen joins the sales staff.

AVAILABLE

Woman vet with graduate training in Radio, Cinema and Stage Play directing, also experience teaching dramatics, desires television position. Write RADIO DAILY, Box 169, 1501 Broadway, New York 18, N. Y.

★ AGENCY NEWSCAST ★

LENNEN & MITCHELL, INC., has engaged Lawrence Holcomb as assistant to Nick Keesely, manager of the agency's radio and television department.

WALTER A. LOWEN, Walter A. Lowen Placement Agency, will be the director of the copy clinic of the advertising and selling course sponsored by the Advertising Club of New York. Among those who will serve as leaders at the various meetings are: George L. Miller, vice-president, Doyle, Kitchen & McCormick; Alfred Eichler, copy executive, The Biow Company Inc.; Mrs. Jean Wade Rindlaub, vice-president, Batten, Barton, Durstine & Osborn Inc.; Henry O. Pattison, vice-president and copy director, Benton & Bowles, Inc.; William E. McKeachie, vice-president and copy director, McCann-Erickson Inc., and William L. Day, president, Day, Duke & Tarleton, Inc.

WALTER H. HOPKINS of the Chicago office of Batten, Barton, Durstine & Osborn, has been appointed program director of the baking industry promotion program, sponsored by the American Bakers Association.

SAM KAISER has joined Blaine-Thompson Co. Inc. to head the newly expanded Motion Picture Dept. He was last associated with Kayton-Spiro on the 20th Century Fox account.

YV8RA-YV8RB, Radio Monagas, of the city of Maturin, Venezuela, has appointed Melchor Guzman Company, Inc. as its United States and Canadian representatives.

WARREN B. DUBIN, formerly with Jasper, Lynch & Fishel, Inc., has joined the recently opened New York office of W. B. Doner & Company as an account executive.

MARION HARPER, JR., assistant to the president, will administer the principal responsibilities of Carl B. Robbins, executive vice-president of McCann-Erickson, Inc., while Robbins is on leave of absence with The General Plywood Corporation, a McCann-Erickson client, it was announced by H. K. McCann, president. Robbins has been made president of General Plywood, but will continue to be available for consultation with McCann-Erickson.

No extra fare on American's DC-6 Flagships!



Ride the famous "Mercury" flight to Los Angeles at no increase in cost!

On September 1st, DC-6 and Constellation fares were raised 10 per cent by the transcontinental air lines—with the single exception of American Airlines. On American, you can enjoy luxurious DC-6 service at no increase in cost!

"The Mercury," departing

daily at midnight, EDT and arriving in Los Angeles at 8:10 a.m. PDT, will continue to provide transcontinental travelers with the finest in air travel—at the same fare—only \$157.85. "The Mercury" now has eight roomy Skysleeper berths to supplement 36 seat accommodations.

Phone HAVemeyer 6-5000 or your travel agent

Ticket Offices: Airlines Terminal • Rockefeller Center • Hotel New Yorker
120 Broadway • Hotel St. George

AMERICAN AIRLINES

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY
BASIL WOLVERTON



WILLIAM A. (BILL) MORRISON
Garfield and Guild
San Francisco

Succinct is the word for you, Bill Morrison. Your brief thumbnail biographical sketch notes that your "early advertising background was in department stores and men's specialty stores." Then came your association in 1940 with Garfield and Guild, three years with Uncle Sam in Armed Forces Radio Service, and return to G & G in 1945. But in your terse comments we at KGW particularly noted the last sentence: "Principal chore is million and one details related to airing the Skippy Hollywood Theater weekly on 40 of the country's finest radio stations, including KGW—which has one of the longest tenures of any station we use." Those are welcome words, Bill, and they're positive indication of the value you timebuyers place on the market and audience KGW can deliver. The market's getting bigger, too. Since 1940 Oregon's population has increased 41.8 per cent, proof that the Northwest's war boom was not a "flash in the pan". Oregon is the nation's Number Two state in population growth. KGW and KGW-FM are growing with the market. New quarters and new facilities permit KGW and KGW-FM to better serve this market area, one of the richest in the nation from an advertiser's standpoint.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETERLING CO.

PROMOTION

For Bob Moore

WLAW, Lawrence, Mass., did an unusual bit of promotion for its disc jockey, Bob Moore of the "Bob Moore Show" when it featured him on the cover of the station's September program schedule. Under the heading, "New Englanders Hail Bob Moore Show—Here Are Typical Comments Culled From His Mail Bag," the frontispiece contained a large cut-out face of the popular emcee of the midnight record and chatter show, and three-word excerpts of praise from listeners in all the New England States, New York State, Quebec, Labrador and other spots which receive his 50,000-watt voice. The schedules were mailed out in teaser envelopes with a reproduction of the face on the left side and under it the question: "Have You Heard Him?"

All-Media Co-op.

An all-out media effort for the benefit of the community, initiated by Dalton LeMasurier, manager of KDAL, Duluth, Minn., highlights the co-operation of three radio stations and two newspapers in the Duluth-Superior area. Under the heading "Duluth - Superior Is Booming," KDAL, WEBC and WDSM, the Duluth Herald & News-Tribune and the Superior Evening Telegram allotted co-operative funds to ballyhoo the new and greater Duluth-Superior market.

Sustaining Time Offer Made To Party Leaders

(Continued from Page 1)
tured, each of the three receiving four minutes of time. A complete cycle will be made after every two quarter-hour broadcasts. Then the cycle repeats itself, meaning that in the six-week period each of the six different presidential tickets will be highlighted 15 different times.

Scripts for the series will be prepared by the various political parties themselves. WNEW will hire special announcers to do the job and the voices are to be rotated to insure impartiality and emphasis on facts rather than delivery.

While there are six presidential tickets on the New York State ballot, there are seven parties represented, the Democrats and Liberals backing the same entry. In addition to the series of 30 broadcasts, each party will be granted its own special 15 minutes in the week preceding the elections on Nov. 2. Time of broadcast for this series is to be announced later.

Presidential slates and party backers to be represented over WNEW are as follows: Henry Wallace and Glen Taylor (American Labor), Norman Thomas and Tucker P. Smith (Socialist), Thomas Dewey and Earl Warren (Republican), Harry S. Truman and Alvin Barkley (Democratic and Liberal), Farrell Dobbs and Grace Carlson (Socialist Worker), Edward A. Teichert and Steven Emery (Socialist Labor).

NETWORK SONG FAVORITES

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

Survey Week of September 3-9, 1948

A Boy From Texas.....	Shapiro-Bernstein
A Tree In The Meadow.....	Shapiro-Bernstein
Blue Bird Of Happiness.....	T. B. Harms
Confess.....	Oxford
Cuanto Le Gusta.....	Southern
Dolores.....	Famous
Everybody Loves Somebody.....	Sinatra Songs
Ev'ry Day I Love You.....	Harms
Hair Of Gold, Eyes Of Blue.....	Robert
I'd Love To Live In Loveland.....	Bregman-Vocco-Conn
It Only Happens When I Dance With You.....	Berlin
It's A Most Unusual Day.....	Robbins
It's Magic.....	Witmark
Just For Now.....	Advanced
Little Girl.....	Leeds
Lonesome.....	Republic
Love Somebody.....	Kramer-Whitney
Maybe You'll Be There.....	Triangle
My Happiness.....	Blasco
Night Has A Thousand Eyes.....	Paramount
P. S. I Love You.....	La Salle
Put 'Em In A Box.....	Remick
Rambling Rose.....	Laurel
Take It Away.....	Pemora
Tea Leaves.....	E. H. Morris
Things I Love.....	Campbell
When The Red Red Robbin Comes Bob Bob Bobbin' Along.....	Bourne
When You Left Me.....	Porgie
With A Twist Of The Wrist.....	Patmar
You Call Everybody Darling.....	Mayfair
You Can't Be True Dear.....	Biltmore
You Were Only Foolin'.....	Shapiro-Bernstein

Second Group

A Fella With An Umbrella.....	Feist
Ah But It Happens.....	Bourne
Beyond The Sea.....	Chappell
Blue Shadows On The Trail.....	Santly-Joy
For Heaven's Sake.....	Duchess
Hankerin'.....	Remick
I Don't Care If It Rains All Night.....	Witmark
I Went Down To Virginia.....	Jefferson
Isn't It Romantic.....	Famous
Little White Lies.....	Bregman-Vocco-Conn
Nobody But You.....	Duchess
Rhode Island Is Famous For You.....	Crawford
Steppin' Out With My Baby.....	Berlin
This Is The Moment.....	Miller
Twelfth Street Rag.....	Shapiro-Bernstein
Underneath The Arches.....	Robbins
Walkin' With My Shadow.....	Johnstone-Monte
Whisper A Word Of Love.....	Leeds
Woody Woodpecker.....	Leeds
You Walk By.....	Cavalier

NEW BUSINESS

WGN, Chicago: Hawthorn Melody Farms Dairy, through Schwimmer & Scott, "Telephone Quiz," for 52-weeks from Sept. 6; Peter Paul, Inc., through Platt-Forbes, Inc., renewal of 8-8:15 a.m. news program, Monday, Wednesday, Friday, for 52-weeks from Sept. 20; Little Dutch Candy Mill Corp., through Schwimmer & Scott, Inc., six weekly station-break announcements for 52-weeks from Sept. 2; R. J. Reynolds Tobacco Co., through William Esty & Co., Inc., "Final Week-End Sports Review," for 13-weeks beginning Sept. 18; Gospel Broadcasting Assn., through R. H. Alber Co., "The Revival Hour," for 52-weeks from Sept. 5; Continental Pharmaceutical Corporation (Kyrone), through Arthur Meyerhoff & Co., "Leave It To The Girls," for 52-weeks from Sept. 10.

WMAQ, Chicago: Richman Brothers (clothiers), through McCann Erickson, renewal of the Kleve Kirby news spot, Mondays, Wednesdays and Fridays, for 52 weeks, from Sept. 6; William H. Wise & Co. (New Modern Encyclopedia), through Huber Hoge & Sons, the 5:30-5:45 p.m. segment of the "Dave Garroway Show," for 13 weeks from Sept. 7; Grove Laboratories, Inc., through Gardner Advertising Co., four one-minute announcements and three station breaks weekly for 23 weeks starting Sept. 27; Russell Miller Milling Co., eight station breaks and one one-minute announcement per week for four weeks from Sept. 12.

CBS Series On The UN To Make Debut Sept. 25

(Continued from Page 1)
Broadcasting Corporation for some time. A number of American stations expressed the wish to carry the program if it were available to them in their communities. The desire was made known to CBS through the U.N. and CBS president Frank Stanton immediately offered broadcast time for the program over the Columbia network.

Surgical Supply Firm To Sponsor Documentary

Chicago—Johnson & Johnson will sponsor a new 15-minute daily documentary series, "It's Your Life," over WMAQ starting Oct. 13 at 11:15 a.m., CST. Program, to be aired Monday through Friday, is based on medical case histories and is written and directed by Ben Parks. Series is under the auspices of the Chicago Industrial Health Association. Young & Rubicam is the agency handling the account.

Wedding Bells

Betty Jo Doyle, WSB receptionist, was married on August 27 to Chet Fischer, non-professional from Atlanta. The wedding took place at Glenn Memorial Chapel at Emory University in Atlanta.

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, September 15, 1948—TELEVISION DAILY is fully protected by register and copyright

FCC TO CALL TV TECHNICAL CONFAB

TELE TOPICS

By JIM OWENS
Associate Editor

CHICAGO SET DEALERS are said to be wearing wide and gleeful grins these days as TV fever hits the upbeat with the Windy City public. All the current hoopla about station openings, etc., has bounced back to the retailers, who are quickly converting it to cash. Only hitch is the shortage of sets—no small hitch. . . . Gotham's Mayor Bill O'Dwyer will be in the audience Sunday nite as Ed Sullivan's "Toast of the Town" goes commercial for Emerson Radio & Phonograph Corp. Cameras will scan Hizzoner as he chuckles at the proceedings.

CBS' PICKUP of the Charles-Bivins fight Tuesday nite (via WMAL-TV), Washington) must readily be included among the noteworthy achievements thus far registered in the medium. In a sense, the show achieved a level of distinction usually associated with a "first," since its departure from the by-now routine pattern of such affairs reflected a thorough understanding of the flexibility and ability of a video camera. As a complete program it shone with production finesse, whose only blemish was the frequency of commercials (one every round) which approached the overdone. The limits of a fight telecast are understandably narrow, but it was here that CBS, whose Herb Swope directed, achieved the unusual. Before and after the bout, cameras invaded the dressing rooms, provided the viewer with the atmosphere familiar to none but the few whose work is tied up with the colorful drama of the ring. It was an excellent attempt and rewarding result for the viewer.

TWENTIETH CENTURY SPORTING CLUB's radio & TV topper, Irwin Rose, will be able to include an important video milestone in his memoirs. He helped arrange the first pro fight ever exposed to TV, in a private theater off B'way, almost a decade ago. Event was part of the World's Fair shindig, and aired by NBC. . . . Ted Mills and Dick Von Albrecht have been tapped to program and production managers, respectively, of WNBQ (Chi.).

TV Aids Gate

Milwaukee—The Milwaukee Brewers of the American Association have concluded their regular season's schedule at home with an all-time attendance record for a 77-game home schedule. This new record was set during the first season that the Brewer games were broadcast on WTMJ-TV, The Milwaukee Journal station. The station carried all 77 games. Recently, on WTMJ-TV's "Dugout Doings" programs, Lou Perini, president of the Boston Braves and owner of the Brewers, as well as Jake Flowers, president of the Milwaukee Brewers, made public statements that television is good for baseball.

WTMJ-TV Affiliates With ABC Sept. 20

WTMJ-TV, Milwaukee, Wis., will affiliate with the American Broadcasting Company's television network on Monday, Sept. 20, following negotiations completed this week between Walter J. Damm, vice-president and general manager of the station and Lee Jahncke, ABC station relations manager.

Owned by the Milwaukee Journal, WTMJ-TV began commercial television operations Dec. 3, 1947 on Channel 3, and, starting Monday will be interconnected from Chicago with ABC's mid-Western television network, Jahncke said.

RCA, Ford On KSTP

Minneapolis—RCA-Victor and their Twin Cities Dealers, and the Ford Motor Company and their dealers will co-sponsor KSTP-TV telecasts of the University of Minnesota home games at Memorial Stadium here starting Oct. 2, with the Nebraska grid game. Sponsors will share honors equally on each telecast.

KSTP producer Del Franklin, who handled production chores on Minneapolis baseball games this Summer, and master-controlled the telecasting of the New York Giants-Green Bay Packers game here Aug. 29, has been named to guide production activities.

Bell's Midwest Facilities

Chicago—The Bell System will open its Mid-West Television Facilities on Sept. 20, the chain linking St. Louis, Chicago, Milwaukee, Detroit, Cleveland, Toledo and Buffalo. The network will be partly coaxial underground cable and partly radio relay towers which will use microwave radio beams. It's understood that ABC and NBC will start utilizing the Bell mid-west facilities as soon as their final tests are completed.

GE Constructing Equipment For South American Station

Tele equipment for South America's first station, to be located at Rio de Janeiro, Brazil, will be manufactured at Electronics Park, Syracuse, N. Y., it was announced yesterday by C. A. Priest, manager of the transmitter division. Announcement follows sale of complete studio and transmitter equipment to the newly organized Radio Televisao do Brazil by International General Electric Co.

Milwaukee Jumps

Milwaukee—Latest check of television dealers and distributors here show that as of September 1 there were 5,312 sets installed in the WTMJ-TV Milwaukee area. This represents a record increase during August of 1,170 sets. At present 80 per cent of the sets are in private homes. Sets in homes total 4,142 and in public places 1,066.

CBS Appoints Danzig Assoc. Program Dir.

Jerry A. Danzig has been appointed associate director of programs for the CBS TV network it was announced yesterday by Charles M. Underhill, director of programs.

As senior producer since February, Danzig was in charge of developing entertainment programs and supervising directorial personnel and assignments. In his new post, he will have broader administrative and overall network programming duties while retaining responsibilities for creating and developing new programs, it was said.

Danzig resigned the program directorship of AM station WINS, New York, to join CBS-TV.

TV In College Sked

Arlington, Texas—New sound proof radio studios fitted with television equipment and other modern broadcasting materials, including microphones, turntables, wire recording machines and a sound truck will be ready for use of the North Texas Agricultural College speech students this Fall. The studio will be used by radio production and dramatic students. Their courses will stress television techniques, including writing and production of television commercials and television play writing, acting and makeup.

Du Mont Asks UHF As Video Hearing In Capital Ends

(Continued from Page 1)

the engineering conference here yesterday was the about-face registered by Dr. Allen B. Du Mont. Reversing his earlier rejection of the ultra-high frequency bands for a commercial service in the near future, Dr. Du Mont said yesterday the industry will have to move into the UHF band right away if it is to provide an adequate TV service. There are not enough low-band channels, he said.

Dr. Du Mont added that his company is prepared to make low-priced UHF receivers, as well as receivers to bring in both the low and the high band, and that he can produce UHF transmitters in a year. He qualified the latter prediction, however, by adding that he referred to transmitters with only one kilowatt power—and Du Mont, himself, and others have maintained in the past that far more power is needed on the upper bands than in the present commercial TV frequencies.

"Color" Views Unchanged

His reversal on the matter of UHF was not carried over to the matter of polychrome TV, however. He was not referring to color television, he emphasized, and he believes it likely that any color service of the future will have to find a home elsewhere in the spectrum. Apparently prepared to kick color upstairs to the super-high frequencies, Dr. Du Mont said an important part of the so-called UHF band will probably have to be used for television relay purposes. He proposed that in most areas TV service be confined to the low band or the high band, since this would make the receiver problem simpler.

Dr. Frank G. Kear, for ABC, said the development of TV would suffer seriously in the event the FCC should hold off for any appreciable length of time on the issuance of construction authorizations, but he added that he believes "adequate and suitable interim standards can be promulgated by the Commission" within a relatively short time.

Spearman and Cohn Testify

Attorney Paul Spearman, who earlier said that acceptance of the proposed Canadian-United States border agreement on TV would represent a sell-out of the United States industry, congratulated the Commission for pausing at this time to re-examine the whole TV picture in the light of recent experience and findings, while attorney Marcus Cohn, Warner Brothers, expressed his client's concern about possible long delay. Warner's is especially anxious to get into the highly competitive Chicago market, Cohn said.

★ ★ COAST-TO-COAST ★ ★

Pitt. Courier Takes The Air

Pittsburgh, Pa. — The Pittsburgh Courier, believed to be the world's largest Negro newspaper, is now being heard three times a week over KQV. Sponsored by three Negro business firms and a brewery, program will present news of general interest geared to Negro participation.

To Air Univ. Of Mich. Games

Detroit, Mich.—All University of Michigan games will be broadcast this year over WJR by Van Patrick, versatile Cleveland sportscaster and Charley Park of the station's staff. Series will begin September 25 with the airing of the Michigan-Michigan State game from the new Macklin Field at East Lansing.

KLZ Gets Special Award

Denver, Colo.—KLZ has received a special award of merit from the Colorado Medical Society for its public service series on diseases of the heart entitled, "Knave of Hearts." The award, the first of its kind ever presented in this state to a radio station, was received by KLZ's manager, Hugh B. Terry, and was presented by Drs. Bradford Murphey, chairman, board of trustees, Colorado Medical Society, and John S. Bouslog, the society's president.

To Give B-29 Flight Exclusive

Boston, Mass.—Westinghouse stations WBZ and WBZA will, this Saturday, give exclusive coverage of the Air Forces B-29 flight from Furstfeldbruck, Germany, to Bedford Air Base in this city. Plans for coverage by station special events director Chick Morris include a shortwave broadcast from aboard the B-29 as it approaches the New England coast. Broadcast will report on flight conditions, and will include interviews with crew and passengers en route. There also will be a direct-line pick-up upon landing at Bedford Air Base and recorded documentaries of the present situation in Germany.

WTON Covers State Fair

Staunton, Va.—WTON, with 21 separate remote pick-ups from the grounds, did a fine coverage of the Virginia State Fair. The coverage included daily half-hour stints from the livestock and agricultural exhibits, interviews from the mid-way, an interview with Dave Endy, owner of Endy Brothers Show from his field office, portions of the grandstand shows and nine programs from various commercial exhibits. Handling the pick-ups were program director Fulton King and staffers Bob Sterrett, Joe Campbell and Charles Cappleman.

To Serve As Radio Reference

Pullman, Washington—The State College of Washington Library, which is adjacent to KWSC, will serve as a depository for literature on radio broadcasting. It has agreed to receive and maintain on public file all publications of the NAB and the Federal Radio Education Committee, all networks and other sources.

WSAU-FM Takes The Air

Wausau, Wis.—The Milwaukee Journal station, WSAU-FM recently took to the air. The most powerful FM station in north central Wisconsin, WSAU-FM operates with a power of 46,000 watts on a frequency of 95.5 megacycles. Station carries the complete schedule of WSAU and is on the air from 6:30 a.m.-11:30 p.m., weekdays and 7:30 a.m.-11:05 p.m. on Sundays.

WLW Adds Two

Cincinnati, Ohio—WLW has added two new members to its staff. They are vocalist Bob Shreve and announcer Kenneth Linn. The former comes to WLW from Fort Wayne, Ind., and has done extensive work in New York and Texas. Linn, on the other hand, was with WLW from 1929 to 1934 and has been with several midwestern stations intermittently.

WDRS Show Returns To The Air

Hartford, Conn.—WDRS's weekly "Parade Of Youth Forums," sponsored jointly by the station and the Hartford Courant, will resume September 25 after a Summer's vacation. Arranged and directed by James Looby of the Courant staff, the shows feature high school pupils from this state in discussions on pressing problems of the day.

Two Join KFXJ

Grand Junction, Colo.—Ed Lewis and Henrietta Hay have joined the staff of KFXJ. Lewis, formerly with KRDO, takes over as chief announcer and sports director and will handle all play-by-play football. Miss Hay is the station's new woman's director and will conduct the daily "Radio Neighbor" women's program aired Monday through Friday at 9:30 a.m.

To Direct Bowling Matches

Detroit, Mich.—Fred Wolf, WXYZ's bowling commentator has been appointed Match Game Director for the Michigan State Bowling Association at the organization's Summer meeting in Bay City. The directorship was created to further promotion of match game play in this state.

WJAG Announces Promotions

Norfolk, Neb.—WJAG has announced the promotion of Vernon Stedry to sales manager and Hollis Francis to production manager. The promotions were made upon the resignation of Bob Thomas, assistant manager, who intends to re-enter the radio field in the New England area.

S.R.O.

The biggest crowd in the history of the Multnomah County (Portland, Oregon) Fair jammed inside the grounds when Kay West, KEX Women's Director, made a personal appearance. Two programs were broadcast direct from the Fair grounds. And the Fairgoers by the thousands crowded in to see and hear the 3-hour show staged by KEX talent.

The S.R.O. sign is up on Kay West's daily women's program, too . . . both for listeners and advertisers. As new participations become available, Free & Peters will have complete information.

**50,000 WATTS
ABC AFFILIATE
PORTLAND, ORE.**

KEX



WESTINGHOUSE RADIO STATIONS Inc

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

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

Sales Results ...High

W

R

A

W

READING PA.

Established 1922

Rates ...Low

Represented by

**ROBERT
MEEKER
ASSOCIATES**

NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

A STEINMAN STATION

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 44, NO. 54

NEW YORK, THURSDAY, SEPTEMBER 16, 1948

TEN CENTS

AFM PROPOSES RECORDING SETTLEMENT

Dewey Praises Radio At Opening Of WMGM

"Radio and press in America need no censorship and can be trusted to guide themselves by the canons of public interest and good taste," Governor Thomas E. Dewey of New York, said in a statement which was read last night at the initial broadcast of WMGM. The occasion was the transfer of the call letters of WHN to the station at their new quarters at 711 Fifth Avenue.

Pointing to the record of WHN, Gov. Dewey said: "This progress has been achieved by American methods,

(Continued on Page 6)

Berle To Be First Guest Of REC Luncheon Series

Milton Berle will be the first guest of honor when the Radio Executives Club of New York resumes its fall luncheon sessions at the Hotel Roosevelt on October 7, it was announced yesterday. President Carl Haverlin and Ted Cott, chairman of the entertainment committee, are arranging a series of guest speakers for the twice monthly luncheon sessions which will be held between October 7 and May 19.

FCC To Okay AM Outlet For 1 Kw. In Baltimore

The FCC this week announced it will okay a new standard station for Baltimore on the 1010 band with one kilowatt daytime only. Applicant was Radio Television of Baltimore, Inc. and the decision meant denial of the application of WLOW, Norfolk Va., to shift from the 1590 band to 1010 kc., upping its power from one

(Continued on Page 3)

For War Research

John D. Reid, manager of research of the Crosley Division, Avco Manufacturing Corporation, has been awarded the President's Certificate of Merit for outstanding work on the proximity fuse during the war. Reid received the honor, presented by high-ranking Army and Navy officers, at a Recognition Day luncheon in Columbus, Ohio last week.

Listening Posts

Edmonton—Canadian army engineers in the Dominion's sub-Arctic regions have spent more than \$500,000 this year to perfect "the largest military radio signals setup in the world," Capt. J. W. Bailey, Royal Canadian Engineers, said here. In an interview, Capt. Bailey said the latest installation was at Fort Reliance where a small town has grown from what used to be a Royal Canadian Mounted Police post.

'Frisco Newspaper And ABC Sign Pact

San Francisco—A new spirit of co-operation between newspaper and radio is forecast here following the signing of an agreement between ABC station KGO and the San Francisco Examiner. The long term, far-reaching co-operative pact just completed involves the use of facilities of The Examiner and KGO-AM and

(Continued on Page 6)

Whitemore To A. T. & T.; W. E. Promotes Reynolds

Will Whitemore, advertising manager of Western Electric Company since May, 1945, has been appointed radio advertising manager of the American Telephone and Telegraph Company. W. M. Reynolds, publications manager of Western Electric

(Continued on Page 6)

New Reporting Technique Features Phone Interviews

Growing usage of two-way telephone conversations in radio broadcasting as a feature of news and special event coverage is indicated from reports from stations in several sections of the country.

The new technique followed the FCC ruling which went into effect on August 1. This ruling provides that phone conversations, statements or interviews may be recorded for broadcast purposes providing the person called is told that his voice is being recorded and an electric "beep beep" warning is sounded.

Musicians Union Suggests Trusteeship To Administer Disbursement Of Record Royalties

UK Radio Group Backs Rank's Thea. TV Move

London (By Air Mail)—Britain's radio industry is backing the attempt of J. Arthur Rank, film magnate, to secure government licenses permitting him to operate large-screen TV in his theaters on a commercial basis, it was learned this week.

G. Darnley-Smith, chairman of the

(Continued on Page 7)

Thomas Elected V.P. Of Transit Radio, Inc.

C. L. (Chet) Thomas, general manager of KXOK and KXOK-FM, St. Louis, was elected vice-president of Transit Radio, Inc. at annual board of directors meeting in Cincinnati yesterday.

Thomas reports last 20 days (of

(Continued on Page 3)

Eighteen Radio Courses Set For Columbia 'U'

Eighteen courses in radio and television will be offered at Columbia University, New York, this Winter in collaboration with the National

(Continued on Page 3)

James C. Petrillo sent a proposal to the record and transcription industry yesterday as the first official move on the part of the AFM to end the recording ban. According to the proposal, an independent trustee would be appointed to administer a recording-royalty fund which would accumulate

(Continued on Page 2)

CBC Acquires Hotel As Web Headquarters

Montreal—The Ford Hotel yesterday became "Radio Canada Building" when the CBC officially signed the deed.

CBC bought the hotel on behalf of the government in order to house its International service which will occupy part of the building.

Other floors will accommodate all

(Continued on Page 3)

Frieda Hennock To Speak Over CBS On Oct. 10

Frieda B. Hennock, member of the FCC, will make her initial broadcast since assuming office in June over the CBS network, Sunday, Oct. 10, 1:45-2:00 p.m.

Miss Hennock will be speaking from the Biltmore Hotel, New York, at a luncheon of the New York League of Business and Professional Women's Clubs, Inc.

Homeward Bound

"America's Town Meeting," heard over ABC, wound up its 20,000 mile Summer tour with a broadcast originating in the Music Hall in Cincinnati on Tuesday night. George V. Denny, Jr., president of Town Hall and moderator of the program, returns to New York this week and the program will resume broadcasting from Town Hall on next Tuesday.



Vol. 44, No. 54 Thur., Sept. 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. Baln, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

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

FINANCIAL

(September 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7	7	7	- 1/8
Admiral Corp.	15 1/4	15	15 1/4	+ 1/4
Am. Tel. & Tel.	152 1/2	152 3/8	152 3/8	- 1/8
Farnsworth T. & R.	7	6 7/8	7	+ 1/8
Gen. Electric	40 7/8	40 3/8	40 5/8	- 1/4
Philco	37 1/4	36 1/4	37	+ 1 1/2
Philco pfd.	96	85 1/2	85 1/2	+ 1/2
RCA Common	12 1/4	11 3/4	11 7/8	- 1/2
RCA 1st pfd.	71 3/4	71 1/2	71 3/4	+ 1
Stewart-Warner	13 1/2	13 1/2	13 1/2	+ 1/4
Westinghouse	28 1/4	27 3/4	28	- 3/8
Westinghouse pfd.	90	89 1/2	89 1/4	- 1/4
Zenith Radio	27 5/8	27 5/8	27 5/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/2	13 1/2	+ 1/4
Nat. Union Radio	25 5/8	25 5/8	+ 1/8

OVER THE COUNTRY

	Bid	Asked
DuMont Lab.	10 3/4	11 3/4
Stromberg-Carlson	14	15 1/4
U. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	25	29
WJR (Detroit)	7	8

WKRT Adds New Show

Cortland, N. Y.—A brand new show made its debut this week over WKRT. It is the brain child of Ernie Simon, continuity chief and features zany comedy and mad chatter. Title is "Simply Simon."

INS has served



FOR 12 YEARS

AFM Suggests Settlement In Current Recording Ban

(Continued from Page 1)

in a designated depository. The trustee, however, could not pay out any money unless it was okayed by the AFM.

Four copies of the proposal were sent out to RCA-Victor, Decca, Columbia Records and A. Walter Socolow, the latter representing the transcription companies. There was no explanation as to why only four copies were sent out instead of a broadside at all companies, although it's understood, of course, that all firms are maintaining liaison for AFM developments.

Petrillo's proposal would set up a trustee independent of the union and also appoint a depository to which platter companies would make payments. The rate of royalty payments would be the same as they were under the old plan which had to be junked because of the Taft-Hartley law.

The proposal also states that AFM is to pay out money from the depository through the trustee. The trustee has certain limitations: (1) He can spend money only for non-profit concerts; (2) He can only spend a certain percentage in each designated area, this percentage stipulated by AFM; (3) He may not pay out any money from the depository unless the union agrees.

At first sight, legal authorities in the trade were inclined to be doubt-

ful of the proposal's legality. It is not known if Petrillo has previously sought the attitude of any governmental departments on his proposal but it's believed that he has not.

One exec in the platter industry commented that the proposal follows about the same legal pattern as the one offered a few weeks ago to Petrillo by Jack Kapp of Decca, except that the AFM retains a veto power Kapp had also suggested the fund be used in a variety of ways for furthering musical culture and education, but Petrillo suggests only one use—non-profit concerts.

It can't be said at this time what answer the companies may give to Petrillo but company execs agree that one point of the proposal stands out over all others—that the trustee cannot dip into the fund without permission from the union. The legality of this one point is expected to bring on a series of round robins by company lawyers.

Petrillo's proposal marks the first time he has put anything in writing to the record and ET industry since the recording ban went into effect last Dec. 31. It could not be determined last night what effect, if any, his proposal might have on a pending NLRB decision in reference to a requested injunction against AFM by three transcription companies who charged an illegal secondary boycott.

Cantor Show Unchanged

Chicago—There will be no change in format of the Eddie Cantor show when it returns to the air the first of October, according to Cantor himself. The only thing new about the show will be the time of broadcast, he said. At a press luncheon Friday at the Kungsholm restaurant, Eddie told trade paper reps, in effect, "Why change the format of a show that has proved successful for something different that has not proved its worth!" Cantor told the press that he does not believe that radio has anything to fear from television. It will be a long time before television becomes available to a large part of the country, he said, and when it does, it will supplement, not replace, radio.

Sponsoring Football Scores

Chap-Stick Company of Lynchburg, Va., will sponsor a resume of the day's college football scores over WCBS, New York, beginning Saturday, Sept. 18 and continuing through Saturday, Nov. 27. Sportscaster and announcer Joe Weeks will handle the assignment. Agency for the Chop-Stick Company is Lawrence C. Gumbinner Advertising.

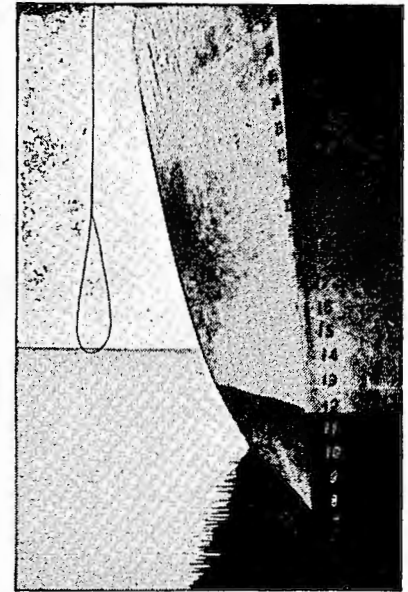
10 YEARS AGO TODAY

(From the files of Radio Daily)

Basic group of 27 stations has been lined up by World Transcription System, subsidiary of World Broadcasting System, to begin operations Oct. 1 as a service to advertisers desiring to make major market transcription campaigns on the same basis as network schedules. At least 15 more outlets are expected to join in a few days, according to Percy L. Deutsch, WBS prexy, with eventual goal of 75 stations, one in each of the major markets.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD

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



TOWLINE

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline... it's for sales that need towing up stream... or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

W-I-T-H, the successful independent, still delivers more listeners per-dollar-spent than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W - I - T - H, Baltimore. And it's the 6th largest city in the country.

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

LOS ANGELES

By RALPH WILK

A SMART piece of exploitation on the part of Walter White, Jr., president of Commodore Productions, was the recently completed deal in which 10,000 theaters in the United States and Canada are now running an action packed "Hopalong Cassidy" trailer, plugging the new William Boyd transcribed series of the same name now on the air.

Andre Previn, pianist, was a guest on "Curtain Time," over KMGm, this week.

John Cohan, formerly with Smith, Bull and McCreery, Inc., and now an executive with KNGS in Hanford, Calif., is being congratulated on his recent marriage to Helen Henry, a non-professional, of San Francisco.

Marvin Briggs, of KECA's Sales Executive staff, and Mrs. Briggs, are vacationing in Ensenada, Lower California. Dick Mulcahy, writer-producer, returned from his third vacation on Sept. 13.

Alan Young is one of the busiest young men in Hollywood. In addition to having his own radio show, and being featured comedian on the Jimmy Durante program, he has been signed for an important part in the 20th Century-Fox production, "Mr. Belvedere Goes to College."

Seva Record prexy, Joseph Kupitsky, to visit Hollywood on a talent hunt, hoping for the end of the wax ban.

CBC Purchases Hotel As Web Headquarters

(Continued from Page 1)

the other Montreal services of the CBC as well. They include offices and studios for stations CBF and CBM, originating points of a great majority of the programs for the French network and of a number of Trans-Canada network broadcasts.

Headquarters of the engineering division, comprising offices, laboratories, stores and shops for engineers and architects, will also be located in the building.

Thomas Elected V.-P. Of Transit Radio, Inc.

(Continued from Page 1)

60 day test) of public reaction test of transit radio in St. Louis began yesterday and based on acceptance of St. Louis public it appears likely that installation of FM receivers and loudspeakers on additional 1300 buses and streetcars of public service company will be started on October 1st.

K.&E. Honors Vasoll

Charles Vasoll, the treasurer of Kenyon & Eckhardt, was given a gold watch by the board of directors in honor of his 25th anniversary with the agency. He has been a vice-president of K&E since the agency was formed in 1929. Prior to that Vasoll was assistant treasurer for Ray D. Lillibridge Inc., which later became K&E.

FCC To Okay AM Outlet For 1 Kw. In Baltimore

(Continued from Page 1)

to five kilowatts and its time from daytime only to unlimited.

At the same time the Commission agreed to permit WLOW to file for a shift to the 1410 band, with no increase in power or time.

The Commission also announced a proposed decision denying the applications of the Atlantic City Broadcasting Corporation and the Strand Broadcasting Corporation for a new AM station on the 1230 band with 250 watts unlimited.

Eighteen Radio Courses Set For Columbia 'U'

(Continued from Page 1)

Broadcasting Company. Two of these courses will concern international relations in radio, and audience research technique.

Fred B. Bate, assistant to the v.p. in charge of international relations at NBC, will conduct the international broadcasting course and Hugh M. Beville, director of research for the network, will direct the study of radio audience research.

Joins WITH Sales Staff

William D. Schueler has joined the staff of Radio station WITH, as account executive. Before joining WITH, he was sales representative at WFBR in Baltimore since he returned from the Army in 1946.

PROMOTION

To Help Salesmen

To help salesmen in the radio and television markets, Motorola, Inc., Chicago, has issued a new booklet, "Things Every Good Salesman Knows." The 24-page, 5" x 6" booklet, which will be distributed nationally to Motorola dealers through the company's distributors, describes the apathy of post-war salesmen due to unawareness of the present buyer's market. It tells in five steps how successful selling is accomplished, from the approach, through determining the need, justifying the purchase, presentation of selling facts, and closing the sale. The booklet stresses the need for salesmen to "know your product," and urges more actual demonstration. In addition, it points out that national and local advertising of a product and dealer helps should be utilized.

Irvine Retires From Motorola

Chicago—Victor A. Irvine, has recently announced his retirement as advertising and promotion manager for Motorola Inc., Chicago radio and television firm. He became ill last fall and after a long convalescence came to the conclusion his health would not permit him to resume business activity. He is now living in San Jose, Calif. His retirement ends an association of 16 years with Motorola.

better take this news sitting down!



IT HAS BEEN proved by an independent survey. More people turn to WOR for news than to any other N. Y. station. WOR tops all other New York stations in news-listening. When it comes to news, more people come to WOR. Sponsors of WOR news programs have long suspected as much, for WOR news has always done a remarkable job of selling products.

WHO WAS QUESTIONED? 2,000 people in the 10-county Metropolitan New York area. 1,000 men and 1,000 women.

WHAT WERE THEY ASKED? "What radio station do you prefer for news broadcasts?"

HOW DID THEY ANSWER?	Station	% of total
	WOR	27.2
	X	15.7
	Y	12.4
	Z	10.3
	A	8.8

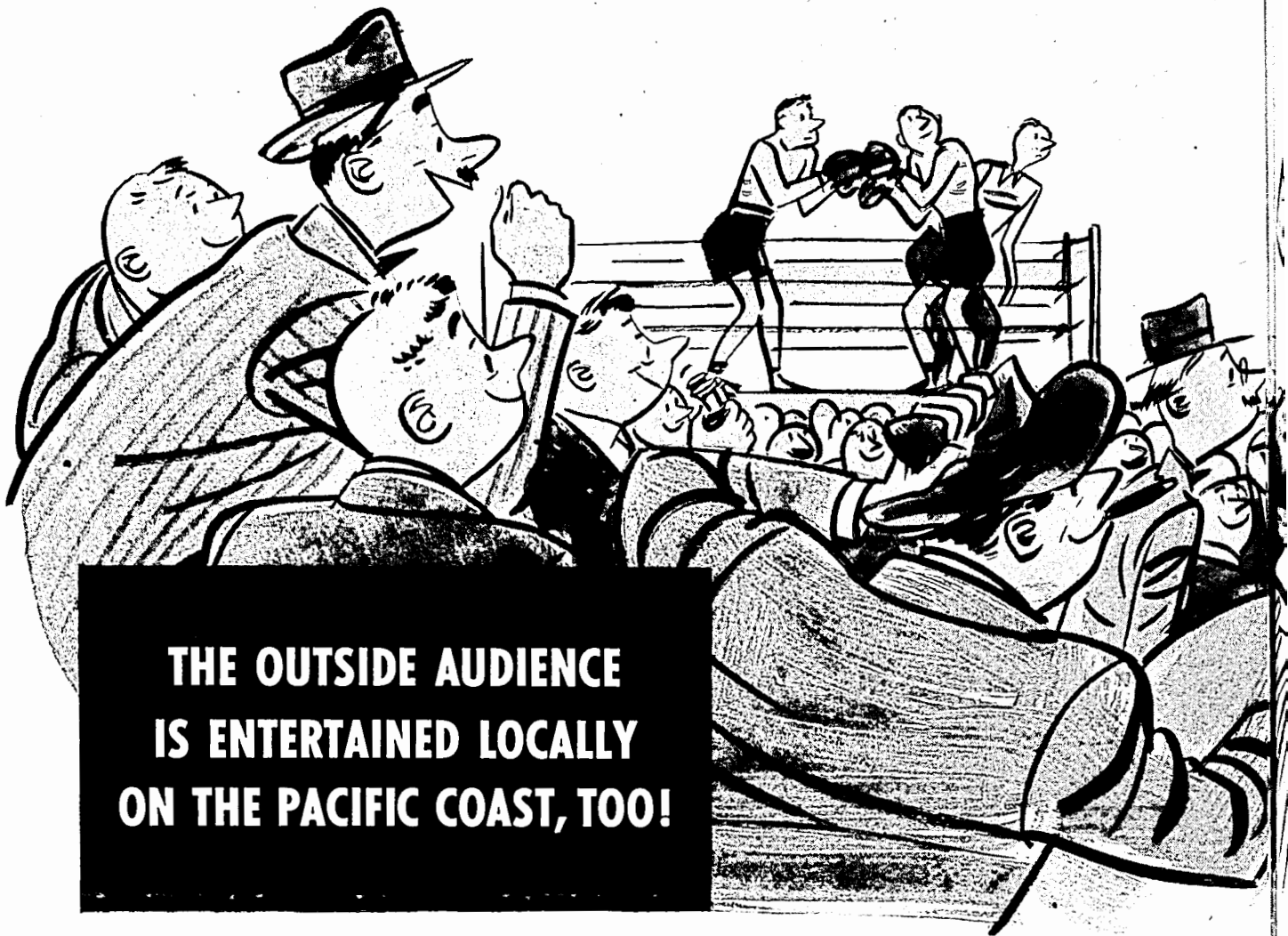
The rest filtered down from 3.9%, and 11.1% had no preference.

WOR has some unsponsored news periods left. We earnestly urge you to put in your bid early. Call L.Ongacre 4-8000.

— heard by the most people where the most people are

mutual

WOR

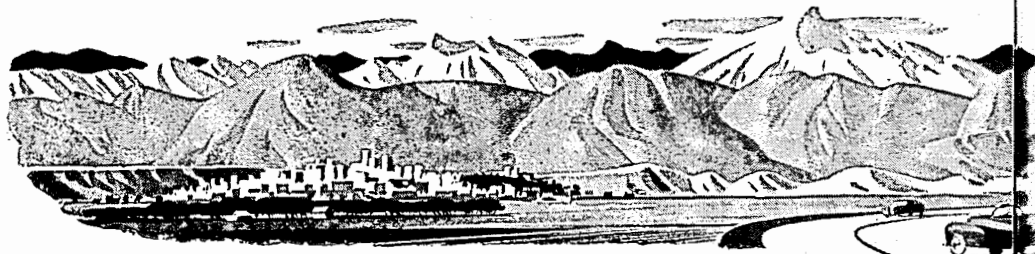


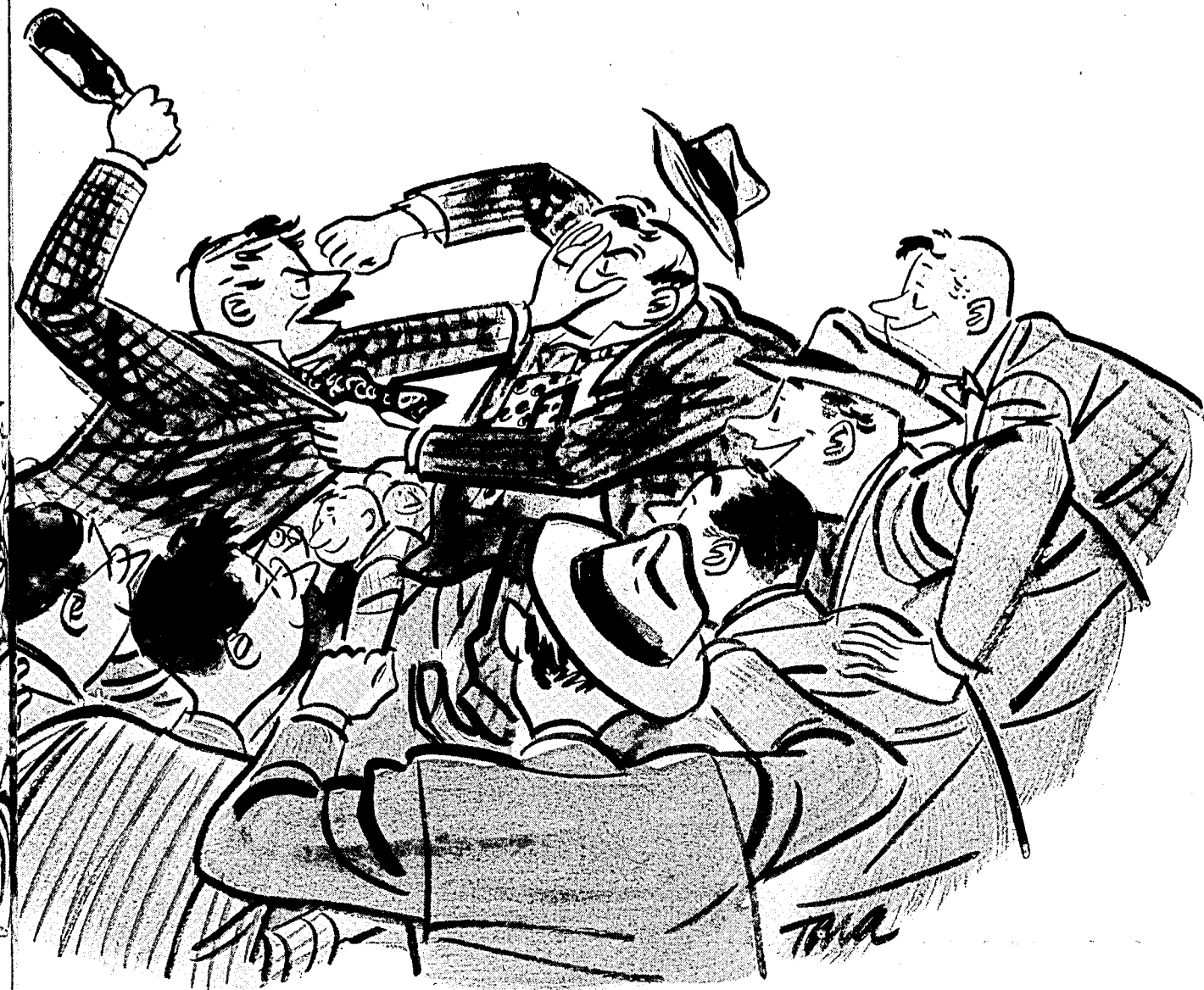
**THE OUTSIDE AUDIENCE
IS ENTERTAINED LOCALLY
ON THE PACIFIC COAST, TOO!**

IF YOU HAVE A KNOCKOUT SHOW, it deserves to be heard by all the listeners on the Pacific Coast. Put it on Don Lee and everyone can enjoy it. Only Don Lee, with 45 *local network stations*, completely covers the inside market *plus* the 7 billion dollar outside market (the area outside the metropolitan trading areas of Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). The new Nielson Pacific Coast Network Report proves this. ★ Mountains up to 15,000 feet surround nearly every market on the

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*

The Nation's Greatest Regional Network





acific Coast and make reliable long-range reception impossible. Only Don Lee has enough *local network stations* (2 and 3 times as many as any of the other Pacific Coast networks) for all the people to hear your show.

Don Lee is a better buy than ever. Population in the Don Lee coverage area is up 7.6% over last year, retail sales up 27.7%, according to the 1948 Sales Management Survey of Buying Power. Don Lee delivers the *inside* market plus the *outside* market at a lower cost per thousand radio families.

313 NORTH VINE ST., HOLLYWOOD 28, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM



Dewey Praises Radio At Opening Of WMGM

(Continued from Page 1)

by methods inherent to our enterprise system. The operation of WHN has been marked by a faithful observation of the responsibilities as well as the privileges of American free speech. The directors of WHN have shown, like American editors generally, that they need no censorship and can be trusted to guide themselves by the canons of public interest and good taste and I congratulate them on their fine contribution to community life."

FCC Chairman Heard

Wayne Coy, chairman of the FCC, characterized American broadcasting stations as "trustees of publicly owned radio channels," in a statement read at the WMGM opening. The Coy statement follows:

"I congratulate you on the re-dedication of your station to the service of your community. American broadcasting stations are trustees of publicly owned radio channels. They are required to service the public interest, convenience and necessity. Their zeal in discharging that responsibility determines their stature as community institutions and civic leaders.

"This milestone in your station's history is reached at a time when the public need for the effective dissemination of full information on all sides of the issues of the day is greater than ever before. Radio is also faced with a heightened demand for a wider range of educational and cultural programming and for wholesome entertainment. Continued devotion to the ideal of service through broadcasting will win for your call letters WMGM an even greater measure of the esteem you have so ably built up under your old call letters 'WHN.'"

Mayor William O'Dwyer, speaking from the new studios, formally changed the call letters and cited the station for its "splendid sense of public service and community understanding." He added "it may well be that this bond of kinship between New York and Hollywood will focus renewed attention on the advantage of our great city to assist in motion picture production within our capacities."

Motorola Ad Mgr.

Chicago—Joseph G. Howland has been named advertising and sales promotion manager for Motorola Inc. He recently resigned as ad director for the Domestic Appliance Division of Pressed Steel Car Co. At one time Howland was account exec for W. W. Garrison & Co., Chicago agency, and was formerly in the radio advertising division of Stewart-Warner. He succeeds Victor A. Irvine who recently retired.

Decca Dividend

Directors of Decca Records, Inc. last week declared a regular quarterly dividend of 12½ cents per share on the capital stock of the company payable Sept. 30, 1948, to stockholders of record Sept. 16, 1948.



Windy City Wordage. . . !

● ● ● Marking the first time in Chicago television that a beer company has sponsored a major league baseball telecast, the Atlas Brewing Company is sponsoring the White Sox home games on WGN-TV. . . .

Chicago ● ● ● Next Sunday (19) Bartley Crum, publisher of the New York Star and author of "Behind The Silken Curtain," a discussion of the Palestine partition question, will broadcast from the WBBM studios here over the CBS network, presenting a special report on Palestine. . . . ABC announces that the first network program to be televised in the mid-West will be the non-championship professional football game between the Chicago Cardinals and the Pittsburgh Steelers at Wrigley Field on Sept. 19. Game will be televised over WENR-TV and a lineup of stations to be announced. . . . Clint Youle, news editor of the NBC central division news and special events department, has been passing out cigars—it's a daughter, Susan Elizabeth, born Sept. 3 in Elmhurst (Ill.) Hospital.

★ ★ ★

● ● ● Rubin's "Stars Of Tomorrow," popular Chicago radio amateur show for 14 years, was transmitted simultaneously on three broadcast mediums Sunday. It was televised on WGN-TV and broadcast on WGN and WGNB. The show also has been contracted for combination television broadcast coverage on Sept. 19 and 26. On the latter date the show will originate at the National Television and Electrical Living Show at the Coliseum.

★ ★ ★

● ● ● WCFL will broadcast "The Deems Taylor Show," disc jockey venture in classical music, five nights a week at 9:30. . . . "The Northerners," Chicago's oldest continuously sponsored radio show, starting its 18th year this week for the Northern Trust Co. . . . Coincident with the announcement of National Nielsen Radio Index Service, the Nielsen company released the first issue of "NRI News," a monthly publication which will be widely circulated among NRI clients and prospects. . . . WBBM will present a full 11-week schedule of broadcasts from the important football games throughout the mid-West, with initial kickoff to be heard Sept. 25, when John Harrington goes to Notre Dame to broadcast the game with Purdue. . . . Eddie Cantor, at a press luncheon here, revealed that the contract of Dinah Shore, guest starring on the Cantor show, contains a clause permitting her to withdraw at any time to take a permanent spot on another show.

Whitemore To A. T. & T.; W. E. Promotes Reynolds

(Continued from Page 1)

since 1946, will have charge of Western Electric's advertising.

In his new post with A.T.&T., Whitmore will be in charge of "The Telephone Hour" heard Mondays on the NBC network. He will also handle the radio advertising, publicity and exploitation of the program.

Whitmore, a native of Lockhart, Texas, has been active in all phases of Western's advertising, publicity and magazine editing. He graduated from Northwestern University in 1926 and after two years in the trade paper field joined the staff of Western Electric Company.

Reynolds, a native of Philadelphia, entered the Bell System in 1929 as assistant editor of Telephone News. A year later he became editor of the publication. In 1936 he was appointed general information supervisor of

G. E. Radio Shows East For Pittsburgh Dates

Art Linkletter will bring both of his network radio shows, G. E. House Party and People Are Funny, to Pittsburgh next week. They will broadcast under the auspices of the Pittsburgh Kiwanis Club with the proceeds to go to the Rheumatic Fever Research Fund of the Children's Hospital. Both shows will originate from Syria Mosque.

G. E. House Party will be heard for five days, starting Monday, September 20, 3:30-4:00 p.m. over station WJAS-CBS. "People Are Funny" will be aired Tuesday night, Sept. 21, 10:30-11:30 p.m., KDKA-NBC.

Pennsylvania Bell and in 1941 was made general information manager. He transferred to A.T. & T. in 1944 and served as information manager of that organization until assuming his present duties with Western Electric.

'Frisco Newspaper And ABC Sign Pact

(Continued from Page 1)

KGO-FM as well as KGO-TV, now under construction.

Under the agreement, which encompasses various reciprocal benefits, resources of The Examiner and of KGO-ABC will be pooled to present the best possible special events, news and public shows in standard broadcasting and television.

This represents an entirely new policy on the part of The Examiner as it has heretofore refused to have anything to do with radio.

The new pact was signed by Clarence Lindner, Examiner publisher, and Gayle V. Grubb, KGO general manager.

Provisions Listed

Important among its provisions are: Televising by KGO-TV of such outstanding Examiner sponsored events as the "I Am An American Day" celebrations, amateur boxing, football, basketball and other athletic events.

Co-operation of the two organizations in public service and news events will be publicized regularly with identifying and "coming attraction" spots at station breaks on KGO-TV.

The Examiner will highlight KGO's program listing in its daily log and will carry a daily box publicizing mutually sponsored events and other KGO programs. Each will use its facilities for publicizing public service events.

To provide flexibility and to further benefit the association, a six-man committee, three from The Examiner and three from KGO, will meet once a month.

Admiral Dividend Set

The board of directors of Admiral Corporation, Chicago, declared a regular quarterly dividend of 15 cents per share on the common stock of the corporation payable to stockholders on record, Sept. 17. In announcing the dividend, Ross D. Siragusa, president of Admiral, explained that Admiral's entry into the television field Feb. 1, with its technique of mass production of video sets has helped increase earnings to an all-time high.

\$100,000 Donation Made

Sam Briskin, president of the Revere Camera Company, has donated \$100,000 to the Babe Ruth Memorial Fund. Revere sponsors the "All Star Revue" over MBS every Thursday at 9:30 p.m., EDT.

RCA INSTITUTES, INC.

The oldest and recognized leading Radio School in America, offers its specially trained Radio and Television technicians to the Broadcast Industry.

Our graduates have
1st Class Telephone License.
We solicit your inquiry.
Address Placement Manager,
RCA INSTITUTES, Inc.
350 W. 4th Street, New York 14, N. Y.

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, September 16, 1948—TELEVISION DAILY is fully protected by register and copyright

NBC MIDWEST WEB BOWS MONDAY

TELE TOPICS

By JIM OWENS
Associate Editor

FCC hearings next week on the desirability of moving TV "upstairs" are guaranteed to produce some of the prettiest fireworks since the color hearings. Top-level industry execs are confident the status quo will maintain—although Doc DuMont's statement Tuesday approached bombshell proportions. Furthermore, at least one occupant of the Commission bench is all for the UHF—provided it's clearly illustrated the public doesn't get socked in the pocketbook by the switch.

WINSLOW CASE, who blueprinted that Chevrolet Dealer sked, now heading all activities of Campbell-Ewald's N. Y. office. . . . Paul Moss, an exec of International Films, and a former fite manager, is said to have had a helping hand in CBS' unique job on the Charles-Bivins brawl last Monday nite. Another Paul—Alley, the NBC newsreel gabber, off on a two-week vacation to New Orleans. . . . Basil O'Connor, prexy of the American Red Cross, guests on Doug Edwards' show tomorrow nite. . . . WPIX preems a new seg "Washington Weekend" next Sunday, featuring Capital Lowell Limpus and Evie Robert. Latter's the Washington Times-Herald columnist.

PURE OIL COMPANY gets its feet wet in TV next week via a series on Paramount's WBKB in Chicago. Company has been a heavy user of AM time, will be one of the first midwest industrial advertisers to enter TV. . . . WNBT has added American Chiclé Co. to its list of spot advertisers, first of which will be screened tonite. . . . Philco Corp. is cementing its program of bolstering the service angle in Philly, and tonite will outline an educational campaign to an association of servicemen. Company has set the first session for some time in October. . . . WXYZ-TV (Detroit) has pacted Peter Strand as studio director.

TV At Exposition

Remington Radio Corporation, manufacturers of "Rembrandt Television," will be one of the exhibitors at the 1948 Westchester Better Homes Exposition. Exposition, held in the Westchester County Center September 21 through 26, attracts thousands of consumers from the county.

Acquires TV Rights

Dallas, Texas—National television distribution rights have been acquired by the Sack Television Enterprises to "Woman Speaks" a series of 12 ten-minute Women's Magazine Of The Air subject.

50-100 Sta. Networks Seen As Likely Limit

Cincinnati—Video networks, "for some time to come" will probably have a maximum 50 to 100 stations as affiliates because of the centralization of TV operations in the larger markets where sufficient economic support is available, Joseph H. Ream, executive vice-president of CBS told the Advertisers' Club here yesterday. On the other hand, because of "its great expense" TV even more than radio will use the network system of programming in order to spread the cost over the widest potential audience.

Ream emphasized video's power to provide impact to an advertiser's message and predicted that the medium will become "perhaps the greatest" sales weapon known to industry when current production problems demand swift and wide distribution of consumer goods and services.

WTMJ-TV's Grid Comml.

Milwaukee—Ennis Motors Company of Milwaukee, used car dealer, has signed a contract for sponsorship of nine Suburban Conference high school football games on WTMJ-TV, The Milwaukee Journal station. Broadcasts will originate on Friday nights from gridirons of Milwaukee Suburban high schools. Account is local and no agency is involved. Ennis Motors previously sponsored a weekly television program "The Sportsman" and spots on WTMJ-TV. The first football game to be broad-

And More To Come

Washington—Bill Herson's "Hospital Television Campaign," which started less than a month ago on his WRC morning show has brought in contributions sufficient for purchase of over seven receivers to be installed in local hospitals. The seventh set will be installed this week and cash contributions, which are still being mailed in, now total over \$2,000. Sets of different makes are made available to the Hospital Television fund by Washington area television dealers at wholesale cost, with installation at hospitals provided free of charge.

UK Radio Group Backs Rank's Thea. TV Move

(Continued from Page 1)

Radio Industry Council's tele policy committee, confirmed that his group favors the licenses for Rank. It is logical, he pointed out, that theaters should use TV, adding, "We are co-operating now with the cinema committee and we don't worry about television reaching the cinemas because we are convinced that people will still want sets in their homes." Darnley-Smith is managing director of Bush Radio, which is affiliated with the Rank organization.

cast on WTMJ-TV will be tomorrow, Sept. 17.

FCC Nixes Stratovision Bid Due To Possible TV Revise

Washington Bureau, RADIO DAILY

Washington—Westinghouse plans for immediate use of stratovision on a commercial basis were set back yesterday as the FCC rejected company's request for approval of the system on Channel 8. Commission explained that the whole matter is intimately tied up with the subject of next week's UHF hearings and the general matter of possible revision of TV standards.

Commission at the same time announced the schedule of appearances for the UHF hearings, which get under way Monday morning in the Department of Commerce auditorium. Non-FCC Government witnesses will include Kenneth Norton, for the National Bureau of Standards, and Philip Siling and Donald Fink for the Joint Technical Advisory Com-

mittee. A personal appearance by George Lippitt and Sarkes Tarzian are also listed, with the Commission advising others desiring to appear but not listed yesterday to contact the general counsel at once.

Other appearances listed follow: Television California, George P. Adair; TBA, J. R. Poppele and others; Du Mont, Thomas T. Goldsmith; Philco, David B. Smith; RCA and NBC, C. B. Jolliffe and others; Westinghouse, Walter Evans, D. R. Shoults, C. E. Nobles, Andrew D. Ring, Ralph Harmon, H. W. Schaefer and Gilbert Larson; OBS, William B. Lodge; Cowles, T. A. M. Craven; Eitel-McCullough, Harold E. Sorg; WJR, WGAR and KMPC, R. Morris Pierce and others; Zenith, J. E. Brown; Paramount, Paul Raibourn and Richard Hodgson.

Five Web Outlets To Take Part In Opener

Chicago—NBC has set Monday, Sept. 20, as the official launching date of its midwestern video network, with five cities on the web participating in a three-hour showcase. Five affiliates of NBC will take part in the inaugural and thereafter will share in the net's mid-West TV schedules. Initial group will soon be expanded to other cities in the area and by January 1 will be linked with the East Coast NBC network.

Outlets on the new web are: WBEN-TV, Buffalo; WSPD-TV, Toledo, O.; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; and KSD-TV, St. Louis. NBC owned and operated outlets, WNBQ here and WNBK, Cleveland, are expected to join the net within a comparatively short period.

Structure for the opening was mapped here this week at a confab of top NBC execs and managers of several mid-West stations on the affiliate list. Conference was called by Charles R. Denny, NBC executive vice-president, following an announcement by A.T.&T. that service would be available on the midwestern coaxial cable and associated relay links by Sept. 20.

In attendance at the session were George Burbach, general manager of KSD, St. Louis; Walter Damm, general manager of WTMJ and its television affiliate, of Milwaukee; E. J. Flanigan, vice-president in charge of operations WSPD, Toledo, and Alfred H. Kirchofer, vice-president of WBEN, Buffalo. Harry Bannister, general manager of WWJ, Detroit, was unable to attend but kept in telephone consultation with the session.

Much of the studio-originated fare on the premiere will emanate from KSD-TV in St. Louis with NBC prexy Niles Trammell opening the salute. Film fare will also figure heavily in the showcasting, particularly to preview forthcoming features to be carried on the network. Final hour of the opener, 9-10 p.m., will consist of a full-hour live show from KSD-TV, and will follow salutes from the individual outlets on the newly-interconnected web.

UST Sets School

An advanced service school on television is being held at the United States Television Mfg. Corp. New York plant this week, conducted by the service force under Thomas L. Jefferson and is for UST service groups throughout the country. Refresher meetings are scheduled at three-month intervals in the future.

PLUG TUNES

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

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

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

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

LOVE SOMEBODY

KRAMER-WHITNEY, Inc.

1650 Broadway New York City

A Great Rhythm Ballad

CONFESS

OXFORD MUSIC CORPORATION
 1619 Broadway New York City

New Ballad Sensation!

"THE BRIDE WORE BLUE"

By Leonard Whitcup, Sy Lefco &
 Dale Wood

CECILLE MUSIC CO., Inc.

1674 BROADWAY
 NEW YORK CITY

LOVE IS A DANGEROUS GAME

Growing Bigger
 Every Day.

Don Reid's

NATIONAL RECORD

#9050

LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:** The current Mystery Tune that has baffled and tantalized millions of listeners to "Stop The Music" these past few weeks is titled, "Turkeys In The Tree Top." . . . incidentally Alex M. Kramer, who selects the tunes, is an authority on musical research. . . . ● Energetic praise agent Buddy Basch, accompanied by two beautiful actresses, Peggy Kalmar (Bert's daughter) and Sandra Barkin, invaded our headquarters with cartons of Bungalow Bars to remind us that Johnny Long's Orchestra opens tomorrow at the Gotham Strand. . . . ● J. J. Robbins has returned from a business trip to Hollywood. . . . ● Femme flack Mildred Fields and Deejay Matt Moller of KHUM (Eureka, Calif.) sang an "I Do-et" last Sunday with Jane (Dubonnet Music) Alexander as Matron Of Honor. . . . ● Max Showalter and Jack Kilty have clefted "Let's Start The Music," themed on Jack's new NBC series. . . . ● Maestro Bill Taylor's nately dinner music, "Styled For Strings," WMCAddresses the ears and taps the toes. . . . ● After five years as writer-producer-director at Ruthrauff & Ryan, John Wellington moves into Young & Rubicam where he'll produce the Bob Smith NBTelecasts and write the scripts for "We, The People," CBStanzas. . . . ● Irving Brown, formerly with Boosey-Hawkes, has been placed in charge of symphonic and classical works at Chappell.

★ ★ ★ ★

● ● ● George Marlo has joined BMI and will assist veepee Bob Burton in publisher relations—Marlo's wide experience in all phases of the music business should prove a tremendous help to the Sidney Kaye (dets). . . . ● Famous Music, with several major recordings already released on the "bouncy ditty," has started to plug "Buttons And Bows," which Bob Hope warbles in the Paramount flicker, 'Paleface.' . . . ● Radiolite Phil Clarke has renounced title to an estate valued at about \$340,000.00—the will stipulates that he move to England but Clarke prefers to remain an American Citizen. . . . ● Jefferson Music has a sure-fire hit in "Lillette," penned by a young Boston tuner, Jack Gold. . . . ● After more than a decade of platter spinning in Gotham, Art Green leaves tonite for Miami where he'll air his friendly chatter via WMIE—tees off with six sponsors (and it couldn't happen to a nicer lad). . . . ● Never saw such a packed house as last Saturday at Glen Island Casino when Hal McIntyre's Band closed a four-week stand. . . . ● Guy Ward heads West this week to become Hollywood representative for Cecille Music and Republic Records—Cecille has a real contender for hit parade honors in "The Bride Wore Blue." . . . ● Former songstress Gail Fletcher is now television editor of the professional model magazine, Hold It. . . . ● Paul Salvatori, formerly with Mayfair, is now Chicago Getter-of-plugs for Encore Music.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:** Capitol has a commercial item in its latest waxing of the Jo Stafford-Gordon McRae duet—the Starlighters offer background for "Say Something Sweet To Your Sweetheart," and a male choir provides an a capella blending for "Bluebird Of Happiness." . . . ● Same waxery should find plenty of calls from deejays for Bobby Sherwood's splendid instrumental of "Floatin," a tune, which in our opinion, will become a standard in the "Jersey Bounce." "Tuxedo Junction," class—reverse is a novelty, "Let's Eat," with the Maestro doing a nice vocal. . . . ● MGM uncovers a fine baritone, Bob Matthews, who debuts with "Caravan" and "Azure." . . . Bob sounds a little like 'Whispering' Jack Smith in his delivery. . . . Buzz Adlam's Orchestra provides velvety background. . . . ● Disk Jockeys and record librarians cannot afford to pass up Charles Delauney's tome, "New Hot Discography," published by Criterion Publications. . . . Edited by Walter E. Shaap and George Avakian, this Standard Directory of Recorded Jazz lists thousands of Artists' recordings; dates; side men etc. . . . ● Gene Krupa's latest Columbia disk, pairs a solid beat instrumental "It's Up To You," with "It's Whatcha Do With Watcha Got," with a vocal by Buddy Hughes—a juke box natural. . . . ● Gene Carroll's Animal Records have a new two-record Christmas Album (vinylite) which can't miss becoming a standard in the kidisk field. . . . ● Louis Prima's new Victorecord of "All Of Me," makes the 32nd platter of the Gerald Marks-Seymour Simons standard.

★ ★ ★ ★

PLUG TUNES

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

Soaring Into Best Seller Class!
FOR HEAVEN'S SAKE
 DUCHESS MUSIC CORPORATION

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

A TIP!
THE TUNE ON THE TIP OF MY HEART
 Sammy Kaye's Victor Version
 is TOPS!
 ENCORE MUSIC PUBLICATIONS, INC.
 1674 Broadway New York City

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

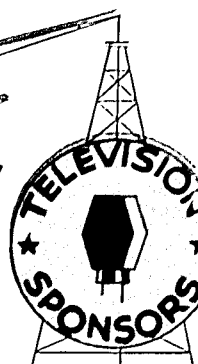
A New Waltz!
'THE SILVER WEDDING WALTZ'
 on
 London-MGM-Rainbow-Victor
 Recordings
 MOGULL MUSIC CORPORATION
 1619 Broadway New York City

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 55

NEW YORK, FRIDAY, SEPTEMBER 17, 1948

TEN CENTS

TIME SWITCH WILL AFFECT NETWORKS

Trade Mulls Reason For Petrillo Proposal

While record and transcription companies began a study yesterday of James Petrillo's proposal to appoint an independent trustee to administer a recording royalty fund, speculation arose in the trade as to the motive behind the move of the AFM.

No one would deny that Petrillo was acting in good faith by making the proposal, since it's always been an open secret that one reason for the recording ban was the cutting off of the old royalty fund by the Taft-Hartley law.

But whether it be coincidence or

(Continued on Page 5)

Theatermen Buying KLZ; Report Price \$3,000,000

Denver—Frank H. Ricketson and Harry Huffman, Fox Intermountain Theaters executives, have closed a deal for the purchase of KLZ, pending FCC approval. Price is reported to be approximately \$3,000,000. Huffman and Ricketson head a company known as Aladdin Television, Inc. Former plans to resign from Fox Intermountain early next year to devote full time to radio-video interests. KLZ is a 5,000-watt affiliate of CBS.

Davis, Beall To Accompany Dewey Campaign Tour

Elmer Davis and Jack Beall, ABC commentators, will travel with Gov. Thomas E. Dewey when the Republican candidate for President, leaves Albany on Sunday for the first phase of his campaign. Davis will accompany the Dewey train as far as San Francisco and will broadcast his

(Continued on Page 2)

U. N. Documentary

"No Other Road," a half-hour transcribed documentary produced by the BBC, which recounts the achievements of United Nations, will be broadcast by WOR on Saturday from 2:30 to 3 p.m., as a public service feature. Leo Genn is the narrator; Louis Mac Neico, the producer, and the program features music of the London Symphony Orchestra.

Set Series TV Rights

Boston—Gillette Safety Razor Company is reported to have procured the television rights for the World Series and has already negotiated with sportscasters for doing the play by play coverage. Deal for video rights was made by J. P. Spang, Jr., president of the company, with officials of Mutual network who control both the radio and tele rights for the series, it was reported.

Democrats Buy Time For Mutual Broadcast

National Democratic Committee yesterday bought time on Mutual for the rebroadcast of an address by President Harry S. Truman which will be made on Saturday from the National Plowing Contest, sponsored by WHO, Des Moines, and being held at Dexter, Iowa.

The President will be heard in a live broadcast over WHO, Des Moines, from 12 to 12:30 p.m., CST. The address will be recorded and will be presented on Mutual from 8:30 to 9 p.m., EDT, in the eastern zone and

(Continued on Page 3)

After Midnight Web Planned For Southwest

Phoenix—The industry's first after-midnight network is slated to go on the air Oct. 1. It has been formed by the Pioneer Broadcasting System, which has been incorporated in Arizona for \$300,000 and comprises

(Continued on Page 2)

N. Y. Radio Appliance Dealers Planning To Organize Assn.

Plans to organize all of New York's independent appliance radio dealers into a group to be known as the Metropolitan Council of Appliance Dealers were announced yesterday by Gerard I. Nierenberg, counsel for the Queens Electrical Appliance Merchants Association.

The proposed association would bring together approximately 2,500 appliance dealers, according to Nierenberg, who stated that a strong central organization is necessary to

Return To Standard Time On Sept. 26 Presents Problems In Some States; Webs Alter Calif. Schedules

New Spot Business Placed By Agencies

An upturn in the placement of spot business has been noted in New York agency circles this week with several sponsors buying time on stations in key center cities.

Wilbur-Suchard Chocolate Company, through Badger-Browning and Hershey, Inc., N. Y. have been contracting live participating announcements. One order for 78 live an-

(Continued on Page 5)

WGAR Opposes Appeal Of WADC In High Court

Washington Bureau, RADIO DAILY
Washington—WGAR yesterday told the Supreme Court there is no question of freedom of speech involved in the FCC's refusal to hand the WGAR frequency in Cleveland over to WADC, Akron. The latter has asked the high tribunal to review a

(Continued on Page 3)

Novik Back From Europe; One World Award Tour

Morris Novik, radio consultant, who represented the late Mayor La Guardia's family in making the One World Award Tour, returned yes-

(Continued on Page 2)

For the third time in slightly over six months dozens of network shows will be forced to change their regular time of broadcast in California and Nevada. Also, other wholesale time changes are apparently upcoming in these two states within the next three to four months. It's all due to the fact

(Continued on Page 5)

WJZ-TV 12-Wk. Sked Set By Chesterfield

Chesterfield Cigarettes (Liggett & Myers) has set a 12-week schedule on WJZ and WJZ-TV for sponsorship of a dozen professional football games and a quarter-hour weekly sports program featuring Harry Wismer, director of sports of the ABC network, it was announced yesterday by Murray Grabhorn, vice-president in

(Continued on Page 3)

Armstrong 44-50 mc. Plea Rejected By Commission

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday turned down the bid of FM inventor Maj. Edwin H. Armstrong for a portion of the 44-50 m.c. band for FM relay and the joint move of Armstrong and FMA for extension of the final date by which FM stations must

(Continued on Page 6)

New Comedy Show

Robert Q. Lewis, who returned from Europe yesterday after a two-week junket to Paris and London, will be starred in a new 30-minute comedy series, "The Robert Q. Lewis Show," on CBS starting Sunday, Sept. 26. Program, originating in New York, will be aired 5:00-5:30 p.m., EST. The network comic was welcomed yesterday on arrival at La Guardia Field.



Vol. 44, No. 55. Fri., Sept. 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 Wilk, Manager
 6425 Hollywood Blvd. Phone: Granito 6607
WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahleena 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

(September 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	7	7 1/8	+ 1/8
Admiral Corp.	15 3/8	15 1/8	15 1/8	- 1/8
Am. Tel. & Tel.	152 1/2	152 1/4	152 1/2	+ 1/4
CBS A	23 1/2	23 1/8	23 1/4	- 3/8
Farnsworth T. & R.	7	6 3/4	7	—
Gen. Electric	40 7/8	40 5/8	40 5/8	—
Philco	36 3/4	36 3/4	36 3/4	- 1/4
Philco pfd.	85 3/4	85 3/4	84 3/4	+ 1/4
RCA Common	12	11 3/4	12	+ 1/4
RCA 1st pfd.	72	72	72	+ 1/4
Stewart-Warner	13 1/2	13 1/2	13 1/2	—
Westinghouse	28 3/8	27 7/8	28	—
Westinghouse pfd.	89	89	89	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/2	13 1/8	13 1/8	- 3/8
Nat. Union Radio	2 1/2	2 1/2	2 1/2	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11	12
Stromberg-Carlson	14	15 1/2
U. S. Television	1 3/4	2 1/4
WCAO (Baltimore)	25	29
WJR (Detroit)	7	8

10 YEARS AGO TODAY

(From the files of Radio Daily)

Both NBC and CBS were placed on 24-hour basis, with managed and owned stations of both webs told to keep engineers and announcers on duty after sign-off so that networks could be put back on the air immediately in case of war. Decision to open nets was made after reports from Europe indicated possibility of conflict, and news rooms maintained constant contact with BBC in London and OLR, Prague. . . . Specially equipped train carrying latest radio technical developments was set by WSM, Nashville, and the Louisville and Nashville Railroad to tour 10 southern cities. Installation of fax, tele and other apparatus was supervised by J. H. DeWitt, chief engineer of WSM.

★ **COMING AND GOING** ★

JOHN D. GILBERT, assistant manager of CBS technical operations, to Nashville via American Airlines on network business. He'll return Sunday.

HUGH FELTIS, president of BMB, spoke this week at NAB regional meetings in Los Angeles, Spokane and San Francisco.

ROBERT SAUDEK, vice-president of CBS in charge of public affairs, has returned via American Airlines from Washington, D. C.

RAOUL A. CORTEZ, president of KCOR, San Antonio, Tex., was a visitor yesterday at the headquarters of BMB.

ROBERT Q. LEWIS, Columbia network comic, arrived yesterday by plane from Europe. He had spent two weeks in London and Paris.

OGDEN PRESTHOLDT, of CBS general engineering, boards an American Airliner today for Boston.

PAUL H. BENSON, Jr., national advertising manager of WJMX, Florence, S. C., in town this week on station business.

JOHNNY LONG and the members of his band returned to New York this week and are opening at the Strand Theater today.

CHARLES MARANO, assistant to Adm. Franklin O. Pease, general manager of RRR-Radio Employment Bureau, Philadelphia, is back in the Quaker City following a trip to Chicago to discuss tele production needs.

PEG LYNCH, writer and co-star of ABC's "Ethel and Albert" series, has returned—as Mrs. O. Knut Ronning—from a honeymoon tour of Europe. She'll now resume her writing and acting chores on the series.

MARTIN AGRONSKY, American network commentator, in town from Washington yesterday for confabs with officials of the web.

IRENE O'CONNOR, of the CBS station relations department, sails today on the Parthia for Europe. She'll visit London, Paris, Spain and the Riviera.

JESSYCA RUSSELL, editor of Writer's News Letter, leaves today for Chicago, where she'll spend a week.

EDWARD R. MURROW and **JOHN DALY**, Columbia network newsmen, leave tomorrow for Berlin, where they'll report on the current military situation.

LOWELL THOMAS, news commentator for CBS, will leave over the week-end for Lake Placid. He will broadcast next week's programs from the Adirondack resort.

MILTON BACON, assistant to the general manager of WCBS, yesterday went out to Newark to address the members of the Essex Electrical League.

J. F. CROSSIN, director of national sales for United States Television Mfg. Corp., is on an extensive merchandising trip through the middle West.

GUY LEBOW, sportscaster on WPIX, has returned from Loch Sheldrake, N. Y., where he covered the training activities of Marcel Cerdan, French fighter who will take on Tony Zale next Tuesday.

VICTOR E. OLSON, sales manager in the receiver division of DuMont Laboratories, leaves Sunday for Chicago, where he'll attend the forthcoming Television and Electrical Living Show.

After-Midnight Web Planned For Southwest

(Continued from Page 1)

KWRZ, Flagstaff; KTHO, Phoenix; KCNA, Tucson; KYUM, Yuma; KUCB, Blythe, Calif.; KROP, Brawley; KREO, Indio; KPRO, Riverside; KGIL, San Fernando Valley; KVOE, Santa Ana; KSON, San Diego.

Bob Morris, formerly with KOY, Phoenix, is president of Pioneer, and two prominent Phoenix attorneys, George Sorenson and Richard Minne, serve as vice-president and secretary-treasurer, respectively.

The new network's shows and programs will emanate from the International Recording Studios, Hollywood, and will be beamed at homes and autoists. For first five minutes of each half-hour local stations will report on road and weather conditions, hotel and motel accommodations, etc.

Novik Back From Europe; One World Award Tour

(Continued from Page 1)

terday from a three-week European trip during which he visited the capitals of continental Europe and spent five days in Israel. Novik's stopovers included London, Paris, Prague, Geneva and Rome.

Gets KGO Promotion

San Francisco—Maury Baker has been appointed advertising, promotion and publicity manager for KGO, ABC's owned and operated station. Baker succeeds Robert F. Laws, who resigned to take over the post of western television ad manager for Philco Corporation.

Davis, Beall To Accompany Dewey Campaign Tour

(Continued from Page 1)

regular Monday through Friday 7:15 p.m., program from affiliated stations enroute. Beall will remain with the party for the whole tour and will report on ABC's Headline Edition and News of Tomorrow programs.

Spike Jones Returning

Spike Jones' Orchestra and vocalist Dorothy Shay assume their regular duties on the CBS musical series, "Spotlight Revue," sponsored by Coca-Cola Company, on Friday, Oct. 1 after a Summer vacation. Program is aired 10:30-11:00 p.m. Agency is D'Arcy Advertising.



Playing for keeps

The time's coming. The big time . . . when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore . . . and radio is part of the scheme . . . we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big town.

Yes . . . pretty soon the marbles will be down . . . and you'll get the W-I-T-H listeners in Baltimore.

MUSIC . . . SPORTS . . . NEWS
 FULL TIME

WINZ

Florida's Big Independent

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

STUDIOS:
 MIAMI, HOLLYWOOD,
 WINZ BLDG., MIAMI BEACH

MAIN STUDIO:
 HOLLYWOOD BEACH HOTEL
 940 Kc. — FULL TIME

JONAS WEILAND, President
 Represented by: John H. Perry Associates



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

WJZ-TV 12-Wk. Sked Set By Chesterfield

(Continued from Page 1)

charge of owned and operated stations.

Net's video flagship will cover nine games of the professional New York Football Giants, in addition to three others, while the Wismer show will be aired on WJZ, Saturdays at 7 p.m., starting Sept. 25.

Chesterfield grid schedule calls for coverage of three Giants' games "away" as well as those at Polo Grounds, starting with the Sept. 23 night contest with the Boston Yanks at Fenway Park. Opener will be picked up by WNAC-TV, ABC affiliate in the Hub. Joe Hasel, network sports commentator, will handle the play-by-play, assisted by Arthur Daley, sports columnist of the New York Times.

Chesterfield-ABC will insert three other pro games on those Sundays in the 12-week schedule on which the New York Club will be out of town, two of which will originate in Washington, via WMAL-TV, the other in Philadelphia, via WFIL-TV.

Ford Bond Denies Rumors Of Political Aspirations

Ford Bond, radio consultant to Gov. Thomas E. Dewey, yesterday refuted rumors that he had political office aspirations in a statement issued at his New York office. The Bond statement said:

"My association with Gov. Dewey in his past campaigns and my position as his radio consultant in his 1948 campaign have been a part of a cherished personal friendship with the Governor and his family.

"There is no basis in fact that I am seeking any public office or position in the government or the Republican Party. I am a producer of recorded radio programs and I am an announcer on many commercial broadcasts. After devoting 25 years to the radio business I shall not leave

Mutual, WOR Set To Air Two "Pre-Fight" Programs

Mutual-WOR has set two special "pre-fight" shows tomorrow and Monday night based on the heightened interest in the fistic "double header" next Tuesday night, feature of which is the world middleweight championship bout between Tony Zale and Marcel Cerdan. Mutual and its flagship will air the bouts in a two-hour segment sponsored by Ballantine.

Special airers will feature top names in the sports world, including name writers and columnists. First show is set for the Mutual web tomorrow night (7:15 p.m., WOR, 11:30 p.m.) and features a round-table confab with George Kletz, director of The Tournament of Champions, which is promoting the fights, Andy Neidereitter, promoter, Georges Carpentier, French fistic great, Bob Brumby, sports ed of the McNaught Syndicate, and Gene Peters, French sports wirtler. Second pre-fight show will be aired Monday night on the net and WOR at 9:15 p.m.

Canadian Stations Begin Quoting Product Prices

Montreal—Canadian radio stations are using prices of articles in broadcasts during a test six-month period with the warning hanging over their heads that if too frequent mention of price occurs, the traditional Canadian ban on this will be resumed.

A. Davidson Dunton, chairman of the board of governors of the CBC, said the six-month period started Sept. 1. He said the radio stations have adopted a voluntary code among themselves to restrict the use of prices in broadcasts.

The United States has permitted use of prices in broadcasts and Canadian radio stations long have complained that they suffer discrimination and loss of advertising accounts because they cannot mention the price of a product on the air.

it as long as my services in it are useful. I hope to continue on the air for many years."

WGAR Opposes Appeal Of WADC In High Court

(Continued from Page 1)

June decision of the U. S. Circuit Court of Appeals upholding the FCC.

Especially notable about the Appeals court decision was the fact that a majority of the court supported the Commission reasoning that the proposal of WADC to take a 100 per cent schedule of all CBS programs was not in the public interest.

WGAR maintained yesterday in opposing the petition for certiorari that the only issue in the case of any substance is whether it is in the public interest to deprive WGAR of its license, and quoted from past court decisions holding that there is no justification for such a step "unless clear and sound reasons of public policy demand such action."

Democrats Buy Time For Mutual Broadcast

(Continued from Page 1)

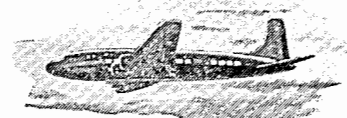
from 8:30 to 9 p.m., Pacific time, for the Mountain and West Coast area on Saturday night.

Kenneth Fry, radio director of the Democratic National Committee, will fly to Dexter, Iowa, with officials of the Warwick & Legler advertising agency today to complete plans for the broadcast.

Webb Leaving F. C. & B.

Howard Webb, formerly of Foote, Cone & Belding agency, has joined the media department of Kastor, Farrell, Chesley & Clifford, Inc.

BIG NEWS!



Now you can enjoy fast, comfortable
Flagship SKYSLEEPERS
to Los Angeles!

EFFECTIVE SEPTEMBER 1



American is First Again with the Only Coast-to-Coast Skysleepers... Luxurious DC-6 Accommodations

Now, American provides spacious Skyberths aboard the famous DC-6 "Mercury" flight to Los Angeles! Eight roomy Skyberths supplement 36 comfortable seat accommodations. Here's your first opportunity to sleep your way West in a DC-6 Skysleeper, over American's Southern Transconti-

mental Route. It's the fast, comfortable way to go... a real rest cure aloft!

THE MERCURY departs daily at midnight EDT - arrives Los Angeles 8:10 a.m. PDT. Sleeper passengers may board an hour before departure.

Phone HAVemeyer 6-5000 or your travel agent

Ticket Offices: Airlines Terminal • Rockefeller Center • Hotel New Yorker
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CKLW can put
your brand **OVER**
in the Detroit Area!

5,000
WATTS at
800 Kc.
MUTUAL

CKLW

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

LOS ANGELES

By RALPH WILK

KLAC disc jockey, Bob McLaughlin, has added a morning session to his popular "570 Club" from 9 to 9:30 a.m. The regular session is heard from 1 to 3 p.m.

Henry I. Christal, partner in Edward Petry & Co., is in Hollywood for a short inspection of KFI-TV. The Petry organization represents both KFI and KFI-TV nationally.

Actor Walter Kingsford was Fan Page's guest on KWIK, September 10th, and talked about his 45 years on the stage and screen.

Jack Douglas, Howard Harris and Leo Solomon named as writing staff on the Jack Carson show.

Albert L. Capstaff has joined the staff of Young & Rubicam, Inc. as producer of the Bob Hope show. He produced the program last season for Foote, Cone & Belding.

Producer-director Tony Leader of the "Suspense" show, CBS, is receiving plenty of verbal bouquets as a result of the Aug. 30th Hooper ratings. After less than two months on the air for its new sponsor (Auto-Lite), "Suspense" received the highest rating of any dramatic show on the air, and also the highest of any "non-giveaway" program.

Gayle Grubb, manager of station KGO, San Francisco (ABC) flew into Hollywood, September 9th, to discuss west coast TV plans with Don Searle and other ABC executives.

Jack McElroy gave Garry Moore a rod and reel outfit as Garry's parting gift on ABC's "Breakfast in Hollywood." Jack took over Garry's job on September 13th and both men have been old fishing "buddies."

Charles Barry, ABC vice-president in charge of programming and television, is in Hollywood from New York, to supervise the launching of ABC's new Kay Kyser five-a-week daytime program. Barry expects to return to New York around September 23rd.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Personal nomination for worst commercial spot on the air—that one about a guy not being able to get a date because he doesn't wear a hat. Too bad, Harry, etc. Send in your idea of the worst commercial and let's have some fun. . . . Alun Williams, of WMCA, signed to announce Ed Sullivan's video show, "Toast Of The Town," which is being bankrolled by Emerson Radio. . . . WOR's Norman Livingston did such a great job broadcasting his station's answers to listener beefs that a Philly outlet offered him a daily news show. . . . Announcer Chas. Stark joins WINS Oct. 4, as a disc jockey with a daily two-hour session. . . . Radio actor Geo. Petrie thinks maybe Henry Wallace wants to be the next Chief Eggsecutive. . . . Anybody ever call him Gabriel commentHeater? . . . New title for the Tom Breneman mag is "Best Years," determined through a contest. . . . Tony Provost will unveil what he considers to be the hottest sportscaster bet he's yet come across on WNBC next Sat. His name is Bill Cochran and he'll tee off with a football resume on that date. . . . Harvey Stone going into the Chez Paree in Oct. at the highest dough of his career. . . . Jean Carroll, as a result of her Copa click, has her choice of three television series. . . . The "Let's Talk H'wood" producers talking about doing a "Let's Talk B'way" series.



● ● ● We wondered what had become of Nat Brusiloff since he suffered a heart attack a year or so ago and had seemingly dropped out of the musical picture hereabouts. A folder in this morning's mail informs that Nat and his wife, Mildred, are operating a Guest Lodge called Casa Contenta out in Tucson, Arizona. Place appears to be plenty impressive from the folder and it's pure understatement when we say we wish Nat and Mildred the mosta of the besta. (We'll be seeing you out there next Summer, Nat, old boy.)



● ● ● **THE MORNING MAIL:** "Dear Sid," writes Bernie Green, the exploiter, not the bandsman. "That swell line you had about announcers who don't realize that 8-year-old kids can read what's written for them, reminds me of another of my pet burns. How about the guys who read the 15-minute news reports? Some of those lads sound as though they were making the news instead of just reading it off. And then, during the Summer, we hear: ' . . . and now here is Joe Blow with the 11 o'clock news substituting for Moe Schmo who is on a well-earned vacation.' Horse-leathers!"



● ● ● **LIKE-FATHER-LIKE-SON** Dep't: Geo. Schreier, publicist and sports authority, cut his teeth in that field when, as a student at Jersey City's Dickinson High School, he funnel'd athletic tid-bits to the local sheets. Now he learns that his son, Ronnie, a student at Weehawken High, has been chosen by the Hudson Dispatch to perform the same yeoman duty.



● ● ● Among other things we don't envy is Russ Hodges' sked. On the 10th, he did a Yankee ball game in Boston. Then flew to San Francisco to do a Yankee football game on the 12th. On the 13th he was down for the blow-by-blows on the Ezzard Charles-Jimmy Bivins fight in Washington and on the 14th he had to be in Cleveland for the ball game again.



LUV 'n KISSES: Harry Wismer's tip-top handling of the Giant-Bears tussle over ABC-TV, just what the screen's been begging for. . . . Johnny Morgan's comedy antics at the Strand. (Howcum the video scouts have overlooked this lad?) . . . Betty Reilly's show-stopping guest shots on television. . . . Staats Cotsworth's D.A.'ing on Mutual's "Public Defender." . . . WOR's new "Better Half" show on Thurs. nite. Sock listening. . . . John Tillman's emceeing on WPIX.

AGENCIES

CHARLES T. CLYNE, ERWIN D. SWANN and CHARLES P. TYLER were elected vice-presidents of The Biow Company, Inc., effective immediately, at the recent board of directors meeting.

WHOL, Columbia network affiliate in Allentown-Bethlehem, Pa., went on the air Sept. 12, only 65 days after breaking ground for the towers. Lewis Windmuller, president of WHOL, has announced the appointment of Robert Meeker Associates, Inc., as exclusive national sales representatives.

FRANK G. GILLINGHAM, vice-president of the Pluto Corporation, has announced the appointment of French & Preston, Inc., New York to handle advertising for Pluto Water and Pluto brand Crystals.

'Quiet' Lams MBS To Buck Web's 'Shadow'

NEW YORK, Sept. 11. — *Quiet Please*, one of the Mutual Broadcasting System's (MBS) top sustaining programs for over a year, will, starting Sunday (19), be in competition with Mutual's top ranking show, *The Shadow*. On Sunday, *Quiet* moves from Mutual to the American Broadcasting Company (ABC) and will air at 5 p.m., against the Mutual front-running crime stanza. This is the second MBS show in two weeks to go over to ABC, the latter having grabbed *What Makes You Tick?* last week and peddled it to Procter & Gamble.

While *Quiet* will air sustaining over ABC, it's reported that a deal for the television rights is now under way. Info is that ABC has given an option to an advertiser, plan being to have Willis Cooper, writer-producer on the program, film the video shorts in the East. The cast would include Ernie Chappell, who plays the lead in the air show, altho Chappell himself might not actually show in the TV version.

Since its debut, *Quiet*, a psychological dramatic series, has drawn some of the highest critical praise, both in the trade and daily press, ever given a radio series. In addition, the program also copped an award at the recent sessions of Ohio State University's Radio Institute. The odd part of its transfer to ABC is that Bud Barry, now ABC's program veepee, wanted the show a year ago, but was overruled, according to report, by his predecessor, Adrian Samish.

Ted Lloyd handles the package, which sells for \$2,000 as a commercial.

Reprinted from THE BILLBOARD — Sept. 18

ADVT.

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★ 17,515

listeners responded to one program, in a 14-week period!

THERE'S THAT VOICE AGAIN!..



Basic Mutual Network

W N D R

SYRACUSE, N. Y.

ASK ANY RAYMER REP.

Trade Mulls Reason For Petrillo Proposal

(Continued from Page 1)

otherwise, trade execs pointed out, the proposal did come at a time when the NLRB was about to hand down a decision in the case of three transcription companies who sought an injunction against AFM on the complaint of illegal secondary boycott.

Here are some background facts:

Last May three transcription firms filed a complaint with NLRB. They were Associated Program Service, Lang-Worth Feature Programs and Standard Radio Transcription Services. At that time the complaint said the companies had asked AFM to negotiate with them for new contracts, but they had received no answer at all.

Investigation of the complaint was made over a period of several months by NLRB regional officials. Within the last few weeks, a detailed regional report was completed and turned over to the NLRB general counsel in Washington, plus a suggested decision by the regional investigators.

NLRB Has Final Word

This suggested decision from regional officials has never been made known, since that is a job resting exclusively with the NLRB general counsel. Latter body can also reject or revise any regional decision before it is issued.

Whatever the decision by the NLRB might be, the fact remains that the transcription companies cannot say they have had no word from Petrillo at all. But again this brings up a new controversy — that of whether Petrillo's proposal is a direct offer to negotiate.

An exec of one transcription company said yesterday that if the proposal does not offer a suggested recording rate scale for musicians, then the union has not made an offer to negotiate. The exec said that in such case the proposal is no more than an attempt to circumvent the Taft-Hartley law and makes no effort to renew expired contracts.

Cuban Firm Pacts N. Y. Agency

McCann-Erickson's Havana Office has been appointed by Cia General de Tejidos, S. A. of that city to handle the Cuban advertising of Gold Seal Hosiery.

Daylight-Saving Time Edict Hits Webs In Cal. And Nev.

(Continued from Page 1)

that California and Nevada, trying to conserve electrical power because of a prolonged drought, are remaining on daylight saving time into the fall and winter season. Remainder of the nation switches back to standard time Sept. 26. The Golden State and its neighbor to the east plan to remain on daylight time at least until next January. Last Spring they jumped the gun a month ahead of all other states by ushering in DST on March 14.

So far, each of the four major networks has adopted its own plan, at least to some extent, for handling the new development which splits the country into five time zones instead of the normally four. By the clock, however, MST and PDT coincide.

One factor is equally applicable to all four webs. In the case of any live show that goes through from coast-to-coast, the time of broadcast is bound to meet with a change in California and Nevada starting Sept. 26. This means that all programs in this category will be heard one hour later than usual in the two DST states.

NBC And CBS Stations Hit

Most of the time changes will be felt by NBC and CBS affiliates. ABC and MBS, with a considerable number of transcribed programs, can reshuffle their playbacks to keep the shows on the same local schedule.

ABC announced that despite the new development 90 per cent of its programs will still be heard at the regular time in California and Nevada. Charles E. Rynd, network veepee, said that starting Sept. 26 ABC is setting up a new line to feed Oregon and Washington, which revert to standard time, direct from KECA, Los Angeles. Pacific Northwest affiliates of ABC are usually fed from Reno, but the Nevada city will be attached to the PDT hookup.

About 14 programs face time changes on ABC outlets in California and Nevada. Walter Winchell, heard at 9 p.m. in New York, will hit the two western states at 7 p.m., local time, instead of 6. The sponsor, Jergens, and the Orr agency seem to welcome this change, however. "Break the Bank" on Friday night, which normally has a transcribed repeat for the West Coast, will go straight through on a live basis to California and Nevada; otherwise, the playback would conflict with Gillette's boxing series. "Break the Bank" still has to be played back for Oregon and Washington.

Jimmie Fidler, normally heard at 7:30 p.m., California time, on ABC every Sunday will be heard there at 8:30 p.m. to keep his live show in phase in all other time zones.

NBC reported that it is making no allowances for the PDT area and that consequently its coast-to-coast shows will be heard there one hour later toward the end of this month. As an example, Chesterfield Supper Club, which has a live repeat at 11 p.m., New York time, for the West

Coast will be heard in the PDT area at 9 p.m. instead of 8 p.m.

CBS Mulls Policy

CBS is considering a similar policy, but with possible modifications. Columbia has made no definite decision, but it may send through its 8:30 p.m. nightly strip of half-hour shows on a single broadcast from coast-to-coast. Currently this program slot is repeated live at 11:30 p.m., New York time, for the West Coast. If CBS makes the change it will give this strip of programs a better time break and also avoid conflict with local originations after 9 p.m., PDT.

Some of Mutual's western listeners will have to adopt new listening time habits. "Quick As A Flash," for instance, originating live in New York on Sunday at 5:30 p.m., New York time, will hit the West Coast at 3:30 p.m., PDT, instead of 2:30 p.m. as it does now. "20 Questions" faces a time change in Oregon and Washington, but not California and Nevada. Show originates on Mutual Saturday night at 8 p.m., New York time, but is played back on Don Lee at the same hour, by the clock, Sunday night. After Sept. 26 "20 Questions" will still be repeated over Don Lee at 8 p.m., PDT, but Oregon and Washington, by then on standard

New Spot Business Placed By Agencies

(Continued from Page 1)

announcements was placed with WMAQ, Chicago, for 26 weeks.

Transcribed one-minute spot announcements for Camel cigarettes are being placed by the William Eby company in some of the major markets.

Penick & Ford Ltd., Inc., for their product, Erer Rabbit molasses, have been buying live participating announcements through the J. Walter Thompson agency.

Ricketts Heads McClatchy Sales

Sacramento, Calif.—Leo Ricketts, for 12½ years with KFBK, five and one-half as station manager, has assumed duties with the McClatchy Broadcasting Company as director of sales.

time, will hear it at 7 p.m. Show will be broadcast to the entire West Coast in one airing.

Impact of the broadcast time shuffle will be borne mainly by local stations which are forced to wrestle with local commercial commitments. However, the recent shift of the nightly "Richfield Reporter" from NBC to ABC was reportedly made because NBC could not guarantee to keep the show in the 10 p.m. slot, West Coast time. Show has been a West Coast feature in that time period for 17 years.

COPYRIGHT and BUSINESS PRACTICES

Brings to the classroom the problems and practices concerning the use of copyrightable literary, dramatic, musical and artistic properties in broadcasting, motion pictures, music, advertising and publishing. Besides an analysis of copyright law and its effects, the course deals with common problems involved in hiring professional talent.

Every Thursday, 15 weeks, 6:20 to 8:00 P. M. Course Fee \$14

Registration: September 17, 20, 21, from 6 to 8:30 P.M.

Late Registration: September 24, from 6 to 8:30 P.M. at 17 Lexington Avenue

CLASSES BEGIN THURSDAY, SEPTEMBER 23

at Stuyvesant High School
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Public Relations — Publicity

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PROMOTION

RCA 'Frankenstein' At Large

Silo, the famous "radio Robot" who for 26 years has been mystifying audiences with the question, "Is he man or machine?" has been signed by RCA Victor for a series of attention-getting demonstrations of radio and television merchandise at RCA Victor distributor and dealer locations. The demonstrations, following a tried pattern that has been successful in diverting street traffic into dealers' stores, got under way September 8 when Silo opened a ten-day stand at the Philadelphia Housewares Pageant, sponsored by the John Wanamaker department store in its main auditorium. Silo will be the feature attraction of the RCA Victor radio and television receiver display which will be conducted by the Raymond Rosen Co., Philadelphia-South Jersey distributors of the RCA Victor line.

In addition to entertaining the audience with routines developed in his 26-year career, Silo will also point out and demonstrate the features of the RCA Victor radio and television receivers on display. As with all his demonstrations, the automaton will build up mystery regarding his being a man or a machine until the last day of his performance, when he will break character and engage in active selling with dealer staffs.

Agency Committee Seeks To Clarify 'Employee' Issue

In an attempt to prepare the way for contract negotiations, covering free lance writers, between agencies and the Radio Writers Guild, an agency committee has offered a definition of "employee" which the agencies would not contest if the Guild applies to NLRB for certification. Agency attorneys have maintained that the Guild's definition of "employee" would violate anti-trust laws.

A letter explaining the agencies' side of the deadlock, plus the proposed definition for "employee," was sent to Erik Barnouw, RWG president, by Leonard T. Bush, Compton Advertising; Louis N. Brockway, Young & Rubicam; and Walter Craig, Benton & Bowles.

The letter said in part: "We are writing this letter because we believe that in your report (made to the membership during the Summer) there appeared for the first time an indication of a possible approach to breaking the deadlock between us." Continuing, the letter said, "Your report expresses amazement at our unwillingness to offer our own definition." The agency committee told Barnouw that his report to the membership was not parallel with his pre-

GIRL AIDE AVAILABLE

Can be of real assistance in television station, network, agency, New York City. Four years experience motion pictures; talent and story background. Familiar film production. College education. Young, attractive; ability handle people. Box 170, RADIO DAILY, 1501 Broadway, New York City.

NBC Convention Registration

Roster of the broadcasters and network officials who will attend the NBC Affiliate Convention at Sun Valley, Idaho, from September 22 to 25th was announced yesterday. The network party will leave New York this weekend and will join up with a special train in Chicago on Sunday. Those who will attend the convention are:

NBC Executives: Niles Trammell, William S. Hedges, William F. Brooks, Ken R. Dyke, Thomas McCray, Sydney H. Eiges, Thomas E. Knode, Charles P. Hammond, O. B. Hanson, Harry C. Kopf, Clay Morgan, John F. Royal, Noran E. Kersta, I. E. Showerman, Sidney Strotz, H. M. Beville Jr., James M. Gaines, Sterling Fisher, Carleton D. Smith, Charles R. Denny, James Nelson, Gustav B. Margraf, Lloyd E. Yoder, Thomas McFadden, John McCormick, J. Robert Meyers, Homer Canfield, Howard Wiley, William McAndrew, John Elwood, Lewis Frost, Russ Johnston, Easton C. Woolley, Sheldon B. Hickox Jr., Burton M. Adams, E. B. Lyford, John T. Murphy, Carl M. Watson, A. W. Kane, Jennings Pierce, S. H. Coons, Sid Desfor, Roy Norr, Al Walker, Jerry Fairbanks, Miss Alice Tyler, secretary to Strotz.

Affiliates: Paul W. Morency, WTIC; J. Harold Ryan, Fort Industry; Lee B. Wailles, Fort Industry; George B. Storer, Fort Industry; R. V. Tooke, WPTZ; Wilmer G. Swartley, WBZA; Charles E. Wilson, G. E. (WGY); B. J. Rowan, G. E.; G. Emerson Markham, WGY-GE; Harry C. Wilder, WSYR; E. R. Vadeboncoeur, WSYR; William Fay, WHAM; Dr. Ray H. Manson, WHAM; J. Robert Thompson, WBBN; Joseph Baundino, KDKA; Harold Burke, WBAL; J. Gorman Walsh, WDEL; J. B. Conley, KYW; Harry Bannister, WWJ; W. J. Scripps, WWJ; E. Y. Flanigan, WSPD; I. E. Showerman, WMAQ; Eugene C. Pulliam, WIRE; Robert E. Dunville, WLW; Elmer J. Boos, WLW; Dwight Martin, WLW; R. J. Rockwell, WLW; William P. Robinson, WLW; Marshall N. Perry, WLW; Harry Mason Smith, WLW; Milton F. Allison, WLW; Katherine Fox, WLW; Thomas Metzger, WMRF; Harry Stone, WSM; John H. De Witt, WSM; Walter J. Damm, WTMJ.

Also Dean Fitzer, WDAF; Paul A. Loyet, WHO; Stanley H. Hubbard, KSTP; John J. 3illin, WOW; M. M. Meyers, WOW; Dale Taylor, WENY; Walter J. Krebs, WJAC; George G. Gable, WFBG; Mrs. Aurelia S. Becker, WTBO; Wilbur M. Havens, WMBG; Walter A. Bowry, WMBG; Robert B. Harrington, WSWA; Frederick L. Allman, WSWA; Carl Mark, WTTM; Frank A. Wellman, WTTM; Clair R. McCollough, Mason-Dixon Group; Victor C. Diehm, WAZL; Louis G.

Northwest Stations Form AP Association

Spokane — The Washington-North Idaho-Alaska Associated Press Radio Members Association was organized here September 13 with Loren Stone of KIRO, Seattle, as chairman. Murlin Spencer, chief of the Seattle Bureau, was elected secretary.

vious statement in negotiations that the Guild "cannot undertake to make any changes in substance" in its own definition of "employee."

RWG officers immediately took the agency suggestion into consideration and a meeting of the eastern region council was held in New York Wednesday night. Although a decision was reached it was kept secret until the Chicago and Los Angeles councils could discuss the matter. They were scheduled to meet last night.

It was learned yesterday that according to the decision made by RWG's eastern region officers, the agencies will probably get an answer from the Guild next Monday. It's also likely to be a proposal which would mean that the deadlock may be broken.

Baltimore, WBRE; A. C. Baltimore, WBRE; Milton Greenebaum, WSAM; Stanley W. Barnett, WOOD; J. Robert Kerns, WLOK; Pierre Boucheron, WGL; Vernon Nolte; WHIZ; Martin Leich, WGBF; Fred Mueller; WEEK; K. F. Schmitt, WIBA; Howard Dahl, WKBB; W. E. Walker, WMAM; Joseph D. Mackin, WMAM; Frank Loverman Jr., WMAM; S. C. Fantle Jr., KELO; John P. Meagher, KYSM; Fred Schilplin, WFAM; Mrs. Gregory F. Gentling, KROC; G. David Gentling, KROC; Walter C. Bridges, WEBC; John Alexander, KODY; Campbell Arnoux, WTAH; Richard H. Mason, WPIF; Harold Essex, WSJS.

Also John W. Shultz, WMVA; Edward E. Jones, WSOC; Hunter Marshall, WSOC; Roger Peace, WFBC; Harold H. Thoms, WISE; J. Dudley Saumenig, WIS; Harben Daniel, WSAV; Will O'Murphy, WJAX; George Pierce, WJAX; John T. Hopkins III, WJAX; Charles G. Baskerville, WFLA; Eugene D. Hill, WORZ; C. P. Edwards Jr., WKPT; A. F. Martin, WKPT; Mrs. Eloise Hanna, WBRC; Howard E. Pil, WSAF; William Pape, WAPO; Harold Wheelahan, WSMB-KSYL; George H. Thomas, KVOL; T. B. Lanford, KPAC; David Wilson, KPAC; Charles P. Manship Jr., WJBO; Roy Dabadie, WJDX; W. O. Pape, WALA; Wiley P. Harris, WJDX; P. K. Ewing Sr., WMIS; P. K. Ewing Jr., WMIS; E. Victor Baxter, KOAM; William B. Way, KVOO; Archie J. Taylor, KANS; William Wyse, KWBW; Edgar T. Bell, WKY.

Also P. A. Sugg, WKY; James M. Moroney, WFAA-WBAP; Martin B. Campbell, WFAA-WBAP; O. L. Taylor, KGNC; Aubrey Jackson, KGNC; Cecil K. Beaver, KTBS; G. E. Zimmerman, KARK; Julian Haas, KARK; Jack Harris, KPRC; Hugh A. L. Hand, WOAI; T. Frank Smith, KRIS; Byron W. Ogilvie, KRIG; Jack Dunn, WDAY; Tom Barnes, WDAY; Julius Hetlund, WDAY; W. E. Wagstaff, KIDO; E. B. Crancey, Z-Bar Group; Arne Anzjon, Z-Bar Group; Ed Yoeum, KGHL; William B. Ryan, KFI; Thomas Sharp, KFSD; Arden X. Pangborn, KGW; H. Quenton Cox, KGW; Ray Baker, KOMO; O. W. Fisher, KOMO; Richard O. Dunning, KHQ; Richard O. Lewis, KTAR; William Harvey, KTAR; R. B. Williams, KVOA; Harold Ritter, KYCA; Harry C. Butcher, KIST; Finn Hollinger, KIST; Paul R. Bartlett, KERO; Gene De Young, KERO; Ewing C. Kelly, KCRA; M. A. Mulroney, KGU; Lorrin P. Thurston, KGU; Bert Silan, KZRH; F. E. Fitzsimmonds, KFYZ; S. S. Fox, KDYL; Karl O. Wyler, KTSM; O. P. Soule, KSEI-KTFI; Henry H. Fletcher, KSEI; Mrs. Florence Gardner, KTFI; Miss Virginia Braunberger, KGH; W. J. Evjue, WIBA; H. W. Slavick, WMC; Joe Eggleston, WMC; W. W. Woods, WHO; Ralph Evans, WHO; W. D. Wagner, WHO; R. E. Dunville, WLW; G. R. Shafto, WIS.

Armstrong 44-50 mc. Plea Rejected by Commission

(Continued from Page 1)

vacate the 44-50 m.c. band. That date stands now at Dec. 31 of this year. A two-year extension had been asked. Comm. Robert Jones dissented.

The "compelling reason," the Commission explained, "was that the public welfare and national security require that the fixed and mobile services engaged in safety and special services be allocated the frequencies in the 44-50 m.c. band at the earliest possible date." Their need, the Commission held, is greater than that of FM for relay frequencies in the band.

Hoagland To Lecture

John C. Hoagland, radio director for Robert W. Orr & Associates, will conduct a series of lectures on the "Business Side of Radio and Television" this Fall and Winter as a feature of New York University's adult education courses. Lectures are to be held at CBS, 485 Madison Avenue, every Thursday at 6:30 p.m., starting Sept. 30. They will continue for 15 weeks.

EQUIPMENT

Bendix Sales Setup Complete

Three Bendix Radio appointments wind up organization of a national sales group, Edward C. Bonia, general sales manager for radio and television, has announced. The appointments buttoned up the state of Massachusetts and the Denver territory consisting of Colorado, Arizona, Utah, Wyoming, and a part of Nevada.

James V. Cunningham, operating as the Telerad Sales Company, Boston, is the new district merchandiser for Bendix radio and television in eastern Massachusetts and Rhode Island.

Western Massachusetts (including Worcester) will be covered by Louis Del Padre, Agawam, Mass., former sales manager of Mascon of Rhode Island.

The western appointment is Roy P. Mulhausen, operating as the Nelfran Company, Denver.

VHF System For Colombia

One hundred and fifty miles of mountainous terrain separating the cities of Bogota and Medellin, Colombia, will be spanned by a system of very high frequency radiotelephone and radiotelegraph communications, it was announced jointly this week by Nils Sterner, vice-president of the L. M. Ericsson Company, and Meade Brunet, a vice-president of RCA and managing director of the RCA International Division. The new system, which is scheduled for completion by May 1949, will be installed by the two companies for the Colombian Ministry of Posts and Telegraph, headed by Don Jose Vicente Davila. Traffic will be handled by three RCA frequency modulation (FM) radio circuits, each carrying four telephone channels. RCA 250-watt transmitters and receivers are employed.

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TELEVISION DAILY

Daily section of RADIO DAILY, Friday, September 17, 1948—TELEVISION DAILY is fully protected by register and copyright

SET MAKERS JUMP 300% SINCE JAN.

TELE TOPICS

By JIM OWENS
Associate Editor

ABC's recent pacting of two Coast newspapers re exchange of news facilities for AM & TV is said to be the initial step of a nationwide plan the net's been blueprinting for some time. Next move will be a tieup with a major New York daily for WJZ and WJZ-TV. . . . CBS has inked a deal with Imppro, Inc., H'wood production firm, for a series of films for TV under the title "Cases of Eddie Drake." . . . Philadelphia Inquirer now listing TV programs the easy (for the reader) way—by the hour instead of station. Sheet probably got the idea from the boys at WFIL-TV, which it owns.

ALTHOUGH it's just premed a test pattern sked this week, WBAP-TV (Fort Worth) has pacted Humble Oil & Refining to foot the bill for all Southwest Conference games played in that city. . . . Ed Herlihy, who's filling for Ben Grauer on the latter's "Americana" Monday nites—and one of the easier-to-look-at segs on the Gotham air—will probably wind up with his own airer as a result of this stint. Guy's got the two prime requisites: looks and a personality.

A FRA-ACTOR'S EQUITY CONFAB, originally set for yesterday, now pushed back to next Tuesday nite. . . . Colgate-Palmolive-Peet and Procter & Gamble have annexed half-hour slots on the NBC web, Monday & Friday (9-9:30 p.m.) respectively. So far no show or starting date set for either. . . . CBS this week closed a deal to air the fites from Westchester County Center Wednesday nites starting Sept. 29. Russ Hodges, who's recently been doing a sock job on the cauliflower circuit—despite the fact he's built his name on baseball & grid—will call the blows. Deal brings all NY stations to the fite circuit.

VIC DAMONE giving TV the double-o, and may take a flyer at the medium before the snow falls. . . . Dennis James elbowing his way deeper into the family circle. Our favorite grog shop crowd no longer sez to the man in the apron "Get the fites"—now it's "Get Dennis."

SRO

Newark—WATV, which played host to a delegation of IRE reps at its transmitter site in West Orange Wednesday night, had the local John Law snarling for a few uneasy moments. Station, which expected—and prepared for—some 400 engineers, found itself faced with the problem of handling nearly twice that number in an auditorium nearby the transmitter. Mob caused a traffic tieup in the area, and many had to be turned away.

CBS Adds 5 Affiliates To Network Lineup

CBS this week took another significant stride toward rapid buildup of its projected video web with addition of five more affiliates. New outlets include: WTVO, Detroit, which is prepping a debut for Oct. 24; WAGA-TV, Atlanta, Ga., which hits the air in December; WSPD-TV, Toledo, currently in operation; WTMJ-TV, Milwaukee, also on the air; and WEWS, Scripps-Howard station in Cleveland which has been in operation for some time.

Most of the outlets will be provided with kinescope recordings of shows now on the CBS air in the East, including "Lucky Pup," "Places, Please," "Face The Music," "Winner Take All," and several others.

WPIX Names Evans

Edward R. Evans has been named director of film relations at WPIX, replacing Edwin T. Woodruff, who has resigned. Evans, a combat veteran of the CBI and major in the air force reserve, was associated with RKO-Pathé, Inc., for ten years, until February 1947. He was a director of the "This Is America" documentary series produced by RKO. He comes to WPIX from CBS-TV, where he was director of films.

Chi. ABC's WENR-TV In Gala Bow Tonight

Chicago — Premiere program of ABC's new tele station, WENR-TV, will begin at 7 p.m. tonight with the official opening and welcome by web and civic brass. Edward J. Noble, chairman of the board of ABC, will introduce Lt.-Gov. Hugh Cross of Illinois, and Mark Woods, president of the network, will introduce Mayor Martin Kennelly of Chicago. John H. Norton, Jr., vice-president in charge of ABC's central division, will introduce three distinguished members of the Protestant, Catholic and Jewish religions. Personalities who have appeared regularly on WENR programs, including Paul Harvey, Beulah Karney, Herbie Mintz, Bob Elson and Tommy Bartlett, will participate in the initial ceremonies.

At 7:30, "Candid Microphone," will be presented on film. Another film, "Hollywood Screen Test," will be presented, and at 9, "Ladies Be Seated."

Wedding Bells

Engagement of Jane Carol to Ephraim M. Abramson was announced this week by Mr. and Mrs. Nathan M. Abramson. Nathan Abramson is an executive of WOR, N. Y., and his son is WPIX video engineer.

Press-Time Paragraphs

Smith Joins WOR Tele

Newland F. Smith has been appointed television facilities engineer for WOR-TV, and WOIC, the New York and Washington, D. C. outlets of WOR, it was announced yesterday by J. R. Pobjele, vice-president in charge of engineering. Smith will be responsible for the installation and maintenance of television equipment, studios, and transmitter buildings of both television stations which are now under construction. He comes to WOR from the Camden division of RCA where he was engineering supervisor in charge of television systems.

Chi. Stations Prep Exhib. Shows

Chicago—All three Chicago stations—WGN-TV, WBKB and WENR-TV, will originate established and special telecasts daily direct from the National Television and Electrical Living Show which opens at the Coliseum Saturday (18) for a nine-day run. Harry Alter, chairman for the Electrical Association, sponsor of the show, says that approximately 300 television receivers will be demonstrated at the show. Included in the entertainment fare will be several well-known radio programs, including full hour daily shows by leading disc jockeys.

WBAP-TV Starts Test Sked

Fort Worth—WBAP-TV's initial test patterns, which began Wednesday, Sept. 15, have been an outstanding success with reported good reception as far away as De Leon, Tex., 87 air miles from the station. Exceptionally good reception is being received in Dallas, approximately 30 air miles away, it was said. Test pattern will continue daily between 11 a.m. and noon and 4 and 5 p.m. First WBAP-TV programs are scheduled Sept. 29.

Weed Study Shows 75 Firms Make 175 Models

Set manufacturing business, as toddling an infant as any phase of TV in the months following V-J Day, has matched the medium's swirling growth stride for stride to the point where 75 individual firms are pouring sets into video markets. According to a survey made recently by Weed & Company, AM & TV station reps, the "acknowledged" number of set manufacturers has increased 300 per cent over the 25 last January.

64 Make Home Models

Of the 75 set makers, according to the Weed survey, 64 produce home models, 12 turn out commercial receivers, and five are in the kit business (assembled by the purchaser). Smallest and cheapest home set on the market is Pilot's new "Candid TV" with a six-inch screen selling at \$99.50, and the largest is put out by DuMont, a \$2,495 model with a 223-square inch viewing tube. All but two of the TV manufacturers make direct view sets, the survey shows. Eleven make projected-image sets, and three produce mirror-reflected models. Further breaking down the receiver phase, it's discovered that all but nine of the set makers produce receivers capable of dialing all 12 channels. Survey also shows the number of tubes in the average set is "between 24 and 32," depending obviously, on its size.

Installation costs and guarantees to the purchaser vary considerably, the Weed study points out. It's added that "nearly all" manufacturers guarantee their product, when installed by authorized dealers, etc., for periods ranging from 90 days to one year. In some cases, extended guarantees may be made annually upon payment of the fixed charges established by the manufacturer. Average installation cost, the survey shows, is \$65 for sets in the \$500 class.

Inside

Jack Van Coevering, considered one of the profession's top outdoor photographers and motion picture cameramen, this week was pacted by WXYZ-TV, Detroit outlet scheduled to hit the air in a matter of days. Van Coevering, currently outdoor editor for The Detroit Free Press, will put a show together at the outset of his relationship with the station based on his wide background and wide file of outdoor scenes. Show's tentatively titled "Woods and Waters."

★ ★ COAST-TO-COAST ★ ★

Heads Trade School Radio Dept.

Gadsden, Ala.—Hallie Williams has been named to head the radio department of the Alabama School of Trades in this city. Other newcomer is Virgil Connel, instructor, who replaces William C. Shaw. Williams succeeds Cecil Ashley, who has resigned.

KCKN Airs Final Hockey Games

Kansas City, Mo.—Larry Ray will call the play-by-play on the final period of all ice hockey games played in Kansas City this season. The broadcasts over KCKN will be sponsored by The Kansas City Pla-Mor Ice Hockey Team in the U. S. League. The team's owner, W. J. Tobin, is also president of The Chicago Blackhawks.

"Music Shop" Takes Morn Spot

Boston, Mass.—Beginning this coming Monday, Ray Dorey's popular "Music Shop" program on WBZ and WBZA will be heard at 9:15 a.m. instead of its usual afternoon listening period. Emcee Dorey will be assisted in the vocal department by songstress Gael Reese and in the music department by Avner Rakov, musical director of WBZ who directs the studio orchestra.

KMYR Adds Four

Denver, Colo. — Barry Coleman, Murray McLean, Jo Perrin and Paul Godt have joined the staff of KMYR. Coleman was formerly with KFEL, McLean with KTLN, Perrin, the new assistant traffic director, with KSTP, St. Paul, Minn., and Godt with an organization in Little Rock, Arkansas. The latter is KMYR's new station director and is heading the station's television plans.

To Air E. Collegiate Football

Washington, D. C.—Starting September 25, WASH-FM will carry the ten outstanding Eastern collegiate football games. Broadcasts will be heard at 1:45 p.m. and will continue thru Thanksgiving Day.

Broadcasts Air Exhib.

Columbus, Ind.—WCSI-FM, in an exclusive broadcast, recently covered the big National Air Guard demonstrations which were held at the Columbus Air Base. Program consisted of speeches by the governors of Kentucky and West Virginia plus an address by the Indiana State adjutant general. Toastmaster for the affair was Joseph Finneran, president of WCSI.

WHBY Adds Two

Appleton, Wis.—New faces at WHBY include Milton Boehm, who has been added to the station commercial department, and Harold Zahorik, named to direct the new educational unit. Zahorik was formerly a member of the Menasha High School faculty and was prominent in dramatics.

Sticht Promoted At WWDC

Washington, D. C.—Roger Sticht, continuity editor at WWDC, has been appointed assistant program director at that station. He replaces Bert Libin, who has resigned to accept a position as radio director for Bert Sarazen, Inc., a local agency.

KGVO Airs "The Eagle Speaks"

Missoula, Mont.—A series of 13 five-minute transcribed programs is currently being sponsored over KGVO by the Fraternal Order of Eagles, Aerie No. 32. Entitled "The Eagle Speaks," series is designed to publicize the order's patriotic, humanitarian and beneficial projects and was placed with the station by the Missoula Aerie's secretary, E. J. (Ernie) Beckett.

WCCM Football Sponsored

Lawrence, Mass.—For the second consecutive year, Scott Jewelry Company of New Hampshire and Massachusetts has signed to sponsor the Fall slate of 13 top Merrimack Valley schoolboy football games over WCCM. Handling the play-by-play report will be station sportscaster, Norm Doyle.

To Make Non-Stop Flight

Buffalo, N. Y.—Alfred E. Anson, WKBW's aviation editor and permanent moderator for the Hangar Talk program heard over that station each Sunday at 10:45 p.m., will make a non-stop flight from Oahu in Hawaii to Buffalo. The flight will be made in conjunction with Air Force Day and Anson will make both a pre-flight broadcast and a broadcast from plane to ground which will be carried by WKBW.

CJCA Covers Giant Fire

Edmonton, Canada—CJCA's special events reporter Hal Yerxa was on hand with a wire recorder to bring listeners a detailed report on a huge fire at one of the largest oil fields in the world, located at Leduc, Alberta. Besides the estimated \$50,000 daily loss on the \$3,000,000 field, thousands of dollars worth of drilling equipment also disappeared into the ground.

Don Wilson Guests On WSB

Atlanta, Ga.—Recent visitor to the WSB studios was Don Wilson, popular network announcer. Wilson was here with his wife, Marusia, a famous dress designer who journeyed here in an effort to put on a showing of her latest creations. Don was interviewed, during his stay in Atlanta, by Bob Van Camp on the "One Thirty Date" show.

To Carry School Football Games

Youngstown, Ohio — WKBN will this year carry all 21 local college and high school football games. To be broadcast both home and away, the games will be handled by Don Gardner and Jack Jurey, who will supply the color. Broadcasts will also be carried over WKBN-FM.

To Air WJR Football Summary

Detroit, Mich.—University of Michigan freshman coach, Wally Weber, has signed with WJR for a series of football summaries to be heard each Sunday afternoon from 1:30-1:45 p.m. Format of the program, to be sponsored by Park Motor Sales and Jefferson Lincoln-Mercury, includes thumbnail sketches of new football systems and new players, analysis of key developments (with particular emphasis on the Michigan national championship team, and the best gridiron anecdote of the week.

Kirby Leaves For Boston

Charlotte, N. C.—WBT sportscaster, Lee Kirby, has left for Boston to attend the annual Atlantic Refining Company announcers' convention. Conferences will include two days' meetings of Atlantic officials, prominent coaches, athletic directors and sportscasters from the eastern seaboard territory. Kirby is a veteran of some 12 years play-by-play reporting of Atlantic Refining's scheduled football games over WBT.

To Broadcast Notre Dame Games

South Bend, Ind.—WSBT, for the 10th year, will broadcast the complete schedule of Notre Dame games under the continuous sponsorship of the American Trust Company. Handling the play-by-play both at home and away will be Joe Boland, former football star who worked under the late Knute Rockne.

Una King Switches Departments

Hartford, Conn.—Una King, former director of women's programs at WHTT, is now with the station's commercial department. A sister of Ben Hawthorne, conductor of the Musical Clock program heard over that station, she will devote her time to local sales.

Contest Winners To Be On KPRC

Houston, Texas—In connection with the Houston Symphony Orchestra broadcasts over KPRC, the music department of the Texas school system has started a contest designed to encourage young musicians. Following the pattern of past competitions, student musicians will vie for five guest radio appearances with the Houston Symphony. Winners will be selected on the basis of 18 district auditions held throughout the state.

To Air College Forum Series

Lebanon, Pa.—WLBR has announced plans to air a series of roundtable discussions this Fall and Winter to be known as the Lebanon Valley College Forum Of The Air. Programs, to be aired at 3:30 p.m. each Sunday afternoon, will be presented in co-operation with Lebanon Valley College which will choose program moderators for each week from the college faculty. Series will also feature locally prominent citizens from all walks of life in discussions of timely topics.

CHICAGO

By NAT GREEN

ELLA FITZGERALD, popular singer, made her last radio appearance of the season last Saturday on WGN's "Teens and Tunes." She leaves shortly for London to take the guest spot at the Palladium.

The "R.F.D. America" program is to have its counterpart on an Australian network. Show will be called "Country Quiz," and will feature Australian farmer contestants, an Australian emcee (or "compare") and questions which have been used on "R.F.D. America" and adapted to Australian agriculture.

"Life Of Will Rogers" Will Be Offered Radio

Hollywood—Exclusive radio rights to the "Life Of Will Rogers," one of the most colorful stories of Americana, were released this week by the Rogers estate.

They were granted to Dick Smith of Smith, Bull and McCreery, Inc. and John Cohan, California radio executive, who will act as representatives for the estate. A vaultful of material, including anecdotes, doings and sayings of the beloved humorist, is being made available to sponsors, agencies and networks for a 30-minute weekly program of unrelated episodes.

Send Birthday Greetings To—

September 17

Gabriel Heatter	Alice Yourman
Yvette	Frank Novak
Bob Hotz	Mary Charles

September 18

Joe Bradley	Mildred Fenton
Don Shaw	Sherman K. Gregory
Ann Lester	Bill Fields
Joan Ellis	E. E. Hill
Walter White, Jr.	

September 19

Betty Garde	Aaron S. Bloom
Dick Fishell	Willard Robison
Curt Purnell	Mildred O'Neill
Brent O. Gunts	Janice Gilbert
Josephine Forbes	

September 20

Milton Starr	Frank DuVal
Daniel Duncan	Billy White
Jay Burnett	Andrea Lord

September 21

Lloyd Shaffer	Ted Nelson
Reginald K. Harris	Allen Stock
William Hunter	

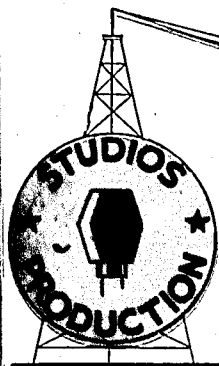
September 22

Joe Parsons	Hanley Stafford
Betty Wragge	William Elliott
Travis Chapman	Clyde Kittell
Dorothea Lawrence	Toby David

September 23

Don Bestor	Bob Dryenforth
Artie Dunn	Helen Marshall
Bill Pinnell	Fred Vosberg

Leo B. Tyson



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 56

NEW YORK, MONDAY, SEPTEMBER 20, 1948

TEN CENTS

BROADCASTERS GATHER AT SUN VALLEY

FCC Decisions Hit In Harness Report

Washington Bureau, RADIO DAILY

Washington — The special House Committee to investigate the FCC came through over the weekend with a report on the Port Huron and Scott decisions. Both decisions, the committee found, are confusing, troublesome to broadcasters and contrary to the public interest.

In a slashing attack signed by Reps. Forrest Harness, chairman, Charles Elston and Leonard Arthur Hall, Republicans, and Percy Priest, Democrat, the committee promised that unless the Commission undertakes

(Continued on Page 8)

More Stations Added For Dewey Coverage

Affiliated NBC stations in New York State have been added to the CBS and MBS stations originally scheduled to carry the address of Gov. Thomas E. Dewey which will be made tonight at Des Moines, Ia., from 10 to 10:30 p.m. The CBS and MBS webs will carry the address coast to coast with the NBC stations giving added coverage in New York state.

Plan Facsimile Session At FMA Convention

A full session on facsimile and its commercial possibilities, led by fax pioneer John V. L. Hogan, is scheduled for the FMA convention in Chicago Sept. 27-29, C. M. Jansky, Jr., convention agenda chairman, said yesterday. Samuel Insull, Jr., of Stewart-Warner, Elliott Crooks of Radio Inventions and F. R. Meyer of

(Continued on Page 2)

Smeby For Howard

Washington—Lynne C. Smeby, consulting radio engineer formerly director of the NAB engineering department, will be retained by the NAB for a month while Royal V. Howard is attending conferences in Mexico City, president Justin Miller has announced. Smeby will be "acting for NAB director of engineering," during the period from Oct. 15 to Nov. 15.

TV Booming

Television receiver production is reported reaching an all time high with the major manufacturers with prospect of a shortage of receivers in mid-Winter because of lack of tubes. Opening of new video stations, merchandising of new model receivers, and the interest in the baseball World's Series and the national elections are given as factors in creating a boom market for TV receivers.

NLRB Will Consider Recording Proposal

An official of the National Labor Relations Board told RADIO DAILY Friday that before the general counsel issues a decision on the complaint of three transcription companies, who charge AFM with illegal secondary boycott, the body will first consider James Petrillo's proposal for a trusteeship to administer a royalty fund;

(Continued on Page 5)

BMB Issues New Study On Radio Families, U.S.A.

BMB begins issuing today its "Radio Families U.S.A.—1948" which lists the number of radio families (and the percentage against total families) in approximately 1,300 cities and 3,071 counties. New edition, superseding the 1946 issue, lists every city of 25,000 or more population in

(Continued on Page 8)

300 NBC Affiliates And Web Executives Reach Idaho Resort For Second Annual Network Convention

Webs And TV Cover Bernadotte Flash

Flash news of the assassination of Count Bernadotte on Friday caused a flurry of excitement in network and station newsrooms with all programs being interrupted to carry bulletins on the death of the peace mediator.

An AP flash was carried on the Cedric Foster news program on MBS at 1:12 p.m. and NBC reported carry-

(Continued on Page 5)

CBS Newsmen Assigned To Cover Political Tours

CBS newsmen assigned to cover the political campaign tours of President Harry S. Truman and Governor Thomas E. Dewey of New York were announced Friday by Davidson Tay-

(Continued on Page 2)

Farnsworth Board Reelects All Company Directors

All directors of the Farnsworth Television & Radio Corporation were re-elected at the annual stockholders' meeting in Fort Wayne Friday.

Re-elected were Jesse B. McGargar,

(Continued on Page 2)

Sun Valley, Idaho — Three hundred broadcasters began gathering here the past weekend for the second annual National Broadcasting Company's Affiliates convention which opens Wednesday and will continue throughout the week.

The most important subject on the agenda is the new NBC

(Continued on Page 6)

AFA Directors Okay "Adv. Hall Of Fame"

Plans to establish a national Advertising Hall of Fame were approved Thursday by the board of directors of Advertising Federation of America. The Hall of Fame will be established in the New York Advertising Club's new building on Park Avenue.

Col. Gilbert T. Hodges, chairman of the executive committee of the New York Sun and former chairman of the A.F.A., was appointed chair-

(Continued on Page 4)

Heatter "Mail Bag" Co-op. Pre-sold On 36 Stations

"Gabriel Heatter's Mail Bag," Mutual's new daytime co-op show which premieres today, has been pre-sold on more than 36 stations to over 50 sponsors, according to Bert Hauser, MBS co-op director. Show is slot-

(Continued on Page 6)

Gillette Buys Series Rights From Mutual For AM & TV

Gillette Safety Razor Company has acquired both the AM and TV broadcast rights to the 1948 World Series from Mutual, it was announced jointly over the weekend by J. P. Spang, Jr., president of Gillette, and Edgar Kobak, president of the network.

Series, which opens in the home city of the National League pennant-winner on Oct. 6, will be aired over the full (513) outlets of MBS, in addition to several additional markets in the U. S. not covered by the network. Games will also be aired

in Canada via the Dominion Network, in Alaska, Hawaii, Cuba and overseas via Armed Forces Radio Service.

Television coverage of the Series will probably be "farmed out" to a video pool of all stations on the air, in a manner similar to that used last year when the Series was televised for the first time. Confab to discuss final arrangements will be held in New York today, it was said. Announcers to cover the games have not yet been chosen due to the fact neither league has yet produced a definite flag winner.

Ear To Ground

When sandhogs linked both extremities of the Battery-to-Brooklyn tunnel late Thursday afternoon, ABC correspondents and engineers had their equipment on hand to record the event for listeners to the network's Headline Edition program at 7 p.m., EDT. Correspondent Julian Anthony took the microphone 115 feet underground and 1,500 feet from the final blast.

RADIO DAILY

★ COMING AND GOING ★



Vol. 44, No. 56 Mon., Sept. 20, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. 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.

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

FINANCIAL

(September 17)

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Hazeltine Corp.

OVER THE COUNTER

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

Raytheon Licenses RCA

Charles Francis Adams, Jr., president of Raytheon Manufacturing Company, Waltham, Mass., announces that RCA and its subsidiaries have been granted a license under the radar patents owned by Raytheon. These patents were issued to Submarine Signal Company, now Raytheon's marine affiliate, and cover development work dating back to the 1930's on "Radameter," the original radar. During that decade, a series of patents were issued to Submarine Signal disclosing and claiming many of the important features now employed in radar equipments.

GIRL AIDE AVAILABLE

Can be of real assistance in television station, network, agency, New York City. Four years experience motion pictures; talent and story background. Familiar film production. College education. Young, attractive; ability handle people. Box 170, RADIO DAILY, 1501 Broadway, New York City.

WILLIAM DUTTERA, operations engineer at NBC, off by American Airlines to Washington, where today he will attend the UHF conferences being held by the FCC.

PHIL HOFFMAN, station manager of WOL, Washington, and ARDEN SWISHER, sales manager of the station, a Mutual outlet, in New York late last week for conferences with their national representatives.

TOM MAHONEY, production assistant in the television division of CBS, has left on his honeymoon, to be spent swinging through south and central U. S., winding up at Cleveland and Niagara Falls.

FRANK CROWTHER, commercial manager of WMAZ, Macon, Ga., spent a portion of last week in Gotham conferring with the national representatives of the station.

BILL LEONARD, reporter on "This Is New York" over WCBS, returns today from a two-week vacation in the New England states and Canada.

HENRY UNTERMEYER, account executive for WCBS, is expected back today from Nova Scotia, where he had exercised his zeal for fishing.

DWIGHT WEIST, accompanied by MRS. WEIST, has returned by plane from Washington, where he emceed the radio-video production of "We the People" on CBS.

DENNIS JAMES, television sportscaster; CHARLES STARK, video announcer, and DIANE CAROL, radio singer, last Saturday went out to Reading, Pa., where they assisted in the choosing of Miss Reading at the Fair held in that city.

EDGAR KOBAK, president of the Mutual network; ROBERT SWEZEY, vice-president and general manager; PHILLIPS CARLIN, program vice-president, and JAMES WALLEN, controller, back today from Hot Springs, Va., scene of the web's board meeting.

CHET LAUCK and NORRIS GOFF—Lum 'n' Abner to their public—are spending this week in Las Vegas, Nev., and will broadcast their programs from that point.

HELEN S. WALLACE, director of sales and service for Muzak, leaves today for a week in Washington on business.

NATHAN FRANK is in town. The vice-president and manager of WHNC, Henderson, N. C., conferred Friday at MBS, with which the station is affiliated.

E. M. JOHNSON, director of engineering for the Mutual network, leaves today for Washington to attend the ultra-high-frequency hearings at the FCC.

JOHN T. CAREY, commercial manager of WIND, Chicago, was welcomed last week at the New York offices of the station's reps.

FRED C. MOSELEY, commercial manager of WAGF, Dothan, Ala., affiliate of MBS, is in New York on station and network business.

ED OTIS, production supervisor for the Mutual network, returns today from a combined business-and-vacation trip to New England and the middle west, where he visited affiliates of the web.

GASTON W. GRIGNON, general manager of WISN, has returned to Milwaukee after having spent a portion of last week in Gotham.

Plan Facsimile Session At FMA Convention

(Continued from Page 1)

Stewart-Warner will also participate in the session, to be held Tuesday afternoon, Sept. 28, at 3:00 in the Sheraton hotel.

Jansky noted that already 11 FM stations hold permits for fax stations and that many more have plans to enter fax in conjunction with FM. Following the presentations of the four experts Tuesday, the meeting will be thrown open to general discussion from the floor, Jansky stated. FM station WEAW of Evanston, Illinois, will demonstrate simplex and multiple operations. The complete FMA convention agenda will be announced Monday.

10 YEARS AGO TODAY

(From the files of Radio Daily)

RCA, with a series of tests between Philadelphia and its own exhibit at the World's Fair, has begun demonstrations of facsimile equipment designed for home use. Now being used in experimental work is RCA's New York-Philadelphia ultra-short wave radio circuit with a mobile survey receiver, stationed at the exhibit building to pick up signals. Television showing will also be given at the 1939 Fair. . . . A dispute between J. Walter Thompson and Young & Rubicam has arisen over the proposed addition of Ezra Stone to Y. & R.'s Kate Smith show. The Thompson agency wants both Stone and writer Clifford Goldsmith for appearances on the Rudy Vallee production.

Farnsworth Board Reelects All Of Its Directors

(Continued from Page 1)

chairman, E. A. Nicholas, Edwin M. Martin, George Everson, Philo T. Farnsworth, Lloyd S. Gilmour, Charles H. Buesching, Burton A. Howe and John F. Wharton.

Officers Re-Elected

Following the meeting of stockholders, the directors re-elected all officers of the company, including Mr. Nicholas, president; Mr. Martin, vice-president and secretary; Dwight M. Allgood, vice-president; William Clausen, vice-president; B. Ray Cummings, vice-president; Paul H. Hartmann, treasurer, and Chester H. Wiggin, assistant secretary and assistant treasurer.

CBS Newsmen Assigned To Cover Political Tours

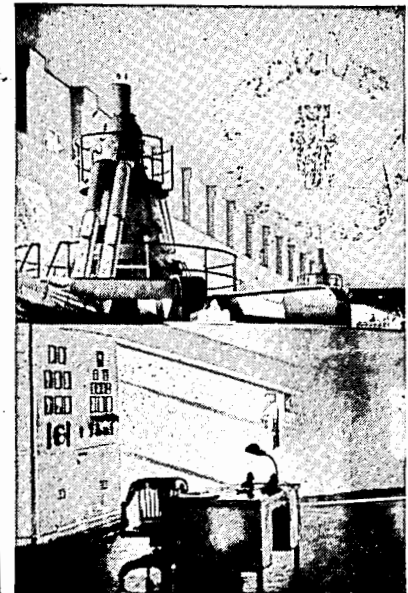
(Continued from Page 1)

lor, vice-president in charge of public affairs for CBS.

John Adams, White House correspondent, will travel on the President's special train and Lee Bland, CBS director of special events, will be aboard the Dewey train. Taylor and Eric Sevareid will be on the Dewey train for the first few days of the tour.

Gray On Adv. Council Board

Robert M. Gray, manager of the advertising and sales promotion department of Esso Standard Oil Co., has been elected to the board of directors of The Advertising Council. Gray will serve as one of the representatives of advertisers, replacing Paul S. Ellison who resigned last Spring.



135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon.

One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales.

For this successful independent in Baltimore is the station that delivers more listeners-per-dollar-spent than any other station in town.

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.



W • I • T • H

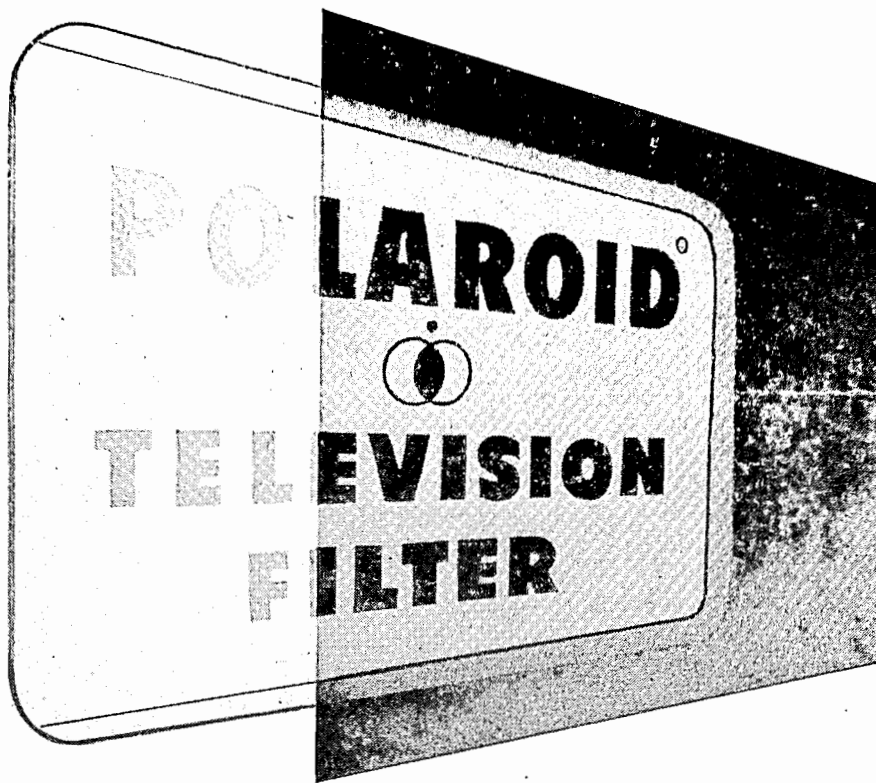
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Treat yourself and your family to

NEW TELEVISION PLEASURE

Amazing new product brings you new visual comfort



a product
created by:
Pioneer
Scientific
Corp.
295 Lafayette
St., New York

© By Polaroid Corp.

Contrast without glare! Clearer, sharper pictures that don't tire your eyes!

Of course you know Polaroid, the most famous name in glare removing optics. And the Polaroid Television Filter truly works wonders!

It gives the picture new sparkle and vigor. It improves contrast without glare—without color distortion.

That's why thousands of television set

owners who're attached Polaroid Television Filters say that you don't know how good your set is until you give it a Polaroid Television Filter!

Best of all, there's a Polaroid Television Filter for every set. Attaches quickly and easily. You do it yourself in 2 minutes or less! Costs so little, too!

No. 700 For Television Sets with 7-inch tubes.... \$ 6.50
No. 1000 For Television Sets with 10-inch tubes.... 10.00
No. 1200 For Television Sets with 12-inch tubes.... 12.50
No. 1500 For Television Sets with 15-inch tubes.... 16.00
No. 2000 For Television Sets with 20-inch tubes.... 25.00

It's the best possible product—no other compares! So get yours today! Now that the Polaroid Television Filter is at all better television dealers, there's no reason to put off treating your family and yourself to the ultimate in television pleasure!

AT ALL BETTER TELEVISION DEALERS NOW!

AFA Directors Okay "Adv. Hall Of Fame"

(Continued from Page 1)

man of the Hall of Fame committee by Elon G. Borton, president of A.F.A., with instructions to go ahead with plans to set up the details with the New York Advertising Club.

Fifty to Be Nominated

Fifty pioneers and leaders of advertising may be nominated to the Hall of Fame between now and the year 2000 A.D. and suitable memorials will be placed in the New York Club. Limitations on such nominations include the fact that the honored man must have been deceased five years and that a maximum of ten men may be elected in the first year of the Hall's operation, with a limit of two to be elected in any one year thereafter. Report on the plan was submitted to the Board of A.F.A. by Andrew J. Haire, president of the New York Advertising Club with which the A.F.A. is cooperating in the project. All clubs affiliated with the A.F.A. will participate and nominations for the Hall of Fame may be made from any section of the country. Col. Hodges' committee will include representatives from all sections.

Contest Drew 30,000 Entries

Continuation of the campaign to advertise advertising, which last year showed many millions of people in the U. S. how advertising serves them, increased cooperation with advertising students and teachers of the nation, continuation of the national advertising essay contest, which drew 30,000 entries last year, cooperation with the 4-A's and A.N.A. to tell the story of free enterprise and general club and district expansion were some of the important features of the expanded program approved by the Federation Board yesterday.

The Board, which was presided over by George S. McMillan, vice-president of Bristol-Myers Company and chairman of the board of A.F.A., also approved the appointment of an executive committee comprised of McMillan, Graham Patterson, publisher of the Farm Journal; Allan T. Preyer, chairman of Morse International, Inc.; Ralph Smith, manager of Duane Jones Company, Inc. and Borton.

J. W. Egan, Jr., vice-president of the Toledo Blade, was named national chairman of the A.F.A. essay contest, and C. King Woodbridge, chairman of the executive committee of the Dictaphone Corporation and former A.F.A. chairman, was appointed head of the Federation's International Cooperation committee. Ralph Smith again was appointed chairman of the committee to advertise advertising.

Adv. Leaders Honored

At the luncheon which followed the meeting, the Federation through President Borton, presented certificates of appreciation for past service to Joe M. Dawson, vice-president of Geyer, Newell & Ganger, Inc., and past chairman of A.F.A.; Robert S. Peare, vice-president of General



California Commentary...!

● ● ● Bill Stewart and Mrs. Al Jarvis will take over the "Make Believe Ballroom" over KLAC, today for four weeks when Al Jarvis starts work at Columbia in the picture version of "Make Believe Ballroom."

Hollywood

... Word from his TV Productions headquarters here is that Larry Finley is now fully recovered from his recent surgery at Johns Hopkins and is recuperating in the New York area, returning to his Hollywood office the end of this month. ... Beryl Davis resumed her Hit Parading Sept. 18. While she was on vacation, her Hit Parade contract was extended until the first of the year. ... George Dietrich, Young & Rubicam, Hollywood media director, has returned from a Lake Tahoe vacation. ... Estelle Taylor has selected screen heavy Marc Lawrence as her first male guest actor in her series of "Taylored Lady" programs to be filmed on 16 mm. for Larry Finley TV Productions. ... Joan Davis turned up at the Laguna Beach Playhouse to watch her daughter, Beverly Wills of CBS' "Junior Miss," perform in the play of the same name. After watching Beverly turn in a performance rich in Davis gestures and inflections, Joan commented, "I'll sue that kid!"

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● ● ● Headed by Ruth Hussey, contingent of Rhode Island-reared players will be represented at the opening Oct. 17 of WTJB, new FM station sponsored by two local Rhode Island dailies. Certain participants will record special material in Hollywood. In addition to Miss Hussey, group will include Van Johnson, Richard Hart, Jeff Donnell and Charles Brackett. ... The Screen Publicists Guild is sponsoring a series of five sessions on the practical aspects of television for members of film and radio guilds and unions. Speakers at the second session, Sept. 22, dealing with "Television Station Operation," will include Charles Brown, general manager, Video Broadcasting Co.; Don Fedderson, general manager, KLAC; Harry Lubcke, director of TV, Mutual-Don Lee; Ray Montfort, chief engineer, Times-CBS Television; Wes Turner, technical director, Video Broadcasting Company.

☆ ☆ ☆ ☆

● ● ● When the "Great Gildersleeve" is heard Sept. 22, it will mark the 300th program since the series started back in Aug., 1941. ... The King's Men have completed recordings for three films in the Universal-International "Sing And Be Happy" short subject series. The shorts are titled "Clap Your Hands," "Moonlight Madness" and "Minstrel Mania." ... Frank Barton, NBC supervisor of announcers, presided over a dinner of St. Mary's College alumni in this area Sept. 16. ... ABC's West Coast television is planning to inject a hypo into video sports coverage. Jimmy Vandiveer, network needle man, will conduct closed circuit trials in October with the expected arrival of special improved equipment from the East. Object of the tests will be to develop methods of infusing more color into football and other mass audience sports

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● ● ● Joe Bigelow has been signed to produce, and Henry Taylor to write, the Spike Jones-Dorothy Shay "Spotlight Revue" show, which returns to the air on ABC, Oct. 1. Bigelow formerly was vice-president in charge of radio production for J. Walter Thompson, where, at various times, he had a hand in writing virtually every show handled by the agency, longest stint being four years as writer of the Edgar Bergen ailer.

Electric and treasurer of A.F.A. for seven years; and Allan T. Preyer, retiring chairman of the A.F.A. Members of the board travelled from Texas, Missouri, Alabama and other distant places to attend the meeting. Mrs. Oveta Culp Hobby, former WAC commander from Houston, and Ira DeJernett of Dallas, held long distance travelling honors for the session, which was the best attended in A.F.A. history.

WCAM Gets FCC Nod Over WCAP And WTNJ

Washington Bureau, RADIO DAILY

Washington—Refusing to change the assignments given WTNJ, Trenton; WCAM, Camden, and WCAP, Asbury Park, all in New Jersey, in its May decision, the FCC Friday granted a regular license renewal to WCAM. This move followed a showing by the city of Camden, licensee, that its controversial contract with Mack Radio Sales, which gave the latter control over a large block of the station's time, has expired and has not, and will not, be renewed. The Mayor of Camden filed an affidavit that in the future all employees of the station will be employees of the City of Camden responsible directly to the elected officials of that city.

La Rosa's Biggest Budget Increases Use Of Radio

V. La Rosa & Sons, makers of La Rosa macaroni, spaghetti, egg noodles and pasta, have announced their plans for "the greatest advertising campaign in macaroni history." The campaign incorporates an extremely heavy use of radio programs, augmented by an extensive use of other media.

Plans include company's largest use of radio, with a daytime show beginning Oct. 11. In this, the La Rosa Hollywood Theater of Stars, La Rosa will bring to radio audiences a half-hour program five days a week in which a complete drama is presented each day. Every day the program will feature an important Hollywood movie star. These stars include Dana Andrews, Susan Hayward, Robert Ryan, Joan Bennett, Edward Everett Horton, Virginia Mayo, Marjorie Reynolds, Herbert Marshall, and numerous others of equal note.

The La Rosa Hollywood Theater of Stars will be broadcast each day, Monday through Friday, over 50,000-watt network stations including WOR, New York; WCAU, Philadelphia; WBZ, Boston; WBZA, Springfield, Mass.; WJAR, Providence; WTIC, Hartford, and others.

La Rosa will also continue with its well-known "Red Rose Radio Theater," which is broadcast via a special network to radio stations carrying Italian language programs.

Dr. Fox Joins C-P-P

Dr. Arthur L. Fox has been appointed director of research and development of the Colgate-Palmolive-Peet Company, it has been announced by E. H. Little, president. Dr. Fox comes to Colgate from General Aniline and Film Corporation, where he held the position of director of research. He will make his headquarters at the Colgate home office in Jersey City.

Stork News

Crewe, Va. — Bob Maynard, of WSVS, here, is the father of a son born Friday to Mrs. Maynard. Baby will be named Jay Alter.

NLRB Will Consider Recording Proposal

(Continued from Page 1)

the informant was Vincent Altieri of the NLRB's injunction section and a member of the general counsel.

Altieri said he did not know whether Petrillo's offer to the transcription industry—also made to recording companies—would have any effect upon the eventual decision, but he indicated that the new development could have some bearing on the outcome.

The NLRB official also revealed that the general counsel recently has had representations from both AFM and the transcription companies that any final decision be held up momentarily pending possible negotiations between the union and the industry. The initial representation, Altieri said, was made by AFM. At a later date, the official continued, the companies informed the general counsel they wanted to see what AFM had to offer.

Altieri's headquarters are in Washington, but he was in New York Friday on a business trip to NLRB's regional office.

It's almost a foregone conclusion now that any announced NLRB decision on the AFM-transcription case will have to await a future date. First of all, the general counsel had not yet actually worded an announcement, up until the time Petrillo made his offer last Wednesday, and now it must go into consideration of the AFM proposal.

WTTM Opens Studio Theater

Trenton, N. J.—WTTM recently opened its newly renovated Studio Theater with a barn dance, starring Fred-the-Fiddler and his Chuck Wagon Gang with the Riley Sisters, harmony duo and Jack Wiggs, Swiss Yodeler. Handling the hoedowns was "Purty" Peggy. In addition to a weekly Barn Dance, future plans include audience participation shows and community and promotional activities.

BEAUTIFUL HOME IN THE MOUNTAINS FOR SALE

Stucco and stone mansion, 4 bedrooms, two with own fireplace, 2 modern tile baths, huge oak panelled living room with big bluestone fireplace. Oak panelled library with fireplace. Complete and roomy kitchen. Large glass enclosed sun porch. Oil heat. House specially built high on Peakamoose mountain (elevation 1700 feet) for unrivalled view of beautiful valleys and Ashokan reservoir. 110 miles from New York (3 hours). Low taxes. About 12 acres of land with big lawn and trees, beautifully landscaped. Private road. All rooms in house completely furnished. A wonderful home for the best in living. Price \$27,500.00 complete.

★ AGENCY NEWSCAST ★

GLENN WIGGINS, has been elected a vice-president of Kenyon & Eckhardt, Inc. He has been with the agency since 1935.

THIRD ARMY HEADQUARTERS in Atlanta has appointed Tucker Wayne & Co., Atlanta advertising agency, to handle its approximately \$140,000 advertising and publicity program for the Army and Air Force recruitment program for the fiscal year 1948-49, it has been announced by Lieut. Gen. Alvan C. Gillem, Commanding General, Third Army. General Gillem said the contract was awarded after a series of competitive agency presentations.

ALFRED PAUL BERGER COMPANY, Inc., has been appointed advertising agency for Micro-Lite Company, Inc., New York, manufacturers of miniature flashlights. Martin M. Colby is account executive.

JAMES D. MCTIGHE, radio director of Olmsted & Foley, Minneapolis advertising and public relations agency, has been admitted to the firm as an associate partner, Ward H. Olmsted, senior partner, has announced. McTighe joined Olmsted & Foley after Army service as special agent of the counter-intelligence in India and public relations officer in Washington, D. C. Prior to the war he was associated with Campbell-Mithun advertising agency of Minneapolis and KDAL, Duluth.

WESTHEIMER & CO., St. Louis, has been elected to membership in the American Association of Advertising Agencies.

PAN AMERICAN BROADCASTING COMPANY and their associates, Pan American Publishers Representatives, have added three more members to their staff. Following their practice, all are veterans of the armed forces. Arnold N. Abrams, handles the accounting duties for Publishers, and by way of servicing accounts, has his finger on the pulse of business. Prior to joining Pan American Publishers Representatives, Mr. Abrams was assistant space buyer at Byrde, Richard, & Pound. Bill Gipson, accountant, is the second Navy veteran to join Pan American Broadcasting Company within the last year. Bill and his wife "came East" from Texas, where he worked with the Tasco Company as assistant production manager and accountant. Most recent member to join the staff is Joe Mileger, space salesman for Publishers. Before the war he worked for Swiss newspapers in advertising and for the Basel Chamber of Commerce.

RAYMOND SPECTOR, president of Raymond Spector Company, Inc., which discontinued active operations last year, announced last week the formation of a new agency under the same name. Offices will be at 445 Park Avenue, New York City. List of accounts and names of executives will be announced Oct. 1.

ROBERT HALL CLOTHES, INC. has elected Frank B. Sawdon as vice-president in charge of sales and advertising, Louis Eldenberg, president, has announced. Sawdon is owner of the Sawdon Advertising Company, which has handled the advertising for the Robert Hall Company since its founding. The Robert Hall chain now totals 68 units of which 19 are located in the metropolitan area.

J. W. BEARDSLEY SONS, Newark, N. J., manufacturers of shredded codfish, codfish cakes and other food products, have placed their account with Tracy, Kent & Co., Inc., New York.

JOHN F. LA FARGE has been elected a vice-president of Hewitt Ogilvy, Benson & Mather, Inc. He had been in the copy department of Young & Rubicam, Inc.

RUTHRAUFF & RYAN, INC., plans to open a Baltimore office effective October 1st. The address will be 7 West Hamilton Street, Baltimore 1, Md. The office will be equipped to provide on-the-ground service to their present clients and advertisers in the area. This makes the tenth R&R office in the U. S. in addition to offices in Toronto and Mexico City.

JOHN D. UPTON, vice-president, N. W. Ayer & Son, Inc., has been

Webs And TV Cover Bernadotte Flash

(Continued from Page 1)

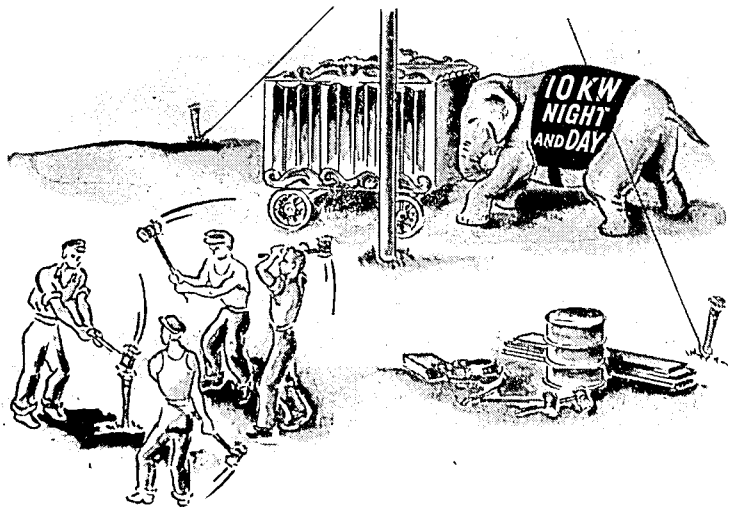
ing the news at 1:11 p.m. ABC interrupted the Baukhage program for a flash at 1:05 p.m., and did a repeat broadcast at 1:28 p.m. CBS likewise put the news on the network during its 1 to 1:15 p.m., broadcast period.

During the weekend the networks originated programs abroad on the Bernadotte slaying and some of the broadcasts originated from Paris, where the United Nations general assembly meets on Tuesday.

Correspondents in Tel Aviv, Stockholm and Paris were called in by MBS to give accounts of the Bernadotte story at 4 p.m. on Friday and subsequent pickups from abroad were planned.

Television stations too did special film coverage on the Count Bernadotte story over the weekend. The films, mostly newsreel clips, covered the Count's role as a peace mediator in Israel and his visit to United Nations at Lake Success.

named manager of service in that firm's New York office. Upton's promotion was announced by Gerald M. Lauck, executive vice-president, at a meeting with staff members. Associated with Ayer since 1936, Upton has supervised a number of the advertising firm's most important accounts. He was elected vice-president in October, 1947.



IT'S THE POUNDING, POUNDING, POUNDING IN PERFECT RHYTHM

that sets up a huge circus in a few hours ready to make money.

IT'S THE POUNDING, POUNDING, POUNDING

of your commercials in perfect timing with WPTR's listener-intriguing shows that sets up a demand for your product in the Albany-Schenectady-Troy area.

WPTR

PATROON BROADCASTING COMPANY
HOTEL TEN EYCK, ALBANY 1, N. Y.

Next DuCal

THE WEEK IN RADIO

AFM Suggests Plan

By VAL ADAMS

AFM made its first official move toward possibly ending recording ban. Petrillo proposed appointment of independent trustee to administer royalty fund to accumulate in a designated depository. Trustee could pay out money only after AFM gives okay. . . . FCC to issue call for engineering conference to determine what revisions, if any, are needed in TV engineering standards. Believed in Washington that Commission will call temporary halt on further commercial TV grants until new or permanent standards are worked out.

Some network shows forced into time changes in California and Nevada Sept. 26. Two states remaining on daylight saving time while rest of nation reverts to standard. . . . Murray Carpenter, WPOR, Portland, Me., urging stations to chip in \$1,000,000 a year for promotion of broadcasting among advertisers. He suggests a year-round job like newspapers and magazines do.

Harness Committee studying Puerto Rican radio situation. Broadcasters there clamoring for action to halt government owned WIPR, San Juan, now under construction, from operating commercially. . . . 630 stations (CBS and MBS) to carry Dewey's opening campaign speech from Des Moines.

Parks Johnson, "Vox Pop" originator, retiring from radio to devote full time to Texas ranch. He still holds ownership rights in show. . . . TV leaders asked FCC to provide more "downstairs" channels for video service. At same time they want unabated efforts toward developing UHF.

Change of call letters by WHN, New York, to WMGM touched off week-long program celebration, featuring top talent and various dignitaries, in station's new home on Fifth Avenue. Message from Gov. Dewey read: "Radio and press in America need no censorship."

ABC made deal with San Francisco Examiner calling for reciprocal benefits in special events, news and public shows. Resources of Examiner and KGO (both AM and TV) will be pooled. . . . C. L. (Chet) Thomas, KXOK, St. Louis, elected vicepee of Transit Radio, Inc. . . . FCC approved power boost for WAAT, Newark, to 5,000 watts but turned down bid for same power after sunset. Station operates on 970 kcs.

Annual Fall meeting of RMA set for Hotel Roosevelt, New York, Oct. 6-8. . . . Democrats bought half-hour on Mutual for broadcast (recorded) of President Truman's speech at National Plowing Contest at Dexter, Iowa. . . . First after-midnight network to go on air Oct. 1. It's the Pioneer Broadcasting System, incorporated in Arizona for \$300,000. Bob Morris, formerly with KOY, Phoenix, is president.

Education's "share" in TV spectrum one of major topics for annual meet-

NBC Affiliates Gathering For Sun Valley Meeting

(Continued from Page 1)

Code or Standards of Practice which will be offered to the affiliates at the Wednesday session by Ken Dyke, executive vice-president of the web. The Code, according to reports, embodies all the features of the new NAB Standards of Practice with other suggestions for the regulation of broadcasting added.

Television will also be widely discussed at the convention. Charles R. Denny, executive vice-president, speaking on "Television, 1949" will address the luncheon session of the affiliates meeting on Wednesday.

All phases of network and station operation will be discussed during the convention. In addition to the top NBC executives who will speak, the convention will hear a report of the NBC Stations Planning and Advisory committee. This committee has been meeting here in advance of the convention.

Niles Trammell, president of NBC, will open the morning session on Wednesday with an address of welcome. He will be followed by Paul W. Morency, chairman of the SPAC committee and vice-president and general manager of WTIC, Hartford.



TRAMMELL

Headed by Ken R. Dyke, administrative vice-president in charge of Programs, who will speak on "Programming for Profit," the program department will also present Thomas C. McCray, national program manager, speaking on "Want to Buy an Audience" and Sterling Fisher, manager of the Public Affairs department, who will discuss "College by Radio."

William F. Brooks, vice-president in charge of News and International Relations, will discuss NBC's election coverage, after which Woolley will report on the network's daylight saving time operation and AM-FM duplication, in the final talk of the morning.

Special SPAC Meeting

From 3:00 to 5:00 p.m., Sept. 22, there will be held a closed meeting for affiliated stations, to be conducted by SPAC, whose members are Morency; Richard H. Mason, manager, WPTF, Raleigh, N. C.; Milton L. Greenebaum, president and general manager, WSAM, Saginaw, Mich., secretary of SPAC; Wiley P. Harris,

ing of National Association of Educational Broadcasters at University of Illinois in Urbana, Oct. 10-12. . . . FCC to okay AM grant for new daytime Baltimore station on 1010 band. Applicant is Radio Television of Baltimore, Inc. . . . Columbia University to offer 18 courses in radio and television in collaboration with NBC.

director, WJDX, Jackson, Miss.; John J. Gillin, Jr., president and general manager, WOW, Omaha, Neb., vice-chairman of SPAC; Martin B. Campbell, general manager, WFAA, Dallas; S. S. Fox, president and general manager, KDYL, Salt Lake City, and H. Quenton Cox, manager, KGW, Portland, Oregon.

First session of the second day will see a discussion between network and affiliate representatives of subjects developed at the affiliates' meeting the previous afternoon. Mr. Trammell will preside. Research activities will then be reported on by Hugh M. Beville, Jr., NBC director of research. Following his talk, Sydney H. Eiges, vice-president in charge of Press, will speak on "Radio's Improving Public Relations."

At the last session before lunch, James H. Nelson, director of Advertising and Promotion, will discuss promotion problems. He will report on the NBC Parade of Stars, the NBC workshop and will show "Behind Your Radio Dial."

Television Main Topic

NBC and affiliate officials will meet on the third day, Friday, Sept. 24, to discuss the development of the NBC television network. Following the open discussion, Sidney N. Strotz, the administrative vice-president in charge of television and the NBC Western Division, will peak on "The Administrative Problems of a Television Network." William S. Hedges, vice-president in charge of Planning and Development, will speak on "The Economic Basis for a Television Network," after which Harry C. Kopf, administrative vice-president in charge of sales, will discuss "The Sales Outlook for Television."

Other speakers at the Friday morning session will be heard on a television panel, with Noran E. Kersta, executive assistant to Strotz, as chairman. Panel members and their subjects will be Harry Bannister, WWJ-TV, "Operating a Major Market Station;" Walter J. Damm, WTMJ-TV, "Short Cuts to Save Money;" Robert S. Peare, General Electric, "The Lesions of a Decade in Television;" J. B. Conley, Westinghouse, R. V. Toole, Philco, and Harold Burke, WBAL-TV, "Operations of an Interconnected Affiliate;" Robert E. Dunville, WLWT, A. H. Kirschhofer, WBEN, and Stanley Hubbard, KSTP, "Operation of a Non-Interconnected Affiliate," and Carleton Smith, director of NBC Television Operations, "Program Sources."

O. B. Hanson, NBC vice-president and chief engineer, will speak on "Some Technical Aspects of TV."

The Friday afternoon session will be open, and following dinner various top NBC stars from Hollywood will be featured in the evening's entertainment.

On Saturday morning, Sept. 25, after a two-hour informal discussion between network and station officials, Mr. Trammell will review the convention.

PROMOTION

50,000-Kw. Publicity

Westinghouse Radio Station KEX, Portland, is currently circulating an eight-page three-color booklet titled "KEX Mail Survey No. One." The station has been engaged in comprehensive mail pull since its power increase to 50,000 watts earlier this year. The booklet shows the results of the survey, and also carries factual data on the Portland market and lists radio families and population in the station coverage area.

Heatter "Mail Bag" Co-op. Pre-sold On 36 Stations

(Continued from Page 1)

ted 11:30-11:45 a.m., EDT, Monday through Friday.

The Heatter co-op has been sold for three days every week—Monday, Wednesday and Friday—by WOR, New York, to General Electric to advertise its vacuum cleaners. William N. Scheer agency, Newark, handles the account.

Other MBS affiliates which have sold the show to local sponsors include WRR, Dallas; WCBM, Baltimore; KALL, Salt Lake City; WKAT, Miami; WKJG, Fort Wayne; KFEQ, St. Joseph; KWKC, Abilene; and WWSC, Glens Falls, N. Y.

New show features Heatter reading and commenting on letters written to him by listeners.

A.T.A. Meets Tomorrow

The regular monthly meeting of the Academy of Television Arts and Sciences will be held Sept. 21 at the new Hollywood Mutual Don Lee Television Studios. Hosts will be Harry R. Lubcke, Don Lee director of TV and Academy vice-president, and E. Carleton Winckler, Don Lee program co-ordinator. The membership will witness a telecast of "What's The Name Of That Song," show with Bill Gwinn as master of ceremonies. Rita Williamson, package owner of the AM-TV show, sings in the pre-telecast portion of the show and also assists in the presentation of gifts to contest winners. Charles V. Brown is president of the Academy. Leon Benson, TV director of the J. Walter Thompson Advertising Agency, made the arrangements for the Academy to witness the television show.

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

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, September 20, 1948—TELEVISION DAILY is fully protected by register and copyright

CBC PRESSED TO O.K. TV IN CANADA

TELE TOPICS

By JIM OWENS
Associate Editor

DUMONT today will take the wraps off a programming plan guaranteed to raise the industry's collective eyebrow. Web brass has been sitting on the thing for weeks. . . . U. S. Rubber Co., one of the earliest bankrollers in tele, will be without a show—or a franchise—for the first time in three years unless something happens before this Thurs. Company decided to drop its "At Liberty Club" as of last week, but asked NBC to figure costs on a replacement in the 8-8:15 p.m. Costs were supplied too late for U. S. Rubber to get going on the new ainer. . . . Ralph Austrian has checked out as video VP at Foote, Cone & Belding. Roger Pryor will handle TV for the FC&B N.Y. office meanwhile.

ADMIRAL RADIO CORPORATION will sponsor four home games of Notre Dame on ABC's newly-launched midwest network, starting Sept. 25. Games will be picked up in South Bend via the WBKB relay, aired in Chi. by WENR-TV and fed to six other cities. . . . Dick Marvin, TV and AM director at Grey Advertising Agency, off to Cleveland over the weekend to set up the new "Dress and Guess" ainer bankrolled by Phillips-Jones. . . . Jerry Fairbanks (H'wood) doing a three-reeler "preview" of film shows for TV to be shown to NBC execs at the Sun Valley confab this week. . . . Over 55,000 Polaroid TV filters have been sold to set owners in the little more than six months company's been selling 'em. Video advertising was used almost exclusively on the product.

ROBIN MORGAN, WOR's moppet disc jock, will be busier'n lot of adults we know—even before she's reached the age of reason (whenever that is). Kid's (she's six) currently appearing in a series of 13 open-end TV film shorts for ABT Productions, Inc. . . . New Stages will produce a three-act play written by Jack Balch, a WPXer. No literary tyro. Balch is a former drama ed of the St. Louis Post Dispatch, brought out a novel "Lamps At High Noon," which hit the best seller list a glancing blow in '41.

CBS Names 2 To Staff As Associate Directors

Clarence de Bruyn Schimmel and John Wray have been appointed associate directors on the CBS video staff, it was announced last week. Schimmel is a former member of the network's shortwave department, and has been with CBS since 1937. Wray has spent considerable time in show-business and has written and directed shows for the Office of War Information.

ABC-TV Election Cover Set By Kaiser-Frazer

In what is considered to be the heaviest one-shot commercial ainer thus far effected in TV, Kaiser-Frazer will sponsor election night (Tuesday, Nov. 2) coverage on ABC's eastern and mid-west networks, it was announced Friday. Total of 12 major cities will figure in the project, five on the eastern net and seven on the midwest chain.

WJZ-TV will originate election night shows, feeding WFIL-TV, Philadelphia; WMAL-TV, Washington; WAAM, Baltimore; and WNAC-TV, Boston. In Chicago ABC's key WENR-TV will feed KSD-TV, St. Louis; WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WXYZ, Detroit; WEWS, Cleveland; and WBEN-TV, Buffalo. Agency is Morris Swaney Co.

Scripps-Howard WEWS Joins ABC Web Today

WEWS, Cleveland, owned and operated by Scripps-Howard Radio, Inc., will become today a full TV affiliate of ABC, it was announced last week by Lee Jahncke, director of station relations for the net.

Negotiations for the affiliation of WEWS were completed between Jahncke and James C. Hanrahan, general manager of Scripps-Howard Radio. Jack R. Howard is president of the Scripps-Howard organization.

Production Peak

Chicago—Video set production, now at a peak figure and increasing week by week, will probably reach the 100,000 per month figure by the last quarter of this year, according to James Carmine, vice-president of the Philco Corporation. Carmine made the statement at a meeting of the Federated Advertising Club here last week.

Tube Output Jumps 68% In Second Quarter

Washington Bureau, RADIO DAILY

Washington—Cathode tube production picked up 68 per cent over the first quarter of 1948 in the three-month period ended in June, RMA reported Friday, keeping pace with the sharp increase in TV receiver turnout.

Second quarter sales of tubes to equipment manufacturers totalled 267,763, valued at \$6,021,878, as compared with first-quarter sales of 158,706 units, valued at \$4,228,340, RMA said. All sales, including replacements, exports, and government agencies, totalled 292,270 units, valued at \$6,524,754, in the second quarter. During the first half of 1948 cathode ray tubes sales to manufacturers totalled 426,469, with a value of \$10,250,218, as compared with sales during the entire year of 1947 of 255,035 units, valued at \$7,218,358.

Public & Industry Want Service By Next Yr.

Montreal — Although no specific steps have thus far been taken to hasten the arrival of video in the Dominion, evidence of restlessness on the part of the public and industry alike in recent months has influenced official thinking in this direction to the point where it's expected TV will get the green light before the end of the year.

Board of Governors of the Canadian Broadcasting Corporation have reportedly set a conference date, to occur within the next few weeks, for the definite purpose of considering several applications for TV stations. Radio interests here and in Toronto head the list of applicants, thus far but it's known that the government's extended delay in video has held numerous others from lodging applications. The moment CBC offers its recommendations — assuming they're in favor of TV now—only official obstacle will be sanction from the Department of Transport.

Set manufacturing industry, one of the most vocal groups in the pro "TV-Now" camp, is already making extensive plans for the arrival of the medium, with at least one major firm keyed to match starting dates with those of video stations. Canadian Admiral Corp., a division of the U.S. firm, has indicated it will market the "optional" product now in use in the States. Company is at present marketing the radio and phonograph units of the over-all trio, using the theme that when TV arrives the purchaser will have the equivalent of a console combination.

Further to indicate the fact that a decision to set the wheels in motion is the industry's attitude that the medium is something more than "an invention that everyone's talking about across the border." It's pointed out that technicians have nursed video to the point where it's soundly practical for Canada's 12 wavelengths. Furthermore, industry spokesmen argue, video is operating at Canada's door: in Buffalo, Boston and New York. They add that several homes in Toronto are equipped with TV, and, with aid of power converters are regularly picking up Buffalo's WBEN-TV.

Two More Apply

FCC Friday reported receipt of two new commercial TV applications — for Fort Worth and San Antonio, from the Texas State Network. Applicant is owner of KABC, San Antonio, and KFJZ, Fort Worth, as well as half owner of KNOV, WACO.

The Week in Television

NBC, ABC Launch Midwest TV Networks

Midwest video registered a major milestone as both NBC and ABC completed plans for launching regional interconnected networks. Latter's Chicago outlet, WENR-TV, made its official debut Friday. . . . FCC's preliminary confabs re the upcoming UHF hearings further emphasized the dilemma to be faced when official sessions begin today. Dr. Allen B. DuMont, in reversal of previous stand, told Commission the UHF was more desirable because of channel limitations in present band. FCC turned down Westinghouse bid for commercial stratovision channel because of the possibility of standards revision.

CBS' exec veepee Joseph H. Ream told the Advertisers Club of Cincinnati video networks would probably not exceed 50-100 outlets "for some time." . . . British radio industry endorsed J. Arthur Rank's move to acquire licenses for theater TV in the United Kingdom. . . . Tele set manufacturers increased in number by 300 per cent since Jan. 1 of this year. Some 75 set makers now in business, compared to 25 nine months ago. . . . CBS added five new affiliates. Newland F. Smith named facilities engineer for WOR-TV and WOIC, former's Washington, D. C. outlet. . . . Chesterfield set a 12-wk. schedule of sponsorship of N. Y. Giants pro football on WJZ-TV. . . . Jerry Danzig appt'd associate director of programs for CBS. . . . N. Y. Yankees official, Tom Gallery, attributed record '48 attendance at Yankee Stadium to video.

FCC Decisions Hit In Harness Report

(Continued from Page 1)

"remedial action," new legislation will be proposed in the new Congress.

Reps. Oren Harris of Arkansas did not sign, but there is no indication that he is a staunch Commission supporter.

The Committee said "the use of careless words and language in opinions of the FCC is unfortunate. It is a practice that has been indulged in for some time, perhaps under the guidance of the legal division of the Commission."

The attack upon the Scott-decision left no doubt where the solons stand on religion. But they termed the decision, regarding the rights of atheists to air time, "unintelligible and impossible of clear and unambiguous determination."

Describe "Literal" Application

They then proved their own statement by giving what they describe as "literal" application of the decision—an application far removed from the interpretation of the decision by Commissioner Rosel H. Hyde and FCC General Counsel Benedict Cottone. The committee interpretation is the NAB interpretation—that if the Scott decision is followed closely it must mean either "a barrage of unwelcome attacks upon religion or the removal from the airways of religious programs. This obviously would be advantageous only to the atheists and the communists," the committee said. "For any method or means that blocks the Word of God, the enemy of these groups, is a victory for their cause of godlessness."

If the former result were to prevail, the committee said, "the millions of children who are radio fans would be caught in a vortex of blasphemous attacks on religion. Elderly people would have their declining years punctuated with irreligious attacks . . . the public generally would be revolted."

Religion does not have the characteristics of public controversy, the Committee asserted.

Cites WHAM Renewal

Expunging of the Scott decision from the Commission record was demanded, and the Committee slyly pointed out that the renewal of the license of WHAM, Rochester, N. Y., last month was "in effect a reversal of the Scott decision," and asked that the Commission "so state." The question of renewal in the WHAM case had come up when a Fundamentalist protested he was not given time to respond to a bitter emotional attack upon atheism and planned parenthood by a Catholic University priest.

The Commission's assurance that no "capricious action" will be taken against broadcasters who "use ordinary common sense in trying to prevent obscene and slanderous statements from going out over the air" has substantially resolved the difficulty with the Port Huron decision, the Commission said. It leaves broadcasters in "a dilemma of self-destruction."

Commission attempts to regulate in

COAST-TO-COAST

WWL Adds Two New Shows

New Orleans, La.—Two new shows have been added to WWL's program schedule. They are "Tomorrow's Citizens" and "Time Out With Johnny Lynch." The former is a 15-minute program presenting youngsters from a different elementary school each Tuesday and Thursday, and is under the sponsorship of the Maison Blanche Company of this city. The latter features Johnny Lynch, a prominent football official, in an interview with WWL's Bill Brengel. Heard each Thursday, that show is sponsored by the Jackson Brewing Company.

WBZ Celebrates 27th Anniv.

Boston, Mass.—In tune with Sunday's opening of the 1948 Eastern States Exposition, WBZ celebrated its 27th anniversary. On hand for the occasion was a large crew of engineers, announcers, producers and talent. A complete radio studio was set up in the Massachusetts Building at the Fair Grounds for the origination of special broadcasts and regular programs.

Farm Editor Wins 4-H Award

Detroit, Mich.—WJR farm editor, Marshall Wells, is the recipient of a 4-H Club plaque awarded in recognition of his outstanding service to the 4-H Clubs of Michigan. The coveted award was presented to Wells during the 33rd annual State 4-H club show at Michigan State College.

Comm. Chest Drive Opens Early

Hartford, Conn.—This city's Community Chest drive will get a big sendoff over WDRG today, a week earlier than expected. Extemporaneous interviews with leading citizens and chest leaders will be carried each evening by the station.

these matters represent, according to the Committee as according to NAB and other industry quarters, an invasion of the legislative field which is beyond its authority. Concern was expressed also that the law department of the Commission and the public information director might have undue influence in determining the decision the FCC shall reach.

While the Harness committee was attacking the FCC for exceeding its authority, Rep. Arthur G. Klein, New York Democrat, asked if the Harness committee has been the factor delaying the Commission inquiry into the news policies of KMPC, Los Angeles. Investigation of alleged orders to his newsroom by the president, George A. Richards, was directed by the Commission March 19, but no report has yet been returned. It was charged that bias in news reporting was ordered by Richards.

Klein wrote the Commission that both the newsmen who filed the charges and the station management are under a cloud until the matter has been cleared up. This is particularly unfortunate for the public in an election period, he said.

WIKY-FM Takes The Air

Evansville, Ind.—WIKY-FM recently took to the air, carrying daytime programs simultaneously with WIKY and separately at night. The new station has 20 kw. ERP and is 450 feet above the average terrain. Schedule includes 43 football games sponsored by the Admiral Distributor and a preliminary count of 62 basketball games.

Fones Joins WINS

Washington, D. C.—Henry F. Fones' appointment to the WINX sales staff was recently announced by the station's commercial manager, Charles Trippe. Fones, formerly affiliated with WPIK, Alexandria, Virginia, was a former student at Georgetown University Foreign Service School and did political reporting for the Associated Press in Washington, prior to the war.

Named WEEK Local Sales Mgr.

Peoria, Ill.—New local sales manager for WEEK is Tom Greer of the station's sales department. Greer, who joined the WEEK staff when the station went on the air in 1947, has been associated with advertising firms in Peoria and Joliet since 1936.

WSB Airs "Pigskin Preview"

Atlanta, Ga.—WSB along with five other stations in the South, has inaugurated a new series of football forecast programs entitled, "Pigskin Preview." Compiled with stations in Memphis, New Orleans, Nashville, Jacksonville and Birmingham, the series consists of pre-seasonal interviews with players and coaches of the various teams in the Southeastern Conference. WSB sports director, Thad Horton, will provide the information on both Georgia Tech and the University of Georgia.

To Carry Baron Hockey Games

Cleveland, Ohio—WJW will carry all Cleveland Baron American League hockey games, the first being Oct. 12. The Pilsener Brewing Company of this city is the sponsor of the series, which features Ed Prough in the role of announcer.

To Sponsor KDYL Show

Salt Lake City, Utah—The Utah Power and Light Company has contracted with KDYL for sponsorship of a 26-week, half-hour musical series entitled, "Songs for Everyone." Programs feature a Salt Lake City quartet and soloist and are aired each Thursday evening at 7:30 p.m. Soloist is Dorothy Kimball Keddington.

Gets Quarter Hour On KCOR

San Antonio, Texas—San Antonio Light sports editor, Harold Scherwitz, will be heard in a quarter hour sportscast over KCOR each week, terminating on Nov. 24. The series, to be sponsored by the Hi-Ho Theater, will feature predictions and news of local, state and national games.

BMB New Study Out On Radio Families

(Continued from Page 1)

metropolitan districts, every city down to 10,000 population outside metropolitan districts and every station city as of January, 1948, regardless of size.

About 300 more cities are noted in the latest volume than in 1946. Preparation and publication of the book cost upward of an estimated \$75,000.

Radio ownership was determined by field surveys conducted by Market Research Company of America and Alfred Politz Research, Inc., under BMB supervision. Data was prepared by Ralph Sharp, BMB analyst, under the direction of John Churchill, BMB director of research.

Number of Features Added

Several added features are contained in the second edition of "Radio Families—U.S.A." Every county is listed separately, whereas the first edition combined sparsely populated counties with adjacent areas. Present volume is printed two columns of counties to the page, permitting easier sighting of the figures for each place.

The spiral bound volume is being sent to all BMB subscribers, members of the 4-A and the Association of National Advertisers. Book is available to others at \$5 a copy.

BMB hopes to complete publication of a companion piece, "Who Owns Radios?" in about one month. This will contain general information on multiple set ownership, auto and portable set ownership and hours of listening.

ABC Welcome To Bing

ABC has skedded a special half-hour variety show to herald the return of Bing Crosby. Specialty goes on next Wednesday, Sept. 22, at 10 p.m., EDT, the slot Crosby will fill exactly one week later. Build-up stanza will feature Paul Whiteman and Bernie Green and his orchestra. Also, Ted Kotsoftis and Charles Haywood, Billy Butterfield, Hank D'Amico and Buddy Weed.

Wedding Bells

Louis I. Teicher, assistant to the director of programs operations for CBS, will be married to Rosalind S. Klafter, fashion buyer, on Saturday, Oct. 2. The ceremony, to take place in the Free Synagogue, will be performed by Rev. Dr. Stephen S. Wise.

Marriage of William Schwarz, WCBS director, and Miss Marta Obando, was solemnized last Saturday, Sept. 18. The bride is connected with the Grand Central Art Galleries.

Champion Renews On ABC

Champion Spark Plug Co. has renewed "Champion Roll Call" over ABC for another 52 weeks, effective Oct. 1. Show is aired over 226 ABC stations Fridays at 9:55 p.m., EDT, and features Harry Wismer's sports commentary. Agency is MacManus, John & Adams of Detroit.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 57

NEW YORK, TUESDAY, SEPTEMBER 21, 1948

TEN CENTS

GOP EXPANDING CAMPAIGN COVERAGE

Harness Com. Report Questioned By Coy

Washington Bureau, RADIO DAILY
Washington—The dilemma of broadcasters portrayed in the Harness committee report issued over the weekend "is not the making of the FCC," Chairman Wayne Coy said in a personal reply to the Congressional group.

Coy quoted the June report of the Senate Interstate Commerce Committee on S.1333 to support his contention that the Commission was simply observing the law when it promulgated the so-called Port Huron decision banning political censorship. He quoted from the report the statement that "the licensee may not in

(Continued on Page 6)

New Biz Heavy On WQXR; Four Program Hours Sold

Sale of four program hours weekly, two new spot contracts and renewal of two others was announced yesterday by WQXR. More than two and a half hours of recorded music running from Monday through Saturday will be sponsored by The Tailored Woman, Fifth Ave. specialty shop, through the Peck agency. Each show will contain an institutional com-

(Continued on Page 8)

Begin Distribution Of Fire Prevention Jingles

National Board of Fire Underwriters yesterday began distribution to stations throughout the country of a series of five fire prevention jingles recorded by WNEW via special dispensation from the AFM. Similar series cut by the station last year was used by 600 outlets, with this year's

(Continued on Page 2)

French Fisticuffs

Blow-by-blow description, in French, of the Zale-Cordan fight at Roosevelt Arena will be short-waved directly to France and French territories by the French Broadcasting System tonight. Pierre Crenesse, North American director, will do the blow-by-blow and Georges Carpentier will handle color. Permission for the broadcast was obtained through J. Walter Thompson, agency for Ballantine, sponsor of the domestic broadcast.

Multiplex Fax Set For WFIL Demonstration

Philadelphia—First public demonstration by WFIL-FM and Radio Inventions, Inc., of a newly developed system for multiplex facsimile will be held tomorrow night, Wednesday, at WFIL's studios in the Widener Building, Philadelphia. Multiplex permits the transmission of a facsimile program without interrupting the sound broadcast.

Method to be demonstrated at WFIL was developed by Radio Inventions which claims that its system does not degrade to any extent

(Continued on Page 5)

Cagle Dropping FM For Video Expansion

Fort Worth, Texas—Gene Cagle, president of the Texas State Network and also head of KFJZ here; KABC, San Antonio; KNOV, Austin and WACO, Waco, has asked the FCC to

(Continued on Page 4)

Name Regional And State Radio Heads To Handle Placements Of Spots And Network Program Rebroadcasts

Urge FCC To Delay UHF For Television

Washington Bureau, RADIO DAILY
Washington—Engineering experience in the ultra-high frequencies is not yet adequate for the adoption of standards for commercial service in those frequencies, the joint technical advisory board told the FCC yesterday—but there is already a strong feeling that airborne transmitters or a flock of satellite stations will be required if the VHF service is to provide adequate coverage.

Another hearing six months hence

(Continued on Page 5)

Returning Shows Lead Hooper's Evening List

Three top-ranking web shows returning to the air after Summer layoffs copped the first three spots on the Sept. 15 Hoopering list of evening shows released yesterday. Walter

(Continued on Page 6)

WJZ Signs Pacts With 4 To Bankroll Fall Shows

WJZ announces four program sponsors among its new Fall contracts. Whitehall Pharmacal Co. has signed a 26-week contract for the 6:55-7 a.m.

(Continued on Page 8)

With the appointment of regional radio directors, the GOP National Committee yesterday intensified its national radio coverage and announced that state organizations in many instances were raising substantial funds for "spot" campaigns and the rebroadcast of Governor Thomas E.

(Continued on Page 2)

FM Manufacturers Plan Chi. Exhibits

Major manufacturers of FM equipment and receivers will display their product at the second annual FM Association Convention and Exhibition which will be held in the Sheraton Hotel in Chicago, September 27 to 29. Among the exhibitors at the convention will be RCA, General

(Continued on Page 2)

Army Sponsors Wismer On 13 Southwest Stations

The United States Fourth Army now is sponsoring the weekly Saturday evening sports commentary of Harry Wismer, sports director of ABC, over 13 ABC affiliates in the South and Southwest.

Under a 13-week contract recently signed through Thomas F. Conroy, Inc., of San Antonio, Texas, the

(Continued on Page 8)

Web Newsmen Set For Start Of UN Gen'l Assembly Meet

Top foreign correspondents of all four major networks have arrived in Paris to cover the United Nations General Assembly which opens in the Palais de Chaillot today. Scheduled to last from eight to 12 weeks, the sessions are expected to occasion considerable controversy over discussion of the three major topics on the agenda—atomic energy, the Bill of Human Rights and disposition of Italian colonies.

Representing CBS at the Assembly are Larry Lesueur, web's regular UN reporter; Howard K. Smith, chief European correspondent and David Schoenbrun, Paris correspondent. Their reports will be aired over CBS on regular newscasts and special shortwave pickups.

Arthur Mann, Mutual's regular London correspondent, will do a daily report on Assembly proceedings

(Continued on Page 6)

New 'Hush' Contest

Hollywood — Ralph Edwards, after being a holdout for three weeks before divulging plans for the season, Saturday-night announced his latest innovation in the "hush" series. This time it will be "Mr. and Mrs. Hush." All contributions go to Mental Health, composed of National Mental Health Foundation and National Committee on Mental Hygiene.

Movie Client

Columbia Pictures Corp. became the first motion picture producer to advertise by FM radio on public transit vehicles when it signed a contract with WCTS, Cincinnati licensee of Transit Radio, Inc., to broadcast advertising announcements to 400 radio-equipped busses in Cincinnati and Northern Kentucky. The first picture advertised was "The Loves of Carmen."

Radio Campaign Of GOP Gets Additional Air Time

(Continued from Page 1)

Dewey's major political speeches. The GOP radio pattern calls first for network programs covering the major speeches. Supplementing these are recorded rebroadcasts on regional webs and independent stations in areas where the campaign needs greater support. In addition, spots are used in the National and State campaigns.

Edward T. Ingle, radio director of the National Republican Committee, yesterday named the following regional directors:

Fred Baker, Seattle, Washington, has been appointed regional radio representative for the eleven far western states.

Alabama—Percy J. McCarron, Mobile; Arizona—Charles H. Garland, Phoenix; Northern California—Eric Cullenward, San Francisco; Southern California—Charles Bowen, Los Angeles; Colorado—Ed M. Hunter, Denver; Connecticut—Milton Meyers, Hartford; Illinois—Dave Edelson, Chicago; Indiana—Larry Richardson, Indianapolis; Iowa—Robert Klauergn, Des Moines; Kansas—Wendell Elliott, Topeka; Kentucky—Seaton Hoff, Louisville; Massachusetts—Phil Clark, Boston; Michigan—Hal G. Trump, Detroit; New Jersey—Harold J. Adonis, Newark; Oklahoma—Lawson Taylor, Oklahoma City; Oregon—Sam Wilderman, Portland; Pennsylvania—Lee Greenhouse, Philadelphia; Rhode Island—Arthur Braitsch, Providence; South Dakota—Tony Fahy; Tennessee—Cecil Jones, Nashville; Utah—D. K. Moffat, Salt Lake

City; West Virginia—Phil Conley, Charleston; Wyoming—E. Bryon Hirst, Cheyenne; Louisiana—Henry Pister, New Orleans and District of Columbia—Paul Bolton, Washington.

With Gov. Dewey's first nationwide campaign speech now behind him, the candidate will be heard again tonight, Tuesday, from Denver over CBS and Don Lee stations from 8:30-9 p.m., MST and PDT. Address will be heard in the central time zone at 9:30 p.m. and rebroadcast tomorrow night, Wednesday, over an ABC eastern network of 76 stations from 9:30-10 p.m., EDT and EST.

Swinging southwest to California, Dewey's speech in Hollywood Bowl on Friday, Sept. 24, will be carried to listeners in 11 Western states by NBC from 8:30-9 p.m., PDT and MST. In San Francisco the following night, Saturday, Sept. 25, the New York governor will be heard over a hookup of ABC outlets from 8:30-9 p.m., PDT and MST.

Moving on to Seattle for a Monday speech, Sept. 27, Dewey is scheduled to be heard over a regional Mutual and Don Lee network from 8:30-8:55 p.m., PDT and MST. His address also will be heard in the CST zone, west of the Mississippi, at 9:30 p.m.

Full NBC web will be by the Republicans on Thursday, Sept. 30, when Dewey speaks in Salt Lake City from 7:30-8 p.m., MST and PDT. Address will be aired at 9:30 p.m., EST, and 8:30 p.m., CST.

GOP has signed the full CBS network of 165 stations for an address by Sen. Arthur Vandenberg, Republican foreign policy leader in Congress on Monday, Oct. 4, from 8-8:30 p.m., EST. Vandenberg will speak from Washington in behalf of the Dewey-Warren ticket. Herbert Brownell, Jr., Dewey campaign manager, said it would be "one of the campaign's most important addresses."



Try Your Hand at This

Sit down sometimes and try your hand at making one of these lace tablecloths. You'll soon realize how much skill this Belgian lacemaker has.

If you're buying time, your job calls for plenty of skill, too. It's not just a matter of picking out big-wattage stations and sending out your orders.

No, sir! Not if you're trying to get top value for your client's dollar! Get the facts, if you want to get the most for the money.

For instance, in Baltimore, it's a fact that WITH delivers more-listeners-per-dollar than any other station in town! WITH isn't the biggest station, but, as many an advertiser knows... it's the "cost-less" station.

So, if you've got clients who want to make money in the nation's 6th largest market, make sure you talk to a Headley-Reed man about WITH.



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD

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

FM Manufacturers Plan Chi. Exhibits

(Continued from Page 1)

Electric, Stromberg Carlson, Westinghouse and Zenith.

Advance reservations for the convention indicate that approximately 1,000 FM broadcasters, technicians and consulting engineers will be in attendance, J. N. "Bill" Bailey, executive secretary of FMA, announced.

10 YEARS AGO TODAY

(From the files of Radio Daily)

With negotiations between the American Federation of Radio Artists and the American Association of Advertising Agencies having been under way since the signing of AFRA contracts by CBS-NBC several months ago. Four A's contract forms are expected to be completed within the next month. ... At a special meeting this week, stockholders of the Crosley Radio Corp. will take a vote on dropping "radio" from the corporate name in that it might enter into other fields in the future. The corporation now operates WLW and WSAI and manufactures both receiving sets and electric refrigerators.

FINANCIAL

(September 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7	6 3/8	6 3/8	- 3/4
Admiral Corp.	15 1/8	14 3/4	14 7/8	- 1/8
Am. Tel. & Tel.	152 1/4	151 1/8	151 1/8	- 1/4
CBS A	23 1/4	22 7/8	22 7/8	- 3/8
CBS B	23	23	23	- 1/8
Farnsworth T. & R.	6 1/2	6	6	- 3/4
Gen. Electric	40 1/4	39 1/8	39 1/8	- 1/4
Philco	35 1/2	34 3/4	34 7/8	- 1 1/2
RCA Common	11 5/8	11 1/4	11 1/4	- 3/4
RCA 1st pfd.	70 1/2	70 1/2	70 1/2	- 1 1/2
Stewart-Warner	13	13	13	- 3/8
Westinghouse	27 3/4	27 1/8	27 1/8	- 7/8
Westinghouse pfd.	89	89	89
Zenith Radio	27 1/2	25	25	- 2 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 3/4	12 3/4	12 3/4	- 1/4
Nat. Union Radio	2 1/2	2 3/8	2 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11	12
Stromberg-Carlson	14	15 1/2

Begin Distribution Of Fire Prevention Jingles

(Continued from Page 1)

list expected to be considerably larger.

Produced by Ted Cott, ET's were written by Jeff Selden, Eric Arthur, Bob Stewart and Shelley Dobbins. Roy Ross leads the WNEW house band on the discs, with vocals by Peggy Ann Ellis and The Smoothies.

Wedding Bells

Eddie Hubbard, disc jockey on WIND, Chicago, and Jackie Smith of Mercury Records, were married Labor Day week-end.

EDWARD C. LOBDELL

ASSOCIATES
NEW YORK'S LEADING
STATION BROKERS

17 East 48th Street
New York 17, N. Y.

PL. 5-1127

TV Network Starts Sept. 20

WWJ-TV Key Link In 5-Station Tieup

The National Broadcasting Co.'s Midwest Television Network, comprising Station WWJ-TV, The Detroit News, and four other television stations, will begin regular program operations Monday, Sept. 20, I. E. Showerman, NBC vice-president in charge of the central division, announced today.

Other TV stations will join the network later.

MEET IN CHICAGO

Plans for the network operations were made at a meeting of NBC and station officials in Chicago Monday. Showerman said WWJ-TV and the St. Louis station would serve as key program origin points, with a minimum of 12 hours of programming a week during the early stages of operation.

"FIRSTS"

are part of
showmanship

The fact that WWJ-TV, first television station in Michigan, has been designated a key link in NBC's Midwest Television Network is no mere happenstance. This recognition of WWJ-TV leadership is the result of pioneering and showmanship that has characterized its operation since its first historic broadcast. Here, then, is another addition to the spectacular series of "firsts" that have been a WWJ tradition for 28 years. It is little wonder that WWJ constantly maintains first place in the ears and eyes of the loyal Detroit audience that comprises America's fourth market.

first in Michigan . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

NBC TELEVISION NETWORK

ASSOCIATE AM-FM STATION WWJ

A SMASH IN SPOKANE



Lou Holtz

says:

"Money doesn't necessarily mean happiness. A man with 10 million dollars is not much happier than a man with 9 million dollars!"

★ ★ ★

Believe me, I know . . . I've got millions—(of laughs, not dollars).

But laughs bring in the dollars . . . and that's my business. Laughs for the people (customers) and business for the advertiser. And, that way, everybody's happy!



Laffaday

The biggest 5-minutes worth in radio . . .

open-end, 3-or-more-a-week series

. . . geared and priced for big

town, small town, all-town sta-

tions. "The best 5 minutes (of a

big-time radio show) in 5 min-

utes!" Sold direct to stations by

the producers.

LAFFADAY, INC.
521 Fifth Ave., New York 17, N. Y.
MU 7-9069

ACT NOW! Send for free sample recording of 6 shows.

Name

Address

City

State



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: "Stop the Music" ainer has run into another headache. Seems that a nightclub emcee, Joe Downing, claims he's been using that format for the past three years and is taking it to the courts. . . . Ought to be quite a scramble for the rights to NBC's television coverage of the election if Life mag doesn't come in on the deal. . . . Sign of the Times: Television will top the agenda for the next convention of the Society of Motion Picture Engineers set for Oct. 25-29 in Washington. . . . A group of top radio advertisers in a secret confab recently agreed to boycott the services of writers, producers, et al, who are Communist-minded. . . . Jerry Devine, producer-director of "This Is Your FBI," due in town today for conferences with high FBI officials. . . . Current "Voice of the Army" presentation pays tribute to the immortal Babe, featuring the narration of our boy, Mel Allen. . . . Floyd Mack tape-editing Bill Slater's "Luncheon at Sard's" now that it's gone network on Mutual. . . . Publicist Jane Barton received notice of her appointment as a regular Navy Lieutenant and of her appointment as Principal State Publicity Agent (radio) from Albany on the same day. She'll prob'ly accept the latter. . . . Staats Cotsworth and Muriel Kirkland guesting next Sunday on Kermit Schaffer's great video show, "Rube Goldberg's Drawing Game," on WPIX. . . . According to NBC's Sid Strotz, the web is dropping 10 G's a day on television, and it'll be quite a while before they recoup. . . . Dick Swift, ass't general manager of WCBS, will drop the assistant in his title when Arthur Hull Hayes moves out to San Francisco to head up CBS AM-TV operations there.

★ ★ ★ ★

● ● ● Paul Manning, the famous war correspondent, was recalling the time he interviewed Churchill. He had just come from an interview with Bevin and confided to Churchill that he had found the former a man of extreme modesty. To this Churchill readily agreed, "Never was there a man who had so much to be modest about," was the way the famous phrase-maker summed it up.

★ ★ ★ ★

● ● ● VIEWS AND REVIEWS: On the Jack Eigen show (WABD), the redoubtable young interviewer asked Mickey Miller, from Cleveland, "How did you ever hear about New York? Read about it in a column?" Whatever happened, Jackie, the news is certainly getting around about this town. . . . The best seat for a football game is right at home with your television set. You're on top of the play all the time and the only drunks you may meet are in your own parlor. . . . Dr. Roy Marshall's Nature of Things (NBC) is the sort of educational thing that really is a television public service. . . . Suggestion for Roger Pryor on the Percy Faith-Jane Froman Coca Cola show: His sign-off line is this: "This is Roger Pryor saying goodbye until next week when all of us will be looking forward to meeting you again." Why not put it ". . . when all of us will be looking forward to meeting all of you again"—thus giving the line better balance as well as making it much more personal?

★ ★ ★ ★

● ● ● TODAY'S QUOTE: "When you're down and out, something always turns up—especially the noses of your friends."—Orson Welles.

★ ★ ★ ★

● ● ● Gene Hamilton has been signed to announce and direct the new "Carnegie Hall" series which tees off on ABC Sept. 26th at 7:30 p.m. for American Oil. The combo of announcing and directing shapes up as a tough chore, but the good 'doctor' is looking forward to his first directorial assignment since the war. (Formerly assistant production manager at ABC when it was originally formed, Gene also used to direct the Morton Downey-Coca Cola show). John Charles Thomas is slated to be the first guest soloist on the new series, with follow-ups including such names as Lily Pons, Gladys Swarthout, etc. Nationally-prominent guest speakers each week stressing Americanism are also on the sked.

LOS ANGELES

By RALPH WILK

RED SKELTON left for Washington, D. C. immediately following his NBC program Friday (17). He was featured entertainer at the annual dinner of the Variety Clubs International. Skelton was accompanied on his flying trip by Mrs. Skelton and his manager, Edna Borzage.

Motion pictures taken by Jean Hersholt, star of the "Dr. Christian" radio show, during a recent visit to Europe, will soon be available for 16-mm showings. The pictures feature King Frederick of Denmark, Louella Parsons, a visitor in Europe at the time, Edgar Bergen, and ex-Hollywoodites Lars Hanson and Victor Seastrom.

Victor Rowland, formerly of the publicity departments and promotion divisions of Station KVOE in Santa Ana, California, and Don Lee-Mutual Network in Hollywood, has joined ABC's Hollywood-Los Angeles publicity department. Rowland replaces Roland Martone, who left ABC to start work for Associated Press in the Los Angeles area.

Frank Goss stays on as announcer of "Stars Over Hollywood," heard on CBS Saturdays for Armour.

The success of the film, "Date With Judy," is almost certain to keep the airshow of that title on the air for Tums until January, when Alan Young's original show takes over for the client.

Cagle Dropping FM For Video Expansion

(Continued from Page 1)

delete the FM outlets which have been granted to the four stations. According to Cagle, the funds and efforts will be directed to television outlets being planned by the TSN web.

Stations deleted include KNOW-FM; KABC-FM; WACO-FM and KTSN, FM voice of the key TSN station KIFJZ here.

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Fink Urges Delay Of UHF For TV; Goldsmith Would Open Spectrum

(Continued from Page 1)

was suggested by Donald Fink of JTAC, which is a board made up of IRE and RMA engineers, as the FCC opened its hearings yesterday on the question of opening up a commercial service on the UHF band.

Fink recommended that "the present 12 channels in the UHF frequency spectrum continue to be the backbone of the monochrome television system. It recognizes, however, that additional channels are necessary in order to provide adequate competitive service in certain areas. Therefore, it recommends that Commission make plans to supplement existing 12 channels with additional channels."

This expansion, he urged in a report summarizing the JTAC thinking, should be "in the immediate vicinity of the present commercial channels."

If this proves impossible, the future practicability of the use of the low end of the 475-890 mc band should be thoroughly explored."

The three major factors to be considered in deciding whether a commercial service in the UHF should be undertaken now are the adequacy of information for the adoption of allocation standards, the readiness of the manufacturing industry for turn-out of both receiving and transmission equipment for the high bands, and the adequacy of information for the adoption of transmission standards.

On the first point, said Fink, there is not enough known yet about field strength requirements or the various factors involved in assuring adequate protection for the signal.

It will take anywhere from one to three years before equipment can begin to appear in quantity, he said.

Calling for another hearing in six months time to work out details for adoption of transmission standards, Fink said the adoption of standards would stimulate the production of equipment.

"However, system standards should not be adopted before sufficient data on propagation and other characteristics of the UHF spectrum are available to enable the Commission to determine at least the general character and nature" of the service. Whatever system is adopted, he said,

should be "compatible" with the present commercial system, and present set-owners should be able to use their present receivers with converters to bring in the new stations.

He warned that present findings indicate the power output required for extensive coverage from ground transmitters in the UHF band is so great the Commission will have to consider airborne transmission, liberal use of satellite stations or the licensing of a great many low-powered outlets.

The immediate opening up of the UHF bands for commercial TV, with 39 additional channels to be provided in the 475-890 mc. spectrum, was urged upon the FCC yesterday by DuMont's Dr. Thomas T. Goldsmith as the only means of providing frequencies for "a truly nation-wide competitive system of television broadcasting."

Goldsmith's appearance followed by only a few minutes the advice from Dr. Frank Bingley that the TBA leadership believes release now of the 475-890 mc. band for commercial operation "might well prevent the later establishment of such service on a sound basis which would prove to be satisfactory in all respect."

Bingley said it is widely recognized that the present 12 channels are insufficient, however, and eventually the higher frequencies will have to be utilized.

RCA-NBC Officials Testify Today
Both men spoke during the first day of the FCC's hearings to determine whether commercial standards for the UHF band should be drafted. Dr. Goldsmith will resume his testimony today, with Dr. C. B. Jolliffe and other speakers for RCA and NBC also to be heard today.

The Commission also heard from Harold Sorg of Eitel-Mc-Cullough, makers of Eimac tubes, that the problem of producing power tubes for UHF transmission is not difficult. "In fact," he said, "practically all the basic tube design work has already been done by Eimac. Because Eimac does not produce transmitting equipment for resale, it is now only a question of waiting for a commercial demand."

Goldsmith told the Commission DuMont experiments have indicated "that the signal-to-noise performance of receivers in the UHF is quite substantially better than in the VHF. This is particularly true with respect to ignition interference from sparking of motors and radiation of various commercial and industrial apparatus, which causes considerable interference on the channels 2 through 6 of the VHF region, lesser interference on channels 7 through 13 on the VHF, and practically no interference with properly shielded receivers in the UHF region of the spectrum."

DuMont recommends, Goldsmith told the Commission, that present TV operators not be disturbed, and that no change be taken to affect holders of construction permits unless they

are closer than 100 miles co-channel or unless they are in cities "which cannot be provided with an adequate number of VHF channels after first providing the larger neighboring cities with sufficient VHF channels."

It is proposed that the Commission assign the present VHF channels in blocs of five per city—the number chosen to provide for network service from five sources—so as to provide for the maximum number of the first 50 cities of the country. "Thus, those cities having the largest areas to be covered would utilize presently available higher-powered transmitters which have been proven capable of giving usable coverage."

"Fill in all other cities with a sufficient number of UHF channels in each to provide competitive service. Five channels per city is probable."

Much of the UHF frequency will be available for TV relay, it was pointed out.

Of the stations now on the air, only those in Baltimore, New Haven and Toledo would conflict with the Du Mont plan, but 32 of the 87 stations for which construction permits are now outstanding might have to shift.

Hugh J. Brennen

Pittsburgh — Hugh J. Brennen, owner of WJAS, here, and WHJB, Greensburg, Pa., died yesterday at the age of 68 in his home located in suburban Pine Township. His formation of WJAS followed his establishment, in 1922, of a radio-supply company. He is survived by his wife, a son and two daughters.

IN BALTIMORE

WBAL

and only WBAL OFFERS BOTH!

The Greatest Shows in RADIO are on

WBAL

50,000 Watts

NBC AFFILIATE

The Greatest Shows in TELEVISION are on

WBAL-TV

Channel 11

Multiplex Fax Set For WFIL Demonstration

(Continued from Page 1)

the 15,000 cycle high fidelity sound. FCC, in authorizing the use of multiplex, allowed the FM sound signal to be degraded to 10,000 cycles.

Demonstration will begin at 6:30 p.m. A dinner will be held later for the trade press and visiting executives invited to witness the event.



UNITED

Flight Facts



Guess I have the kind of job that every girl dreams about—stewardess on United's glamorous flight, "the Hollywood," the flight so many Hollywood stars and other famous people take!



This is the super deluxe DC-6 Mainliner 300 flight that leaves New York at 12 noon . . . and arrives in Los Angeles at 8:10 p.m. In other words, just 11 hours, 10 minutes, coast to coast!



Everything on "the Hollywood" is tops in luxury. Thick carpets. Deep, soft seats. Powder room for the ladies. "Stroll-about spaciousness." Pressurized cabin. An observation lounge. And those m-m-m Mainliner steak dinners!



Even if you're not a celebrity, traveling on "the Hollywood" makes you feel like one!

Mary Mc. Smagle

United Air Lines Stewardess on "the Hollywood"

THE ART SCANLON SHOW

WINS 6:30-9:00 A.M.

7:00 • WORLD NEWS • 8:15

CROSLY BROADCASTING CORPORATION

Harness Com. Report Questioned By Coy

(Continued from Page 1)

his own discretion exercise any such censorship authority."

Although the Communications Act does, in the opinion of the FCC, "save the licensee from liability for libel under the state law . . . many states continue to assert their jurisdiction," Coy said. "Because of this conflict the FCC does assure broadcasters who are honest and conscientious and who do not use this conflict of state and federal law to favor one political candidate over another that they need not fear any capricious action by the Commission."

But he insisted that it is still up to Congress to settle the matter. "Scott decision does not say that when a radio station carries religious broadcasts atheists or persons or groups with similar views are entitled to radio time for the expression of those views," Coy said. "I say this with full knowledge that some persons have misinterpreted the decision. . . ."

"The decision clearly indicates that the mere fact that atheists or persons or groups with similar views do not agree with the contents of a religious radio broadcast will not raise the subject of that broadcast to the position of a public controversy or require that such differing viewpoints on the matter also be afforded radio time. The Scott decision does point out that an organization or any idea may be projected into the realm of controversy by virtue of being attacked.

"But the fact that organizations or persons holding ideas differing from those expressed in a religious radio broadcast may think that they have been attacked does not give rise to a public controversy necessarily."

If the FCC ideas on the operation of radio in the public interest is "questionable," Coy said, then "the appropriate committees" of the House and Senate should take the matter up and bring it to the full chambers. He referred to the Interstate Commerce committees of the two bodies.

BEAUTIFUL HOME IN THE MOUNTAINS FOR SALE

Stucco and stone mansion, 4 bedrooms, two with own fireplace, 2 modern tile baths, huge oak panelled living room with big bluestone fireplace. Oak panelled library with fireplace. Complete and roomy kitchen. Large glass enclosed sun porch. Oil heat. House specially built high on Peakamoose mountain (elevation 1700 feet) for unrivalled view of beautiful valleys and Ashokan reservoir. 110 miles from New York (3 hours). Low taxes. About 12 acres of land with big lawn and trees, beautifully landscaped. Private road. All rooms in house completely furnished. A wonderful home for the best in living. Price \$27,500.00 complete. Write Box 171, Radio Daily, 1501 Broadway, New York 18, N. Y.

NBC's Sun Valley Agenda

WEDNESDAY, SEPTEMBER 22

MORNING SESSION—(Closed Meeting—NBC and NBC Affiliates only).
 8:00-10:00 a.m.—Registration—Entrance to Opera House.
 10:00-10:05 a.m.—Call to Order, Easton C. Woolley.
 10:05-10:30 a.m.—The Economic Future of AM, FM and TV—Niles Trammell, (presiding officer).
 10:30-10:45 a.m.—Report of Chairman of SPAC, Paul W. Morency.
 10:45-11:45 a.m.—Programming:
 1. Programming for Profit, Ken R. Dyke.
 2. Want to Buy an Audience? T. C. McCray.
 3. College By Radio, Sterling Fisher.
 11:45-12:00 Noon—Election Coverage, William F. Brooks.
 12:00-12:30 p.m.—Reports on Daylight Saving Time Operation and AM - FM Duplication, Easton C. Woolley.
 1:00 p.m.—Luncheon (On Terrace overlooking skating rink).
 Speaker—NBC Television 1940—Charles R. Denny.

AFTERNOON SESSION
 3:00-5:00 p.m.—(Closed Meeting—Affiliated Stations Only). (Conducted by Stations' Planning and Advisory Committee).
 1st District—Paul W. Morency, Chairman, Presiding, WTIC, Hartford; 2nd District—Richard Mason, WPTF, Raleigh; 3rd District—Milton Greenebaum, Secretary, WSAM, Saginaw; 4th District—Wiley P. Harris, WJDX, Jackson; 5th District—John J. Gillin Jr., Vice Chairman, WOW, Omaha; 6th District—Martin B. Campbell, WFAA, Dallas; 7th District—S. S. Fox, KDYL, Salt Lake City; 8th District—H. Quenton Cox, KGW, Portland, Oregon.

EVENING
 6:00 p.m.—Cocktails and Outdoor Barbecue at Trail Creek. (Transportation will be provided by bus).

THURSDAY, SEPTEMBER 23

MORNING SESSION—(Closed Meeting—NBC and NBC Affiliates Only).
 10:00-11:30 a.m.—Discussion from floor (Subjects developed in Affiliates' Closed Meeting).
 11:30-11:50 a.m.—Research Activities, Hugh M. Beville Jr.
 (OPEN TO PRESS AND LADIES).
 11:50 a.m.-12:10 p.m.—Radio's Improving Public Relations, Sydney H. Elges.
 12:10-12:40 p.m.—Promotion, James Nelson.
 1. Parade of Stars and NBC Workshop.
 2. The NBC Motion Picture, "Behind Your Radio Dial."
 1:00 p.m.—Luncheon—Terrace.

AFTERNOON and EVENING—(No Sessions scheduled).

FRIDAY, SEPTEMBER 24

MORNING SESSION—(Closed Meeting—NBC and NBC Affiliates only). The Development of the NBC Television Network.
 10:00-10:20 a.m.—The Administrative Problems of a Television Network, S. N. Strotz.
 10:20-10:40 a.m.—The Economic Basis for a Television Network, W. S. Hedges.
 10:40-11:00 a.m.—The Sales Outlook for Television, H. C. Kopf.
 11:00-12:30 p.m.—Panel Discussion. The Problems of a Television Affiliate. Noran E. Kersta, Chairman.
 1. Operating a Major Market Station, Harry Bannister, WWJ-T.
 2. Short Cuts to Save Money, Walter J. Damm, WTMJ-T.
 3. The Lessons of a Decade in Television—Robert S. Peare, G. E.
 4. Operation of an Inter-connected Affiliate:
 J. B. Conley, Westinghouse; R. V. Tooke, Philco; Harold Burke, WBAL-T.
 5. Operation of a Non-Inter-connected Affiliate:
 Robert E. Dunville, WLW-T; A. H. Kirehhofer, WBEN-T; Stanley Hubbard, KSTP-T.
 6. Program Sources, Carleton Smith.
 12:30-12:50 p.m.—Some Technical Aspects of TV, O. B. Hanson.
 1:00 p.m.—Luncheon—Terrace.

AFTERNOON—No Session scheduled.

EVENING
 7:00 p.m.—Cocktails.
 8:00 p.m.—Dinner.
 Dining Room in the Lodge.
 (Entertainment from Hollywood).

SATURDAY, SEPTEMBER 25

10:00-12:00 Noon—Reserved for Informal Discussion with Affiliates.
 12:00-12:30 p.m.—Remarks, Niles Trammell.
ADJOURNMENT
 1:00 p.m.—Luncheon.
AFTERNOON and EVENING—(No Sessions scheduled).
 Special train leaves Sun Valley for Chicago—(9:30 p.m., M.T., Saturday, September 25).

Returning Shows Lead Hooper's Evening List

(Continued from Page 1)

Winchell was first, with 16.6, and was followed by Lux Theater, 13.7, and Godfrey's Talent Scouts, 12.1.

Size of audience, as measured by Hooper, continued its seasonal climb, with average evening sets-in-use of 21.4 reported up 0.8 from the last report and up 2.3 from a year ago. Average evening rating was 6.1, compared with 5.5 last report and 5.6 a year ago.

Following the leaders on the evening list were: We, the People, 11.4; My Friend Irma, 11.1; Stop the Music, 10.9; This Is Your FBI, 10.9; Take It Or Leave It, 10.7; Break the Bank, 10.7; Mr. Keen, 10.2; Suspense, 10.0; People Are Funny, 9.9; Mr. District Attorney, 9.8; Crime Photographer, 9.6; Hit Parade, 9.5.

Top ten daytime shows, all soap operas, follow:

When a Girl Marries, 6.1; Ma

Mutual Sets Heater For Another Program

Mutual adds another Gabriel Heater news commentary program Oct. 16 when R. B. Semler, Inc., for Kreml hair tonic and shampoo, begins sponsorship of the Saturday feature from 9-9:15 p.m., EST. Agency is Erwin, Wasey & Co.

New edition gives Heater a total of 12 programs a week on MBS, a total of three and one-quarter hours. With the added show, he'll be doing two a day, Monday through Friday, one on Saturday night and a half-hour on Sunday night. It's also reported that Mutual is auditioning a full hour show with amateur talent which Heater emcees.

Perkins, 6.0; Big Sister, 5.7; Portia Faces Life, 5.5; Our Gal Sunday, 5.4; Backstage Wife, 5.4; Young Dr. Malone, 5.4; Guiding Light, 5.3; Right to Happiness, 5.3; Pepper Young's Family, 5.3.

Networks To Cover UN Assembly Meeting

(Continued from Page 1)

as well as reactions in Britain. From Paris, Robert Haney and Richard Kallsen will do daily spots for the "Mutual Newsreel" and other web shows.

NBC's chief UN correspondent John MacVane, heads the web's delegation in Paris, which includes Henry Cassidy and Ben Grauer. No regular schedule has been set up, but the trio will shortwave reports as news warrants. NBC's United Nations Week, sponsored jointly by the web and the American Association for the UN coincides with the Assembly kickoff. Chief features of the observance will be an extensive sked of coast-to-coast broadcasts from the U. S. and abroad pointing up the UN's three-year record of achievement.

Covering the sessions for ABC are Paris correspondent Robert Sturdevant and Sidney Keller. Both will shortwave spots for the web's "Headline Edition" and "News of Tomorrow" as well as other network news programs.

A nightly roundup of Assembly sessions will be made available to indies by the French Broadcasting System beginning Sept. 27. Shortwave reports will be aired 7:45 p.m., EST.



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

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

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

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, September 21, 1948—TELEVISION DAILY is fully protected by register and copyright

WABD SETS "ROUND-CLOCK" SKED

TELE TOPICS

BOXING MANAGERS GUILD (pronounced "g-u-i-l-e"), who'll be recalled as staging a "reasonably successful" boycott against Mike Jacobs and Madison Square Garden last year for a cut of the TV pie, will get the knife and fork out again this week. Among other items on the agenda is a ban against TV cameras going into the fighters' dressing rooms (CBS did it with startling success last week in Washington). Something about the psychology angle of putting a fighter "on the spot" before he enters the ring.

PROCTER & GAMBLE has renewed its sponsorship of "Fashions On Parade," although it's said the current pact had plenty of time left to run. . . . WPIX toying with the idea of a daily two-hour seg in the 5-7 pm. slot designed to hold the audience grabbed by its afternoon airers. Vehicle's said to be a disk-jock type, with live voices handling the intro and chatter. . . . A Chi. outlet wooing "Key to the Missing," DuMont net airer, re a version of that show for the Windy City audience. Seems the Chi. Missing Persons Bureau has found the seg a valuable "source" of info.

STAN FRITTS and his Korn Kobblers, loaded with talent and a natural for TV, will invade the medium Wednesday nites via the CBS web, starting tomorrow. TV version is tagged "Kobb's Korner." . . . L. D. Griffith in as director of TV research for Sherman & Marquette. . . . One of KRSC-TV's first commls will be Bulova Watch Co., which has pacted a 52-week time signal sked thru Adam Young, Jr., the station rep.

WCAU-TV Sets New Rate Increase Up To 50%

Philadelphia—New rate card, effective as of Sept. 1, 1948, has been released by WCAU-TV. The rates, based on WCAU-TV's increased audience and expanded program schedule, call for an average increase of 50 per cent in time costs.

Class A "live" time is set at \$300 an hour, with film running \$225 for a 30-minute segment. Discounts on the 13, 39 and 52 program arrangements also are listed.

The station now lists three separate time periods, setting up Class A, B and C strips. Class A time covers between 7:00 and 10:30 p.m. Monday through Friday and 1:00 to 10:30 p.m. on Saturday and Sunday. Class B is considered between 5:00 and 7:00 p.m. Monday through Friday. All other hours are considered Class C time.

Class B rates call for \$270 "live" and \$202 film for the hourly rate. Class C is set at \$225 "live" and \$165.75 film.

SMPE Annual Confab To Focus On Thea. TV

Significant strides in TV the past year—and more specifically in theater TV—will occupy an important part of the agenda of the 64th Annual Convention of the Society of Motion Picture Engineers in Washington's Hotel Statler, Oct. 25 to 29. According to Loren L. Ryder, president of SMPE, scientific achievements in the medium as related to the motion picture industry will get a thorough going over, and in some cases will be highlighted by demonstrations.

Convention gets under way on Oct. 25th with a luncheon, at which a prominent motion picture exec will be guest speaker.

Hudson In KTTV Post

Los Angeles—Hal Hudson this week resigned his post as western division program director of CBS to become program director of KTTV, the first major appointment in building the man-power structure of the Times-Mirror-CBS television station.

In making the announcement of Hudson's appointment, Harry W. Witt, acting general manager of KTTV, said that Hudson will leave immediately for the east to observe, first hand, CBS television installations in New York, Chicago and Philadelphia.

With construction work moving on apace for KTTV's studios and offices on the 14th floor of the Bekins Building at Highland Avenue and

Nylons Maybe?

Dennis James, the sports announcer, decided he'd test the wrestling savvy of the TV audience on a show last week, so offered a box of cigars to those who could name the "mystery hold" currently indulged in by a couple of behemoths. Mail call was heavy—and so were the correct answers—but James breathed easy when he discovered 90 per cent of the bell-ringers were women!

Chesterfield Sets CBS For Columbia U Games

Home schedule of Columbia University football games will be aired by the CBS TV network, starting Sept. 25 with the season opener against Rutgers. Chesterfield Cigarettes will sponsor the games, with Mel Allen handling the play-by-play from Baker Field.

Net and Columbia officials will provide intermission features as part of the weekly programs, based on behind-the-scenes info for the viewer, some on film, some live, it was said. Games will be transmitted via double microwave link to the CBS tower in the Chrysler Building.

Santa Monica Boulevard, Hollywood, it is anticipated that Hudson will be in his new quarters as soon as he returns to the Coast.

Press-Time Paragraphs

ABC, NBC Debut Midwest Networks

Chicago—Network video effected a major forward stride yesterday when ABC and NBC launched their respective web operations. ABC aired its first net commercial via Admiral Radio Corp's sponsorship of entire opening schedule last night. Web's outlet here, WENR-TV, had official opening show last Friday night.

TV Had 11.3 Per Cent of July-Aug. Audience

TV accounted for 11.3 per cent of the broadcast audience on all evening programs in New York City for July-August of this year, according to the Hooper "Hi-Lights" released yesterday. Radio accounted for 88.7 per cent of the audience, it was said. In the Hooper report four TV stations, WABD, W'NBT, W'CBS-TV and W'PIX, had a share-of-audience of more than 1.0 per cent.

WFIL-TV's 28-Game Grid Sked

Philadelphia—WFIL-TV will present complete telecasts of 28 major collegiate and National Professional League football games during the 1948 season, it was announced yesterday by Roger W. Clipp, general manager of The Philadelphia Inquirer Radio and Television Stations. At the same time, Clipp revealed that eight home games of Temple University and Villanova College will be presented under the sponsorship of Supplee-Wills-Jones Sealtest Dairy Products. Account is handled by N. W. Ayer & Sons, Inc. Earlier this year it was announced that the Admiral Radio Corporation will sponsor 11 Philadelphia Eagles games.

Du Mont Flagship In 15-Hour Run From 7 a.m.

Effective the first week of October WABD, DuMont flagship, will undertake a bold venture designed to put TV on a "round the clock" basis via an all-day program schedule, starting 7 a.m. daily on a Monday thru Friday basis. Schedule, which is expected to have marked effect on all phases of TV, will be spliced with the regular p.m. fare now on the WABD lineup, and will bring the daily total of operating hours to 15.

Outlining details of the project at a press confab yesterday, Commander Mortimer W. Loewi, executive assistant to Allen B. DuMont, predicted it would open up a new economic phase of video, in that it offers small advertisers the opportunity to use television, "thus providing additional revenue," and it expands the usefulness of the set in the home—"a costly instrument"—which does not realize its potential under today's limited program offerings. Sale of time in the daytime periods will probably come under the station's regular daytime rates, it was said, in addition to a "product demonstration" basis at the rate of \$25 per message, which may be similar in time and technique to a one-minute announcement, etc.

Full-time operation, Loewi pointed out, is "not only a responsibility, but an economic necessity." He said that analysis of the economics of TV indicate that "it is impossible" for stations to exist on income derived solely from p.m. operation. "Radio could not do it," he said, adding, "neither can television." He also felt it was "fantastically extravagant for expensive cables linking New York with other cities across the country to lie idle most of the day."

News, weather reports, shopping shows, music, and programs of specific interest to the women's audience will dominate the fare on the new schedule, according to James L. Caddigan, net's program chief. He pointed out that these offerings would not be entertainment "as we know it now in the night-time sense," i.e., no heavy production of elaborate settings, etc.

Andrews Recuperating

Fort Worth—Seymour C. Andrews, program director for WBAP-TV, is recovering from an appendectomy performed last week. He became ill on a movie set while directing scenes that will be used for Humble Oil and Refining Co. commercials during televised Southwest Conference football games in Fort Worth.

COAST-TO-COAST

WGNR Adds Ten

New Rochelle, N. Y.—WGNR, new frequency-modulation station, has added 10 new members to its staff. They are program director Robert Brummer and chief announcer Hyland White, both formerly with WGYN-FM; news editor Hal Liebow of WABF and WNYC, staff announcer Mel London, chief engineer William L. Cipperly, former project engineer with Link Radio Corporation; assistant chief engineer Ed Voss of WGTL, Peter Trowbridge, Elsajean Geyer, Ray Stone and Kay Anderson.

Two KDKA Staffers In New Movie

Pittsburgh, Penn.—"The Locked Door," a new motion picture, dramatizing the work being done by the De Paul Institute for the Deaf, will feature two KDKA staffers, announcer Paul Shannon and singer Johnny Kirby. The former, winner of numerous announcers' awards, will do the narration, while the latter will be featured in the leading role. Picture was made by the Meridan Film Corporation of this city.

KXOK Celebrates 10th Anniv.

St. Louis, Mo.—KXOK, recently celebrated its tenth anniversary. The station first went on the air with 1,000 watts, day and night, on 1250 kilocycles, and is now a 5,000-watter, operating on a frequency of 630 kilocycles. C. L. (Chet) Thomas is the station's general manager.

New Biz Heavy On WQXR; Four Program Hours Sold

(Continued from Page 1)

mercial ET by George Carson Putnam.

Coty, Inc., returning to radio after a lapse of 12 years, signed a 13-week contract for sponsorship of Jacques Fray's Monday evening program of recorded French music. Contract was arranged through Walter Newburg, Coty ad manager, and Bennet Korn, WQXR account exc. J. D. Tarcher is the agency.

Seeman Brothers, for White Rose Tea, bought a ten-minute morning period, Monday through Saturday, through the Tarcher agency. Contract runs 52 weeks.

New Spot Accounts Signed

New spot accounts are New York Savings Bank and Brush Development Co. Bank bought seven spots weekly for 26 weeks, through H. J. Gerdt's agency. Brush signed for 17 spots weekly, on behalf of the Sound-mirror, for 14 weeks. Contract was obtained from McCann-Erickson, through the Paul H. Raymer Co. Detroit office.

Pieter de Witt Diamonds, Ltd., one of the outlet's oldest accounts, increased its spot sked to 30 a week for 26 weeks, through Green Brodie agency. General Foods, for Birds Eye Frosted Foods, resumed an enlarged spot campaign for 15 weeks. Agency is Young & Rubicam.

NETWORK SONG FAVORITES

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

Survey Week of September 10-16, 1948

Table listing 30 network song favorites with their respective composers and publishers. Includes songs like 'A Tree In The Meadow', 'Ah But It Happens', 'Blue Bird Of Happiness', etc.

Second Group

Table listing a second group of 20 network song favorites with their respective composers and publishers. Includes songs like 'A Boy From Texas', 'A Fella With An Umbrella', 'Ain't Doin' Bad Doin' Nothin'', etc.

Copyright 1948 by Office of Research, Inc.

AGENCIES

WILLIAM JENSEN has joined the William H. Weintraub & Company, Inc. advertising agency in an executive capacity. He will specialize in marketing and sales analysis. Jensen formerly was vice-president of the Walter Weir agency, and before the war with Lennen Mitchell, Inc.

ROBERT ARCHER has joined the art and production staff of Fred Gardner Company, Inc., New York. During the war Archer was a featured artist on the "Fort Hamilton Post," winner of several awards. He has since been a free lance artist with agencies and advertisers.

JAMES H. TRAUTMAN is again associated with the Pittsburgh office of W. Earl Bothwell, Inc., as head of special services, following a year's leave of absence. William D. Dahlgren, Boyle-Midway account executive for W. Earl Bothwell, has been transferred from Pittsburgh to the Bothwell New York office.

M. J. Casey, formerly a vice-president of Ruthrauff & Ryan, Inc., has been elected a vice-president of Fletcher D. Richards, Inc.

WJZ Signs Pacts With 4 To Bankroll Fall Shows

(Continued from Page 1)

slot, Monday through Saturday, for an ET program, starting Oct. 18. Agency is Dancer-Fitzgerald-Sample.

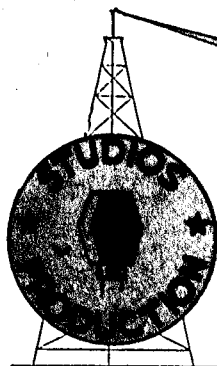
The Tailored Woman has assumed sponsorship of George Carson Putnam's 15-minute newscast at 12 noon Sunday through Peck Advertising Agency. William H. Wise & Co., for "Handyman's Guide Book," is sponsoring Sidney Walton's quarter-hour commentary every Sunday at 10:45 p.m. Agency is Huber Hoge & Sons.

Garcia Y. Vega Cigars will sponsor Don Gardiner's 7-7:10 a.m. newscast on Wednesdays and Fridays, beginning September 29. Platt-Forbes handles the account. Hattie Carnegie, through Hixson-O'Donnell, and General Electric Distributors, via William N. Scheer Advertising Agency, are using participations in "The Fitzgeralds" and Walter Kiernan programs respectively.

Army Sponsors Wismer On 13 Southwest Stations

(Continued from Page 1)

United States Fourth Army sponsors the program over the following ABC affiliates: KTHS, Hot Springs, Ark.; KRMD, Shreveport, La.; KSWO, Lawton, Okla.; and the following Texas stations, KXYZ, Houston; KABC, San Antonio; KFDX, Wichita Falls; KCMS, Texarkana; KNOW, Austin; KGKL, San Angelo; WACO, Waco; KFDM, Beaumont; in addition to KALB in Alexandria, La.; and KCRC, Enid, Okla. Effective date of the contract is September 4, 1948.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 58

NEW YORK, WEDNESDAY, SEPTEMBER 22, 1948

TEN CENTS

NEW CODE ANNOUNCED AT SUN VALLEY

Industry Meets To Aid Repairmen For Tele

A nationwide attempt to re-educate the entire radio service industry in the techniques of television installation and repair will be launched Monday when a "Town Meeting of Radio Technicians" gets under way at the Hotel Astor. The first in a series of five such confabs, the meeting is sponsored by the Radio Parts Industry Coordinating Committee, made up of the Electronic Parts and Equipment Manufacturers, the Radio Manufacturers Association, the Sales Managers Club (East) and the West Coast Electronic Manufacturers Association.

Following the three-day meeting in (Continued on Page 6)

Armistice Day Plans Made By Ad Council

Ad Council will launch a national unified armed services prestige advertising campaign on Armistice Day. Plans were approved during a White House meeting of representatives of the Army, Air Force, Navy, Marine Corps, The Advertising Council and the staff of John R. Steelman, assistant to the President. The Council estimated that as much as \$8,000,000 might be contributed in time and space to such a campaign.

AM-TV Price Increase Set By Westinghouse

Increase in the price of Westinghouse radio and tele receivers will go into effect early next month, it was announced yesterday by F. M. Sloan, manager of the firm's Home Radio Division. No across-the-board raise is contemplated, he said, but prices of certain models will be (Continued on Page 5)

Expose

Under the title, "The Border Radio Mess," J. C. Furnas offers an expose of "commercialized evangelism," and "assorted forms of cheap jockey" as practiced by radio stations on the Mexican side of the border in the current issue of the Saturday Evening Post. Furnas also traces the efforts to suppress stations and reveals how signals blanket sections of U. S.

Political

The Democratic National Committee yesterday bought time on the CBS Pacific coast and Mountain Time network for President Harry S. Truman's address which will be delivered in Gilmore Stadium, Los Angeles, tomorrow from 9:30 to 10 p.m., PDT. The committee is also planning network pickup of the President's address from Louisville on the 30th.

P.R. Radio Spokesman Called To Washington

Washington Bureau, RADIO DAILY

Washington—Tomas Muniz, president of the Puerto Rican Broadcasters Association, is in Washington to confer with Frank Bow, counsel for the Harness Committee investigating the FCC, regarding the investigation of the Puerto Rican government's commercial radio grant.

Muniz, according to reports, is presenting the committee with documented evidence of the Puerto Rican Communication Authority's plan to (Continued on Page 6)

Fonda Joining CBS; To Handle 'Amos 'n' Andy'

James Fonda, veteran radio producer-executive, will join the Columbia Broadcasting System's network program staff effective Oct. 15, it was announced by Hubbell Robinson, Jr., CBS vice-president and director of programs.

Fonda, who has been with Foote, (Continued on Page 2)

NBC Affiliates Convention Considering Network Standards Of Practice For AM, FM And TV

WOR Preps 1-Hr. Show As Mon.-Fri. Feature

WOR, Mutual flagship, is putting the finishing touches to a scheduled full-hour daily airer with a variety format somewhat similar to the "breakfast club" technique used with considerable success to date.

Show, as yet untitled, tentatively has Jack Barry as emcee, and was given a "dress" audition last night before a live audience at Guild Thea- (Continued on Page 2)

ABC Retains Attorney On 'Giveaway' Matter

ABC has retained Bruce Bromley of the New York law firm of Cravath, Swaine and Moore, to represent the network in connection with the proposed lottery regulations of the FCC, Joseph A. McDonald, ABC vice- (Continued on Page 5)

Charlie McCarthy Show Returns To NBC Oct. 3

Charlie McCarthy Show will resume on NBC Sunday, Oct. 3, under sponsorship of Standard Brands. Series will be broadcast at its usual hour, 8 p.m., EST. J. Walter Thompson is the agency.

See Opening Of UHF To TV Vital; FCC Hears Engstrom

Washington Bureau, RADIO DAILY

Washington—RCA yesterday joined the ranks of those looking to expansion of commercial television into the 475-890 mc. spectrum, but at the same time stressed its conviction that "further development and expansion of television must continue to be built upon the basis of these 12 (current) channels." RCA Vice-President Elmer Engstrom told the FCC that the reality of today's television serv-

ice "has been built upon the bedrock of the 12 channels allocated to television."

Two days of testimony at the FCC's hearing on utilization of the UHF spectrum for television have convinced most observers here that the questions to be settled by the Commission are matters of time rather than of policy. Both DuMont and RCA have declared themselves (Continued on Page 6)

Sun Valley, Idaho — Delegates to NBC's affiliates convention will be given a detailed picture today of the network's new definitive code for standards of practice which covers both AM and TV. The code, being presented at the convention by Niles Trammell, NBC president, encompasses 12 changes (Continued on Page 8)

Sales Increase Of 24% Reported By WMCA

Optimistic business outlook for WMCA for the balance of this year and for 1949 was reported yesterday by Harry Solow, sales director of the indie, who revealed a 24 per cent increase in sales for the three months ending Aug. 31, over a similar period last year. He credited the boost to a tightening of the outlet's program sked, addition of several low-cost features and new blood in the sales staff.

Since Sept. 1, Solow added, more (Continued on Page 8)

German Broadcasters Complete American Tour

Six German broadcasters who have been studying American radio for the past five months departed yesterday for their return trip to Germany. (Continued on Page 2)

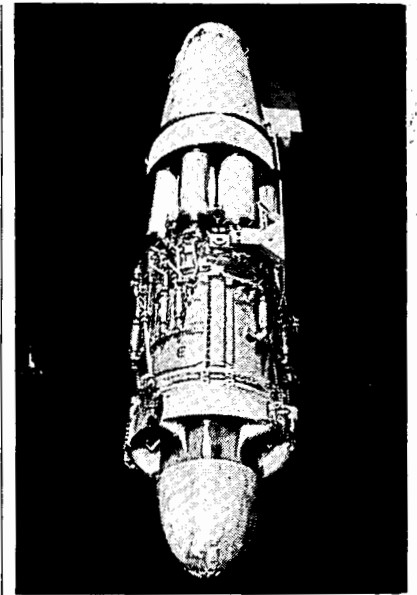
U. N. Coverage

Important speeches of the General Assembly of United Nations in Paris are being beamed by shortwave to the United Nations headquarters at Lake Success, L. I., and are being used as a part of the organization's daily AM radio news broadcasts, it was revealed yesterday. United Nations operates its own high powered shortwave station at Lake Success.

RADIO DAILY



★ COMING AND GOING ★



Spelled J-E-T

We don't know about you, but we've always wondered just what a jet job looked like. There it is. It seems that GE has developed a "streamlined, axial flow jet power plant" for civilian and military aircraft. It's light. And it's more powerful at high speeds than any reciprocating engine in current use.

Sounds just like a W-I-T-H story. Down here in this big and diversified Baltimore market, it is the streamlined programming of W-I-T-H that has developed more sales power than some of the heavyweight letters. Modern science has pretty well established that you don't have to be a top-heavy, cumbersome thing to be BIG and fast on the uptake. Smart advertisers have known this a long time in Baltimore radio. They've been buying W-I-T-H... that's the successful independent that delivers more listeners - per - dollar - spent than any other station in town.

AM [Image of a stylized face with a lightning bolt] FM
W.I.T.H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

TOMAS MUNIZ, president of the Puerto Rican Broadcasters Association, in New York and Washington this week in connection with the association's activities.

DON SEARLE, vice-president of ABC in charge of the western division, and JACK O'MARA, sales promotion chief of KECA-ABC, are back in Hollywood following a trip to San Francisco, where they conferred with officials of KGO.

JOE HASEL, of the ABC sports department, leaves today by American Airlines for Boston.

JUDSON BAILEY, of the CBS sports staff, left yesterday for Columbus, Ohio, where he will make arrangements for the network's broadcast next Saturday of the OSU-Missouri football game.

PHIL McHUGH, director at CBS who American-Airline'd it down to Nashville last week, now is back in New York.

EDWARD WEEK, editor of the Atlantic Monthly, who is heard over ABC on "The Editor at Home," broadcast from London last Sunday and will do it again Sept. 26.

NORMAN CORWIN, writer-producer on CBS, has returned from Europe, where he spent a month visiting France, Poland, Hungary and Czechoslovakia.

JOHN RICH and RAY FALK, American network correspondents in the Pacific area, have arrived back in New York by plane and now are conferring with officials of the web.

WILLIAM A. BANKS, president and general manager of WHAT, Philadelphia, is back at his desk following two weeks in the hospital.

HON. EDWIN H. SAMUEL, former director of broadcasting in Palestine and son of the ex-High Commissioner for that country, arrived in New York Monday aboard the Cunard White Star motorship Britannic.

CLAIR WEIDENAAR, American network producer, left Hollywood by train late last week for a two-week vacation in New York.

RAY D. WILLIAMS, manager of WJHL, Johnson City, Tenn., has left his office for a week to confer on station business in New York and Chicago.

DON KELLEY, press information director of WBBM, Chicago, is spending a few days in Gotham on business.

JAMES ROSS, emcee this summer at New York's "Aquashow," is in Quebec, where yesterday he filled the same role in the water show at the Chateau Frontenac.

BING CROSBY yesterday was in Vancouver, B. C., to record a radio show. With him was BILL MORROW, writer-director of the program, who flew up from Hollywood last Friday to meet The Groaner and BOB HOPE. The latter two some put on a golf match for charity in Portland on Sunday.

German Broadcasters Complete American Tour

(Continued from Page 1) many on the S. S. Washington from New York. The visitors were brought to the United States by Columbia University's Bureau of Applied Social Research with the aid of a grant from the Rockefeller Foundation. Radio stations become the leading media for bringing news of the western world to the German people with newspapers from the allied zones barred in the Soviet zone, one of the broadcasters revealed yesterday.

Fonda Joining CBS; To Handle 'Amos 'n' Andy'

(Continued from Page 1) Cone & Belding advertising agency for many years and is now radio production manager in that company's Chicago office, will represent CBS in the handling of the "Amos 'N' Andy" package recently purchased by the network. Fonda will arrive in New York shortly to consult with Robinson before returning to Hollywood to take over his permanent post with the Network Programs Hollywood Staff.

Discussing American radio, Franz Reinholz, director of the School Broadcast Department of Radio Hamburg in the British zone, said that he preferred the European license system of broadcasting to the commercial type used here. "It is such a relief not to be bothered by sponsors every minute of the day," he added. Strict timing of American radio came in for praise from the visitors. Members of the group said they were greatly impressed with the high technical efficiency of U. S. radio.

Henry B. Humphrey

H. B. Humphrey, 83, founder and board chairman of the Boston advertising agency bearing his name, died in Boston Sept. 19. A son, Richard S. Humphrey, is president and treasurer of the agency. The elder Humphrey founded the agency in 1887 and played a big role in setting up what is now the 4-A's. In 1908 he reorganized the Boston Ad Club, serving as president for several terms. H. D. Humphrey Company has a branch office in New York. Humphrey is survived by another son, H. B., Jr., of New York, and two daughters, Mrs. Humphrey Nelson and Mrs. Francis S. Moulton of Boston.

10 YEARS AGO TODAY

(From the files of Radio Daily) World Series baseball games will be aired on a sustaining basis with all networks and stations having the privilege of picking up the broadcasts for the price of the wire costs unless a client agrees to foot the bills for all three networks as well as local stations, according to the baseball leagues. . . . CBS technicians in Chicago have voted two-to-one against affiliation with the American Communications Association, CIO, preferring to maintain the Associated Broadcast Technicians Union, an independent group, as official bargaining agent.

Burton Again At CCNY

Robert J. Burton, veepee in charge of publisher relations for BMI, will again conduct a course in "Copyright and Business Practices" in the Evening and Extension Division of the City College School of Business. Classes begin tomorrow. Emphasis will be placed on problems and practices common to the presentation of copyrightable literary, dramatic, musical and artistic properties in radio, advertising, motion pictures, music and publishing. Prominent excess from various branches of show business will appear as guest lecturers.

Vol. 44, No. 58 Wed., Sept. 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. 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 (September 21)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson.

WOR Preps 1-Hr. Show As Mon.-Fri. Feature

(Continued from Page 1) ter, net's B'way studio playhouse. Show is said to bring top talent to the mike, with "stunt" gimmicks for the audience-participation angle, backed by a name orchestra and vocal group.

INS has served
1945 1946 1947 1948
KFRC SAN FRANCISCO
SINCE 1935

PROGRESS REPORT

FROM THE BOARD OF DIRECTORS OF WORLD VIDEO, INC.

THREE RUNNING

PARIS CAVALCADE OF FASHIONS (*Film*) (15 Min.)

STARRING **FAYE EMERSON**

NOW IN ITS 17th WEEK ON NBC TELEVISION — FRIDAYS 7:15-7:30 P.M.

FLOOR SHOW STARRING **EDDIE CONDON** (*Live*) (30 Min.)

NOW IN ITS 3rd WEEK, WPIX — TUESDAYS, 8:30-9:00 P.M.

ACTORS STUDIO (*Live*) (30 Min.)

PREMIERE SUNDAY, SEPTEMBER 26, ABC TELEVISION and EACH SUNDAY THEREAFTER 8:30-9 P.M.

TWO COMING

COOKING A LA CARTE (*Film*) (15 Min.)

TOP FRENCH RECIPES ACTUALLY FILMED IN TOP FRENCH RESTAURANTS
SCRIPT AND NARRATION BY ILKA CHASE

FIELD AND STREAM OF THE AIR (*Film*) (15 Min.)

HUNTING, FISHING AND OUTDOORS IN ALL 48 STATES WITH FIELD AND STREAM'S EDITORS

ONE PREPARING

HERE'S THE STORY: (*Live and Film*) (15 Min.)

MOST IMPORTANT NEWS ISSUE OF THE WEEK WITH QUENTIN REYNOLDS, THE PEOPLE CONCERNED AND UNIVERSAL INTERNATIONAL NEWSREEL LIBRARY

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LOS ANGELES

By RALPH WILK

BILL SLOAN, erstwhile producer at KNX, is celebrating his new job with Roy S. Durstine agency with a swimming party this evening at the Los Angeles Tennis Club. His invitation list includes the entire KNX-CBS staff.

Jerry Sybilrud, KMPC's director of recorded music, has been appointed chairman of the Southern California Broadcasters' Association bowling league for this season. This league, which includes representatives of the fourteen stations in the Southern California area, opened the season, September 8th. At the conclusion of the 32 weeks, cash prizes will be awarded leading contestants.

Kenneth Michael has joined the KFI-TV staff as stage manager. Prior to coming to KFI-TV, Michael was with NBC and ABC, New York, and with the State Department during the war. He has been stage manager and director in numerous Broadway productions, road shows and Summer stock.

Marti Wall has joined the KFI music library replacing Harriet Harding, who has resigned. Miss Wall was with the Orange State Oil Company and the Navy Accounting Office in San Francisco, before coming to KFI.

KMPC mikeman, Charles Lee Stone, has been appointed chief announcer of the Los Angeles County Fair to be held in Pomona. He will be on duty at the Fair, beginning today, for a 19-day period.

Florence Whitney has been contracted to script Lynn Castile's new Hollywood gossip column, "Lynn Looks At Hollywood," KHJ, Monday through Friday. Florence is the former Mrs. Sam (WOR) More and wrote "The Brownstone Theater Of The Air" for Mutual in New York.

Hanger Rejoins WOV

Aaron Hanger has resigned from WMCA to return to the sales staff of WOV. He originally joined WOV following his discharge from the Army in 1945, and left there early last year.

Stork News

George Stone, announcer on NBC, Chicago, is the father of a daughter, Mary Elizabeth, born Sept. 13 in Passavant Hospital.

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



Mainly About Manhattan. . . !

There'll be a free-for-all in the emcee sweepstakes to replace Phil Baker on "Everybody Wins." Among those in the running are Jerry Colonna, Jim Backus, Keenan Wynn and Jack Paar. . . Had your iron-y today? Bob Hope had quite a struggle to get his sponsor to okay the costly traveling of the show. Now Bob can't hit the road due to pic commitments. . . Could be that "This Is My Life" (a Ralph Edwards package) will replace the Mel Torme show. . . Now that H'wood has discovered the comedy talents of Martin & Lewis, the boys have been lined up for a flock of guest shots including Bergen, Crosby and Jolson stanza. . . Jimmy Durante may do his first B'way show in eight years this season with Rob't Montgomery and Vinton Freedley co-producing. . . Irving Berlin and Metro discussing a sequel to "Easter Parade." . . . Herb (20 Questions) Polesie sez that there are so many parties in the current election they oughta use Elsa Maxwell to supervise the polls. . . Among immediate results of Petrillo's recently announced plan to end the recording ban is that musicians who have been cutting "black market" records are now lying low in that activity while awaiting further developments. . . Adam Hats, the latest advertiser on Willie Bryant's WHOM session. . . Norman Barasch signed as head writer on the Herb Shriner show for Alka Seltzer. . . Aside to Fred Allen: Your boy, Jack Eigen, has been awarded the Blue Ribbon by New Jersey State Fair for "doing the most in providing relaxation, entertainment or valuable information to workers and farmers."



Life could really be beautiful in this radio biz of ours if some of the sterling virtues preached in the daytime serials were carried out in actual operations. We're referring to the shenanigans currently going on behind the scenes of one soaper. It seems the director has been handed his walking papers—not because he wasn't doing a good job, but because one of the co-authors of the show lives on a farm down South and had been asked by the sponsor to do his scribbling in town. The writer demanded more dough so he's been handed the directorial chore to pad his paycheck. On top of this, the leads on the show—hopeful for a pay hike—are prob'ly in for a healthy cut.



Ben Schneider, in an article in the St. Louis Globe-Democrat tagged "You Haven't A Chance To Hit The Jackpot," reveals that once those big giveaway shows go on the air, you might just as well forget about being called because you don't stand a ghost of a chance. He and columnist Frank Farrell, of the World-Telly, he writes, decided to do a bit of digging into this ether wave bonanza and this is what they came up with: "On a Sunday following a 'Sing It Again' broadcast, Farrell put through two long distance calls to a pair of winners. Both contestants informed him that they had received calls about two hours before the broadcast was to go on, asking the pair if they would be listening to the radio later that evening. Of course both replied affirmatively and were told to expect another call when the program went on." Continuing an extensive telephone survey, Schneider brought to light the fact that three of the top giveaway shows (with the exception of "Stop The Music") resort to these advance warnings.



SID-BITS: If Johnny Graff, who just resigned from Donahue & Coe's radio-television dept, waxes much more enthusiastic about television, they'll be calling him Tele-Graff. . . . Jo Stafford's singing on L. Parsons' show Sunday was so far from Lolly's adjectives that both the song and the praise would have been better—unsung. . . Eddie Dunn now headlining Mutual's new "Golden Hope Chest" ainer. . . Paul Gardner postcards that his pet peeve among the commercial spots is the Chateau Martin thing. "I understand that scientists are working on a new weapon that kills by sound," he sez, "and this may be it."

CHICAGO

By NAT GREEN

WILFRED WOLFRAN, WBBM news and sports writer, will act as spotter and pre-game scout during WBBM's broadcasts of the football games this season, assisting sportscaster John Harrington.

Starting this week WENR-TV will commence feeding television affiliates of ABC when the station is linked by coaxial cable with WSPD-TV, Toledo, and WEWS, Cleveland. Shortly thereafter affiliates in Buffalo and St. Louis will join this network.

WBKB has put in service its No. 2 mobile unit, a huge red truck 24 feet long and 97 inches wide, with its own power generating equipment and capable of going 500 miles without refueling.

Mal Bellaire, WCFL announcer, off the job for several days with a touch of fever and a heavy cold.

Dr. Joseph D. Lohman, moderator of WIND's "Forum of the Air," off for a three-week vacation at Miami, Florida.

Jim Mahoney, Mutual station relations manager, played the Good Samaritan recently when, on his way back from his Colorado ranch, he picked up four injured occupants of a car that had been wrecked and drove them 18 miles to a hospital in Cody, Wyoming.

Jimmy Evans back on WIND with his sports show, "High School Prep Sports," done in conjunction with the Chicago board of education.

Publicist Barbara Mason of the Maraleita Dutton Associates back from a trip to Washington from a visit with her father, Commissioner Lowell B. Mason of the Federal Trade Commission.

CBS Show Changes Title

CBS has changed the title of its new half-hour show starting from "The Little Immigrant" to "Life With Luigi." Original tag was deemed to be misleading in light of the actual content of the show. Series will be heard every Tuesday from 9:30-10 p.m., EWT. Cy Howard will actively produce but William N. Robson will not direct as originally planned.

BEAUTIFUL HOME IN THE MOUNTAINS FOR SALE

Stucco and stone mansion, 4 bedrooms, two with own fireplace, 2 modern tile baths, huge oak panelled living room with big bluestone fireplace. Oak panelled library with fireplace. Complete and roomy kitchen. Large glass enclosed sun porch. Oil heat. House specially built high on Peakamoose mountain (elevation 1700 feet) for unrivalled view of beautiful valleys and Ashokan reservoir. 110 miles from New York (3 hours). Low taxes. About 12 acres of land with big lawn and trees, beautifully landscaped. Private road. All rooms in house completely furnished. A wonderful home for the best in living. Price \$27,500.00 complete. Write Box 171, Radio Daily, 1501 Broadway, New York 18, N. Y.

AGENCIES

Leonard Rosen, formerly with the American League for a Free Palestine and Carl Erbe Associates, has joined the publicity staff of Walter Kaner Associates.

PAUL E. FUNK, formerly director of advertising and public relations for the Weber Dental Manufacturing Co., Canton, O., has become public relations director of Norman Malone and Associates, Akron, O., advertising firm, succeeding R. S. Kenyon, resigned.

HADLEY C. GALLEHER has become assistant to the president of Kight Advertising, Inc., Columbus, O.

ARTHUR PINE ASSOCIATES have been appointed to handle publicity-public relations for the Robert Fiance Hair Design Institute.

DAVID FIEL has joined the Kermit-Raymond Corp., radio productions, as an account executive.

KENNETH BEIRN, formerly vice-president and general manager in the New York office of Dancer-Fitzgerald Sample, Inc., has been named a vice-president of Biow Company, Inc., effective Sept. 27.

AM-TV Price Increase Set By Westinghouse

(Continued from Page 1)
rapped after completion of a cost-accounting survey now in progress. "Higher material costs pointed up sharply by the recent increase in tube prices, and wage increases have nullified our efforts to maintain present price levels," Sloan said.

Jackson Joins Schwimmer Organization In Chicago

Chicago—Lowell E. Jackson has resigned as president of Monogram Radio Programs, Inc., to become associated with Walter Schwimmer as executive vice-president and sales manager of Radio Features, Inc., with headquarters at the firm's general offices in Chicago. Schwimmer announced that the firm's newest program release, "The Deems Taylor Concert," has met with such widespread acceptance that the rapid growth of business immediately required the sales direction of a man of Jackson's broad experience.

Prior to setting up Monogram, Jackson was for 12 years in charge of the Katz Agency's radio operations in Chicago. Radio Features, Inc., owns and syndicates the telephone quiz show "Tello-Test," and John Nesbitt's "Passing Parade" is one of its packages. Jackson has disposed of all his stockholdings in Monogram

ABC Retains Attorney On 'Giveaway' Matter

(Continued from Page 1)
president and general attorney, announced yesterday. Bromley will represent the network at the hearing set for Oct. 19 in Washington and will oppose the proposed rules. He will also file ABC's brief on the lottery matter on Sept. 24.

Thirty "Language" Outlets Reported In United States

There are 30 language stations in the U. S. with Pennsylvania leading the list with a total of 14 stations, according to the recent survey conducted by Jacques Ferrand for the Common Council for American Unity. WHOM, New York, is reported to having carried the greatest number of foreign language programs of any of the stations. The New York outlet schedules 120 hours per week or 12 per cent of the 1000 hours of language programming broadcast each week by 126 stations carrying a total of 314 programs in 26 foreign languages.

WHOM, according to Fortune Pope, executive vice-president and general manager, broadcasts in seven foreign languages in addition to English.

Radio Programs, Inc., which will continue to maintain its headquarters in Nashville, Tenn.

PROMOTION

For The World Series

Attention all radio editors from coast-to-coast: Mutual, in behalf of its sponsor, Gillette, is beginning to whoop it up for the World Series. Web's going to stage a contest in which you win wrist watches, electric blankets, etc. You choose any one of the first four games and designate the half-inning in which you think the most runs will be scored. Duplicate prizes awarded in case of ties. Mutual also plans to fly about 12 trade and radio editors from New York to Boston to witness the opening series game if the Braves win the National League race.

Agency Plugs Its Program

Kenyon & Eckhardt is arranging for heavy promotion on Friday, Oct. 3, when "Ford Theater" debuts on CBS. Opening night at CBS Playhouse No. 3 in New York will be a "dress" affair. Fleet of Fords will roll up to the theater entrance, disembarking stars of stage, screen and radio on a red carpet. TV has been tied in and Bob Hawk will be seen and heard over WCBS-TV as he interviews celebrities in a "Man in the Lobby" broadcast from 8:30-9 p.m. Managers of CBS affiliates are competing for a new Ford which is to be awarded for best promotion job.



OPEN FOR BUSINESS

CHARLIE STARKE'S Music Shoppe

On October 4th Charlie Starke will put out the latch string of his Music Shoppe from which he will bring WINS listeners the finest in recorded music.

When Starke dusts off the counters of his Music Shoppe for the first time, he will uncover a refreshing new type of show.

Starke's informal style and his cheery personality easily gain the confidence of womenfolk at home, who make up the largest listening segment of the 10-12 a.m. audience. His superb abilities to sell merchandise have long been a well known fact.

Get in touch with the nearest WINS-Crosley sales office for further details on Charlie Starke's Music Shoppe.



CROSLY BROADCASTING CORPORATION



Industry Meets To Aid Repairmen For Tele

(Continued from Page 1)

New York, sessions will be held in Boston, Nov. 15-17; Atlanta, in January; Los Angeles, in March and Chicago in April. A trial meeting held in Philadelphia last January was attended by about 1,500 servicemen in the area.

"The radio manufacturing industry feels that it has an obligation to the 30,000 or 40,000 radio repairmen who have devoted years of their lives to servicing the AM sets we made," Harry A. Ehle, chairman of the meeting, said. "As a consequence, we are undertaking a national educational program, at no cost whatsoever to the radio technician, to present him with two types of information:

"First, the most advanced information on television, based on actual servicing experience, which the top-flight technical brains of the country can prepare to enable him the better to serve television set owners;

"Second, the most practical, down-to-earth information on management and merchandising of his own business to enable him to become a stable and expanding businessman. This is necessary if he is to grow and advance with the growth and advance of television."

Max Balcom, president of RMA, will address the opening session Monday evening. Jack Poppele, president of TBA, will speak on "What Lies Ahead in Television," and other speakers include W. L. Parkinson, of GE, and George H. Dennison, of the Association of Better Business Bureaus, Inc.

White Plains Home Exhibit Covered By Local Stations

The 1948 All-Westchester Better Homes Exhibit was officially opened last night at the Westchester County Center, White Plains, with some 5,000 persons in attendance. The opening was covered by WFAS, White Plains, and WGNR-FM, New Rochelle, the latter station practically a newcomer to the field, having gone on the air for the first time just 10 days ago.

Speakers on the radio program, which was heard from 8:15-8:30 p.m., and which was recorded by WNYC, were: Hon. Silas F. Clark, mayor of White Plains; Rep. Ralph A. Gamble, chairman of the Joint Congressional Committee on Housing, and Ralph G. Holmes, president of the Business and Civic Federation of the White Plains Chamber of Commerce.

The exhibit will continue until Sept. 26.

See Opening Of UHF To TV Vital; FCC Hears Engstrom

(Continued from Page 1)

ready to turn out equipment, and Zenith is expected to come in and declare itself ready to put out continuous receivers for both bands.



ENGSTROM

Pressure for the lower frequencies from other services is reported to be terrific, with some possibility that the FCC will have to move the entire video service out from its present bands to the UHF.

A tremendous loss in equipment would be involved, although both NBC and DuMont say they can turn out comparatively inexpensive converters which would mean the salvaging of most home receivers.

Important thing now is that the FCC act with all possible speed, it is maintained here. If the present bands are eventually to be dispensed with, it is vital that the decision be taken before the investment in this spectrum gets much larger. The investment is already a great deal larger than was the investment in the low FM band before time service was moved. If the Commission finds the frequencies can be preserved, again a speedy ruling will prove extremely helpful.

Engstrom, in his testimony for RCA yesterday, told the Commission that more channels are necessary to provide service for as many people as possible, but another means of providing greater service is the authorization of higher power for TV stations. "We feel that it is only by the use of higher power that improved reception can be provided for the public throughout the service area of a TV station," he said and added:

Sees Simplified Antennas

"This higher power would make possible the simplification of the receiving antennas and the installation of television receivers. Accordingly, we recommend that the Commission authorize increases in power where such increases would be consistent with the standards which it may determine relating to tropospheric propagation and protected contours."

Along with other witnesses, RCA presented a fact sheet including pages of data on UHF operation which make the record of the color television hearings less than two years ago completely obsolete. In fact, RCA yesterday presented a lengthy report on its experiments with color TV.

Plans for commercial operation on the UHF bands, Engstrom said, "should provide for the use of the same standards, insofar as they relate to interchangeability of operations, as those in use on the present

For TV Of Color Film

Work on a new RCA projector, designed to pave the way for the televising of any color film on 16 mm., with sound, is close to completion, R. D. Kell, of RCA Laboratories, yesterday told the FCC. The difficulty previously had been that the projector used for television had been geared to run at 30 frames per second, while most film is geared to 34 frames per second.

12 channels. While, of course, the opening of these higher frequencies to commercial service would not immediately produce an answer to the problems which the industry and the Commission face, it would serve to stimulate the commercial development of equipment and shorten the time until the problems of this region would be solved."

Recalling that for many years RCA has carried on research in the upper reaches of the radio spectrum, Engstrom said allocation of frequencies above 475 mc. for the future use of television and research with respect to color television had stimulated RCA study of this area of the spectrum. He said RCA had begun propagation tests in Washington earlier this month.

"With the announcement of this hearing," he added, "our plans were altered and it was decided to shift some of the propagation tests from New York to Washington. By expediting the work of installation we were able to get on the air with transmissions at a date prior to the beginning of these hearings. The present transmissions will be continued for a suitable period of time in order to permit persons who so desire to make investigations, and in particular, to give the Commission ample opportunity to make such studies as it requires."

Philco's A T & T Suit Will Be Heard Friday

Philadelphia—Suit has been filed in Federal Court here by Philco Corp. and Philco Television Broadcasting Co. against American Telephone and Telegraph Co. over the former's right to use privately-owned television relay links.

The suit seeks a ruling on whether or not AT&T can shut off station from network video broadcasts because they use privately-owned relay with radio broadcasting stations instead of major company facilities. Philco alleges that AT&T, twice in two weeks, cut a broadcast which was transmitted to NBC in New York.

Plaintiff further stated that NBC has been ordered not to supply WPTZ, here, with the Army-Villanova football game next week from West Point.

A hearing has been set for Friday before Judge William H. Kirkpatrick.

P.R. Radio Spokesman Called To Washington

(Continued from Page 1)

go on the air with commercial radio programs. It is the contention of the broadcasters that the government's plan to operate a commercial station would put in jeopardy the independent commercial broadcasters' business and would set a bad precedent for all United States radio.

It is expected that the Harness committee will take up the investigation of the commercial grant to the Puerto Rican Communications Authority when Congressman Harness returns to Washington in October.

All-Star Show To Close Celebration At WMGM

Salute by AFRA to WMGM will mark the closing program in the station's week-long celebration of its new studios tonight 8-9 p.m. Union will air the play "On Borrowed Time," with Parker Fennelly and Sara Fussell in the leads, and George Zachary directing. From 9 to 10, outlet will pick up an all-star show from the MGM lot in Hollywood, with George Murphy as emcee. A closing salute by station regulars, produced by program director Ray Katz, will be aired from 10 to 11.

Joins WNYC News Staff

Phil Bassel has been added to the WNYC newsroom staff as announcer-editor. He is a graduate of the University of Syracuse where he majored in journalism.

**WORLD'S
LARGEST**

**TV FILM
AND
PROGRAMING
DISTRIBUTORS
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Jay Williams, Tv Director

Film Equities Corp.
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KGW and KGW-FM
PORTLAND, OREGON

**COMPLETE SCHEDULE
SIMULTANEOUS SERVICE**

REPRESENTED NATIONALLY BY EDWARD J. JACO

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, September 22, 1948 — TELEVISION DAILY is fully protected by register and copyright

INDIE PACKAGER SEEN AS TV PILLAR

TELE TOPICS

WHITEHALL PHARMACAL is about to pick up a daily 15-min. portion of Bob Emery's "Small Fry Club," DuMont web airer. . . Paramount tried, without success, to put the Zale-Cerdan shindig on its B'way movie screen last nite. Despite the fact the phrase "no television" loomed as large as the principals' names in fite ads for weeks. Gotham stations yesterday got the usual questions from anxious viewers. . . WPIX will put cameras on the opening of the new Versailles show tomorrow nite, in which Edith Piaf will star. Danton Walker, The News columnist, will emcee the 40-min. airer.

INS HAS SOLD a special video news tape to NBC to carry scores of ten leading football games between halves and at end of each Lucky-Strike-sponsored game on the eastern net. Tape probably will be run over-a-commercial. NBC also mulling other uses for the tape on commercial tie-ins. . . Today's seg will mark the 100th edition of the WPIX Telepix newsreel, which is a lotta celluloid. Station, incidentally, re-ordering a heavy batch of those booklets offered last week which offer the viewer detailed (and simple) info on the Gotham channel situation.

ROBERT Q. LEWIS, a funny guy who should've faced the cameras before this, will get a whack at TV via a three-a-week comedy seg on CBS. . . WOR said to be approaching some of its top talent re acquiring rights to their video work. Idea is to have a stable full of name talent ready for its TV debut next spring. . . Another Compton Agency AM show, "Truth Or Consequences," will come in for a plug on TV via a short film. "Welcome Travelers" was the other. . . Milton Caniff, who draws those lovely ladies for "Steve Canyon" (nee "Terry and the Pirates"), guested on last nite's preem of "Operation Success," the DuMont-Veterans Administration co-op. Show's aim is to illustrate the fact a disabled man can do a day's work, whatever his field.

Krueger Buys WPIX Fights

Boxing from Ridgewood Grove, a WP. sports feature on Saturday nights, will be sponsored by G. Krueger Brewing Co., Newark, N. J., it is announced by B. O. Sullivan, commercial manager of The News station.

This is the first time that Krueger's, one of the largest breweries in the United States, will use television as an advertising medium. The 13-week contract begins Oct. 2. The bouts from Ridgewood Grove, "The Cradle of Champions," are telecast at 9:05 p.m. The agency is Benton and Bowles, Inc.

Chi. TV Growth Spurs Emphasis On Research

Chicago—The upsurge of TV in the midwest in recent weeks is bringing new researchers into the field en masse. Latest to tackle video is the Jay and Graham research organization, which has just released its first television survey, using a panel of 450 television set homes in the Chicago area. Approximately 85 per cent of the panel for this television opinion survey are located in Chicago and 15 per cent in outlying communities. Twenty-one per cent of the sets are in homes of the lower income families; 52 per cent in middle income families, and 27 per cent in upper income homes.

The firm's initial survey was made by questionnaire recall among panel members and refining this program rating by a coincidental phone check among a random group of television set owners outside the panel. Jay and Graham state that the resulting rating, which they term a "Videodex," produces a more accurate rating than recall alone. The firm states it is expanding its panel to major TV markets throughout the midwest and will soon complete a test panel on the Pacific Coast. It also has compiled information on which channel offers the clearest reception, the favorite individual program now being televised, individual radio programs that television homes would most like to see televised, and other aspects of interest to manufacturers of television sets and equipment, advertisers, advertising agencies and radio networks, and radio and TV networks.

RCA New Thea. TV Projector To Be Shown At St. Louis Meet

Camden, N. J.—New theater tele projector of advanced experimental design will be unveiled by RCA for the initial Midwest showing of 20-by-15-foot television pictures in St. Louis on September 30, it was announced yesterday by Frank M. Folsom, executive veepee of RCA. New projector, just out of the development laboratories of the RCA Engineering Products Department here, is said to be greatly reduced in size and weight as compared to those used in the first postwar demonstrations of theater television in Hollywood and Philadelphia during the past six months.

The St. Louis demonstration will

TV Felicitations

The 81st birthday of Honry L. Stimson, ex-Secretary of War, was observed last night via a special film program aired on Doug Edwards regular news show on WCBS-TV. Films on the life of Stimson, plus his home life, etc., were aired on the show. Portions of the films were shot on Stimson's estate in Huntington, Long Island.

Don Lee Sta. Nixes TV Fight "Broadcast"

Los Angeles—Radio broadcast of a boxing event by describing the action as seen on a television tube outside the athletic arena is an invasion of rights and could be the subject of an injunction and a damage suit. That was the position taken by the Don Lee television station, KTSL here this week in a letter by its attorneys, Zagon, Aaron and Sandler to Bill Martin, radio announcer who had publicized plans to do the unique "remote simulcast" in the show window of a local television set dealer.

Martin had planned to watch the action on a receiver in the store window and then describe it into a microphone linked to a local radio broadcasting station. According to the letter signed by Harold Aaron for the legal firm, such a broadcast "would be considered as a violation of our client's rights in the premises for which appropriate legal action would be instituted, if necessary, to effect the injunction of such broadcasts, and the recovery of any damages sustained by our clients."

May Provide 50% Program Output Of Medium

Increasing importance of the independent package program producer, already a heavy contributor to TV's limited daily offering, will be further emphasized as video reaches the adult stage and its attendant program appetite approaches the ravenous.

Conclusions, which lend particular emphasis to the status of the indie producer in TV's future, are the result of a survey made by two major webs recently and concurred with by the other webs and stations in New York when offered the findings for perusal and criticism. Survey, conducted under heavy wraps by the two nets, is said to have developed the fact that a web or station complement, producing at its maximum output, can supply only 45 to 48 per cent of the outlet's total program needs.

Hastened Formation of ITPA

Above is reportedly one of the spurs which accelerated plans of the newly-formed Independent Television Producers Association, which at its second formal confab last week rapidly set up the machinery for an organization of nation-wide character and a code of practices. In an energetic session marked by unity-of-thought and purpose among the 100 individuals present, ITPA elected a pro tem hierarchy and voted unanimous adoption of various particulars designed to give the body an authoritative voice in negotiations with networks and agencies. Number attending the meet, incidentally, is said to represent roughly 75 per cent of the non-web and non-agency-produced fare currently on the video airwaves.

Further to spotlight its expected emergence as a recognized unit is ITPA's plan to establish an "alignment" with the TV committee of the four A's to obtain representation in future negotiations with that group. It's expected the result of such a move will be to set a pattern of relationship between the industry and union groups, with solid understanding and future co-op in the medium as the over-all objective.

Among other points included in the ITPA's code of practices are the following: it will act as a "clearing house" for members in order to establish title and royalty rights; it will endeavor to obtain clauses in contracts covering teletranscriptions in re protection of royalty and property rights of producers; standard distribution clauses for film and TV film; visual credits for productions used by nets and agencies."

NBC's AM-TV Code To Be Outlined Today

(Continued from Page 1)
and additions beyond the program policies first codified in 1934.

While NBC claims to be the first to initiate a set of standards for television in its self-described "working manual of NBC program policies," the network also points out, "Until definitive standards for the new broadcast medium are codified, NBC holds that the spirit of this manual will govern its television service, even where the letter of its wording does not apply." In a press conference last week, Ken Dyke, administrative veepee, commented that it's almost impossible at the present time to set strict rules and regulations for governing the entire content of television programs.

NBC's code cannot be compared section by section with the NAB code, but in general the former entails all of the latter and more. Both codes go into effect next Jan. 1. There are some paragraphs in NBC's code which are copied almost word for word from the standards of practice formulated by the NAB.

Commercial Limitations

On length of commercial copy, NBC takes the same tack as NAB except that it goes further and is more stringent about commercials in news programs. NBC will limit commercials in a 15-minute newscast to 2:15 whereas NAB says 3:00 (before 6 p.m.) and 2:30 (after 6 p.m.). The network also bars middle commercials in news programs although permitting a sponsor message after the newscaster has given the headlines. The newscaster can also lead up to the closing commercial with the statement, "I'll have more news in a moment after a brief word by—"

In the case of network owned and operated stations, NBC goes further than the NAB code in not allowing the placement of more than one announcement (commercial or sustaining) between two programs. NAB's standards bar double spotting only if the two connecting programs are both commercial. Owned and operated stations may also waive the commercial limitations up to one hour per broadcast day for programs such as shopping guides, market information and rural news.

Cover Studio Warmups

Studio warm-ups, which at times allowed the studio audience a certain amount of "forbidden fruit," must now conform to on-the-air policy. In other words, performers cannot tell any stories during the warm-up which would not be permissible on the air.

Whenever it is necessary to fade a program from the air, NBC will make a minimum cut of 30 seconds and make the following announcement: "The National Broadcasting Company regrets the necessity of interrupting this program in order to delete material which in its opinion would be objectionable to listeners in many American homes."

NBC takes the same stand as NAB on the exploitation of trade names,

COAST-TO-COAST

Art Green Joins WMIE

Miami, Fla.—WMIE, new 10,000-watt independent station, which begins operation next week, has signed Art Green, veteran New York platter jockey, to its staff. Green will be heard daily from 10:30 a.m.-12:00 noon and from 5:00-7:00 p.m. on a program called "The Art Green Show." Green was formerly with WLIB and WINS in New York.

KRNT-FM Takes The Air

Des Moines, Ia.—Recently making its debut on the air was KRNT-FM, broadcasting on a daily schedule of 18 hours, from 6:00 a.m. until 12:00 midnight. The new station radiates 8,500-watts of power and broadcasts on a frequency of 104.5 megacycles, Channel 283. Present studios are in the Des Moines Register and Tribune building.

WPAT Airls New Ed. Series

Paterson, N. J.—WPAT, starting today, will air a new series based on the average New Jersey parent's concern for the need of the proper educational facilities for his children. Entitled "Mrs. Brown Wants To Know," series will be heard each Wednesday at 2:00 p.m., under the auspices of the New Jersey Committee for the Adequate Welfare and Educational Building for Children.

To Give Football Predictions

Pueblo, Colo.—Earl "Dutch" Clark, first All-American football player picked from the Rocky Mountain area, has been signed by KGHF to handle its weekly crystal gazing football prediction program this Fall. The program, entitled "Sportscope," features interview with leading regional players and coaches, along with predictions of the coming week's best teams.

WIDE Adds Two

Biddeford, Me.—Arthur A. Deters and Gordon J. Lewis have joined the staff of WIDE as chief engineer and general manager, respectively. The former is president of the Biddeford Broadcasting Corporation and has been associated with WPOR, Portland; WENE, Keene, New Hampshire; WHAI, Greenfield, Mass.; WORL, Boston; and WORC, Worcester, Mass. The latter was formerly affiliated with WNBH, New Bedford, Mass.; WKNE, Keene, N. H., and WMFF, Plattsburg, N. Y. The new station is due to open this Fall and will be a 250-watter, broadcasting on 1400 kilocycles.

except for the sponsor, on giveaway shows. If the copy sufficiently identifies the product it must be counted as commercial, except for normal guest identifications. NBC policy also says, in bold face type, that any broadcasting designed to "buy" the radio audience should be avoided.

In presenting the code to its affiliates, NBC asks that they voluntarily abide by the document in their local programming.

To Sponsor WMBD Football

Peoria, Ill.—Philco radio dealers in this city have signed with WMBD to sponsor all University of Illinois football games for the 1948 season. Vince Lloyd, station sports director, will broadcast the play-by-play reports.

WCOP Institutes Field Proj.

Boston, Mass.—WCOP, beginning the week of Oct. 11, will inaugurate an extensive field work project for seniors and graduate students of Boston University's School of Public Relations. Each student will spend two weeks at the station in a general survey of operation and intensive study in a specific department, functioning as a member of WCOP's working staff. Ten or twelve students are expected to complete field work at the station within the year.

To Air Little Brown Jug Race

Marion, Ohio—WMRN will air Delaware, Ohio's \$50,000 Little Brown Jug Race tomorrow. All regular network and local programs will be cut out in order to carry the fifth running of the harness race. WMRN was the first station to carry the "Jug" which crowded in over 30,000 spectators for the 1947 running.

Gives Southwest Football Cover

Dallas, Texas—WRR will air the Southwest Conference games this season with Jerry Doggett doing the play-by-play and Fred Kincaid on hand with an assist. Immediately preceding the games will be "Pigskin Preview" with Dick Nauman. The former broadcast is sponsored by Humble Oil, while the latter retains Rideout Motors as its sponsor.

Gamble Asst. Program Director

Detroit, Mich.—Ron Gamble, formerly affiliated with WKZO, Kalamazoo and WHIO, Dayton, Ohio, has been appointed assistant program director of WJR. The announcement was made by Harry Wismer, executive assistant to President Frank E. Mullen of WJR, WGAR and KMPC.

To Air Maryland U Games

Washington, D.C.—The play-by-play description of all University of Maryland games, at home or away, will be broadcast by WWDC and WWDC-FM. First game is scheduled with the University of Richmond at Richmond, Saturday evening at 9:00 p.m. Ray Morgan will handle the commentary.

WERD Appoints Kendrick

Atlanta, Ga.—Former national advertising manager for The Atlanta Constitution, R. S. (Dick) Kendrick, has joined the staff of WERD as sales promotion manager. Kendrick will co-ordinate the sales and assist Richard A. Granville, general manager, in station promotion and tie-ups with national and regional advertisers and manufacturing distributors.

Sales Increase Of 24% Reported By WMCA

(Continued from Page 1)

than a dozen new accounts have been added to WMCA's sponsor list, including American Home Foods, Virginia Dare Wine, General Foods, Gambarelli & Davitto, Parker-Herbex Corp., Carolina Rice, Flex-Arch Shoes, Monick Silverware and others. Schedules include participations in the Wain-Baruch and Ted Steele disc shows and spot announcements.

One of the outlet's heaviest and oldest advertisers, Sachs Quality Stores, which have been using WMCA for the past 26 years, recently upped their annual budget with the indie to \$96,000, an increase of more than 100 per cent. New expenditure includes sponsorship of the daily "Inquiring Parent" stanza and "Your Decorator," a new series on home decoration.

Another lucrative source, Solow said, has been the station's new all-night program, the Symphony Sid Show, which has been completely sold out since its inauguration last June. Program, which recently signed the Adam Hat chain, has 24 sponsors, mainly in the cosmetic, clothing and retail music fields.

Other new features include the expansion of the Ted Steele show to 35 hours weekly, and an early morning strip on fishing news, "Fisherman's Guide." Participations in the latter seg are sold to fishing fleets, charter boats, accessories stores and similar accounts.

Recent additions to the WMCA sales crew include Richard Brahm, who moved over from WQXR, and Tom Delaney, formerly with WHOM and WWRL.

Motorola Acquires Department Of Detrola

Chicago—Purchase of the inventory and certain assets of the car radio division of the International Detrola Corporation, Detroit, is announced by Paul V. Galvin, president of Motorola, Inc., manufacturers of radio and television sets. The amount of the purchase was not disclosed. Motorola will continue to make these car radios at its recently enlarged plant in Chicago.

Galvin stated that the purchase from International Detrola is part of a co-ordinated expansion program of Motorola's auto radio, television, home radio and radiotelephone communications divisions. Besides the main plant, Motorola now operates another plant in Chicago and a recently acquired plant in Quincy, Ill.

'Blondie' Gets 155 NBC Stations

Estimated 155 NBC stations will carry the "Blondie" program, sponsored by Colgate-Palmolive-Peet, when it shifts from CBS to NBC Wednesday, Oct. 6, at 8 p.m., EST. Super Suds is the product, handled through William Esty agency. John De Grazzio is the NBC announcer for the show.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 59

NEW YORK, THURSDAY, SEPTEMBER 23, 1948

TEN CENTS

NAB LISTS BOARD, COMMITTEE CONFABS

Raibourn Asks UHF, Dual TV Ownership

Washington Bureau, *RADIO DAILY*
Washington—Pioneers in the present commercial TV bands should be permitted to match their holdings in these bands with new stations in the ultra-high frequency spectrum, Paramount Pictures vice-president Paul Raibourn told the FCC yesterday. In fact, urged Raibourn, any applicant should be permitted to operate stations in a single city on both bands "provided there is no duplication of programs between the two stations."

Raibourn advocated that the spectrum between 475 and 890 mc. be

(Continued on Page 7)

RCA-Victor Program Tour Will Cover Eleven States

Plans for the first road tour of the RCA Victor Sunday radio show, "The Music America Loves Best," were announced yesterday with the tour covering 25 cities in 11 states starting October 18.

Robert Merrill, Metropolitan opera baritone; Russ Case, conductor; the RCA orchestra and mixed chorus will make the tour and will originate their Sunday NBC broadcasts en

(Continued on Page 3)

New Code Is Adopted For Credit Advertising

Representatives of seventeen national business organizations yesterday adopted a new code which will govern advertising credit sales following a two-day conference of the Association of Better Business Bureaus at the Hotel Commodore in New York City.

The new rules, known as "Volun-

(Continued on Page 5)

In Demand

Marcel Cerdan, new middleweight boxing champion, became the No. 1 personality as a radio guest star yesterday when representatives of ten programs sought the French Moroccan for appearances. "We Tho People" was reported to have the edge with an offer for Cerdan's appearance on both on AM broadcast and a television program.

Miami Stations Vital In Hurricane Fight

Miami—The emergency created by the hurricane which ravaged this coast found all stations here in an all-out effort to aid the authorities and Red Cross in alleviating the serious condition arising from the storm. Weather bulletins direct from the Miami Weather Bureau were carried simultaneously by all outlets, as were the disaster committee reports of the Red Cross. Typical of the day-and-night service rendered by the broadcasters was the work of Jim LeGate and WIOD, which remained on the air continuously for 66 hours, from 6 a.m., Sept. 20, to 12:05 a.m., Sept. 23, airing a total of 116 special five-minute bulletins, culminating with the welcome announcement that "the worst has passed Miami."

Radio-TV To Aid Drive For Community Chest

Radio participation in the 1948 Community Chests of America Red Feather campaign is slated to reach new heights this year, officials of the drive said yesterday in announcing details of the four-network kick-off show Sept. 30, 10:30-11 p.m.

Produced by Charles Vanda and written by Hugh Wedlock and Howard Snyder, program will include Jack Benny, Bob Hope, Jo Stafford, Benita and Ronald Colman, Red Skelton, Danny Kaye and the Andrews Sisters.

Details of the show were worked out by a group of West Coast agency

(Continued on Page 5)

Trammell Looks At Future Of Sound Broadcasting, TV

Sun Valley, Idaho—Niles Trammell, president of NBC, opened the network's second annual convention here yesterday, with a review of the economic future of sound broadcasting and television. He told 300 delegates from 130 NBC-affiliated stations that the radio industry is in a generally healthy state and that AM and FM broadcasting is not ready for the oxygen tent because of the growth of television.

Meetings Of Four Executive Committees Scheduled For October In Capital; Directors To Convene In Nov.

Colonial FM Network Begins Operations

The Colonial FM network, linking five upstate New York stations, took to the air this week with a daily one hour program service from 7 to 8 p.m., Monday through Friday. Gerald Mayer, president and general manager of WKRT-FM, Cortland, is president of the Colonial FM web. Other officers are: Louis Buisch, WWHG-FM, Hornell, chairman of the board; Earl C. Hull, vice-presi-

(Continued on Page 4)

Oil Company To Sponsor Southwest Football Sked

San Antonio—The Humble Oil and Refining Co., will sponsor the play-by-play broadcast of all games of the Southwest conference. Signed to give the play-by-play description are such well-known Southwest sport-

(Continued on Page 2)

Government Enters Suit Against Brewery Company

Chicago—The United States government brought suit here in Federal district court against the Canadian Ace Brewing Company, to recover fines for alleged violations of a

(Continued on Page 3)

Washington Bureau, *RADIO DAILY*
Washington — NAB yesterday announced a series of executive committee meetings for October and November, and two gatherings of the association's directors. Four departmental executive committees will precede the quarterly board of directors meeting to be held Wednesday, Thursday and Fri-

(Continued on Page 3)

WEEI Reports Upturn In Fall Radio Sales

Boston—New fall business aggregating \$250,000 was announced yesterday by WEEI with all programs contracted for scheduled to be on the air by Oct. 1.

New national sponsors announced by Wilbur Edwards, assistant general manager of WEEI, include Groves Laboratories for Beaumont

(Continued on Page 2)

2 Stop The Music Sponsors Added By Louis G. Cowan

Two new sponsors for "Stop the Music" were announced yesterday by Alfred L. Hollender, vice-president of Louis G. Cowan, Inc., agency producing the package show on ABC. They are Eversharp through the Biow Agency and Smith Brothers Cough Drops through Sullivan, Stauffer,

(Continued on Page 2)

Documentary

"The Hollywood Story," CBS documentary Unit production dealing with the motion picture industry, has been definitely scheduled for airing on Wednesday, Oct. 27, 10:00-11:00 p.m. Myron McCormick has been signed as narrator with Paul Stewart playing the leading role. John Dietz will be the director with Peter Lyon writing the script.



★ COMING AND GOING ★

Vol. 44, No. 59 Thur., Sept. 23, 1948 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. 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 Wiscousin 7-6336, 7-6337, 7-6338.

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

FINANCIAL
(September 22)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Westinghouse, Westinghouse pfd., Zenith Radio, and OVER THE COUNTER.

Lombardo Airings
The music of Guy Lombardo, who begins his annual fall-winter engagement at the Roosevelt Grill on Monday, September 27, will be heard across the nation for late-hour dancing five times weekly. CBS will carry Lombardo's music Tuesdays, 11:30 p.m.-midnight and Wednesdays and Fridays, 11:15-11:30 p.m. NBC will carry Lombardo Thursdays and Saturdays, 11:30 p.m.-midnight.

INS has served
KFERC SAN FRANCISCO
SINCE 1935

J. B. CONLEY, general manager of Westinghouse Radio Stations, Inc., who, accompanied by MRS. CONLEY, is attending the NBC meeting at Sun Valley, is leaving Idaho's Shangri-La for Portland, Ore., where he'll confer with executives of KEX before returning to his Philadelphia headquarters.

LEON GOLDSTEIN, vice-president and program director of WMCA, is vacationing at Greenwood Lake, N. Y.

CARL BURKLAND, general manager of CBS Radio Sales, was in Washington yesterday. Today he's in Richmond on business.

HOWARD S. MEIGHAN, vice-president and general executive at CBS, yesterday arrived at La Guardia Field aboard one of the American Airlines. He had been in Washington.

PAUL TALBOT, formerly general manager of Fremantle Overseas Radio, leaves tomorrow for Italy to confer with Italian radio networks and publishers. He now is the executive director of Italian Publishers Representatives, Inc.

RALPH N. WEIL, general manager of WOV, leaves today on a business trip to Chicago. He'll be gone a week.

ADELAIDE HAWLEY, femme commentator, yesterday was in West New York, N. J., to emcee a fashion show at a meeting of the Embroidery Assn., a feature of the town's 50th Anniversary Celebration.

JOE WEEKS, announcer on CBS, is back from a vacation in Indiana.

ROLAND TRENCHARD, public relations director of the Bremer Broadcasting Corp., went down to Trenton this week to attend the Governor's Fire Safety Conference.

H. WILLIAM (BILL) KOSTER, general manager of WPJB, the FM station of the Providence Journal, leaving for Chicago to attend the meeting of the FMA.

HUBBELL ROBINSON, Jr., vice-president of CBS in charge of programs, is expected back today from the West Coast, where he spend a month on business.

EDGAR KOBAK, president of the Mutual network, leaves today for Atlanta, where he'll attend the ceremonies marking the inauguration of WGST as an MBS affiliate. He'll also visit his Alma Mater, Georgia Tech, and will spend some time resting on his 1,000-acre farm in Thomson.

BOB HOPE today will leave Hollywood by chartered plane for New York. On Saturday night, he'll attend the first national reunion of personnel who served in the Army Air Forces during World War II.

ROY SHULTS, of CBS Radio Sales, tomorrow goes out to St. Louis, where he'll remain three days on business.

LEN SCHOENFELD, sales manager of WHTT, Hartford, Conn., is in New York on national business for the station.

RICHARD GOGGIN, director of TV programming in the western division of the American Network, is back at his Hollywood headquarters following a trip to San Francisco, where he discussed video planning for the Bay area with officials of KGO.

BRYSON RASH, American network correspondent, is accompanying President Truman on his western speaking tour. ELMER DAVIS and JACK BEALL are traveling with Governor Dewey on his trip through the same territory.

2 Stop The Music Sponsors Added By Louis G. Cowan

(Continued from Page 1)
Colwell and Bayles. Eversharp joined the program Sept. 19 and the Smith Brothers will begin on September.
Another program added to the roster of Cowan packages is the new Alka-Seltzer sponsored show titled Herb Shriner Time with the Raymond Scott Quintette. This program which will be heard on CBS starting September 27, Monday through Friday, 5:45 to 6 p.m. will feature guest stars. Among the names set are Jack Haley, Sept. 27; Gus Van, Sept. 29; Burt Lancaster, Oct. 4; Joe E. Howard, Oct. 6. Lena Horne and Tommy Dorsey are also slated for appearances with dates to be set.

WEEI Reports Upturn In Fall Radio Sales

(Continued from Page 1)
Four-Way Tablets and Bromo Quinine; Cluett Peabody for Sanforized; Kendall Manufacturing Co., for Soapine; Ward Baking Company, Tip Top bread, R. J. Reynolds Co., Camels; Cooper's Inc. shorts.
Jordan Marsh company, Boston department store, is the heaviest user of local news time on WEEI. Other important local accounts include Community Opticians, Metropolitan Coal company, Raycurt Co., (storm windows) and the John H. Pray company, (furniture).

10 YEARS AGO TODAY

(From the files of Radio Daily)
The tail end of a hurricane, yesterday forced WEAf, NBC-Red network key outlet, and CBS key station, WABC, off the air because of power failures. All WEAf's commercial programs, running from 7:30-9:45 p.m., were re-routed through WJZ, local Blue web key station. Sponsors for the period when the station went off the air until it resumed broadcasting, received refunds. WABC's programs were re-routed through WHN and then switched to WNYC. WOR, which offered its master control board to both WEAf and WABC, remained on the air throughout the entire storm.

Oil Company To Sponsor Southwest Football Sked

(Continued from Page 1)
casters as Kern Tips of Houston, Ves Box of KRLD, Dallas, Charlie Jordon of Fort Worth and Bill Michaels of KABC, San Antonio.
The games will be aired through the Texas Quality Network, the Texas State Network, the Lone Star Chain and special networks of stations in outstanding sectional games.



Collapse

That's not a pleasant picture. It's a shot of a New York tenement house that fell apart following the explosion of a nearby ice-house.

No, it's not pretty. And neither is the point we're about to make in this ad.

It's this: A great many businesses are going to fall apart just like that building if they don't get ready for the battle of brands that lies just ahead.

The smart outfits are mending fences now. Putting new vitality into salesmen and advertising that have been coasting along in the buyers' market.

And the smart operators are covering the 6th largest city with radio over W-I-T-H, the successful independent. This is the station that delivers more listeners-per-dollar-spent than any other in this big town.

How about you? Is W-I-T-H on your list?

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

RCA INSTITUTES, INC.
The oldest and recognized as one of the leading Radio Schools in America, offers its specially trained Radio and Television technicians to the Broadcast Industry.
Our graduates have 1st Class Telephone License. We solicit your inquiry. Address Placement Manager, RCA INSTITUTES, Inc. 350 W. 4th Street, New York 14, N. Y.

Trammell Compares Problems Of AM-TV

(Continued from Page 1)

nue at the expense of other media, but rather increased the total advertising dollar. The economic future of television, he said, could be divided into three periods of time: the period of losses, the break-even period and the beginning of the period of plenty (about six years from now).

Trammell told the station representatives that they must be prepared to spend a substantial amount to enter television and also to be patient in awaiting the returns on their investment, and he added:

"Five years from now, that is by 1953, barring unforeseen developments, there will be approximately 11½ million television receivers in operation. That is a lot of circulation, but it's a far cry from the circulation which sound broadcasting has today I am not trying to be pessimistic. Rather I am urging on you a realistic appraisal of the situation when you start anticipating profits in television."

Sees "Challenge"

Trammell declared that to hold and increase revenues for sound broadcasting and to develop new money for television is "the challenge to every one in the radio business. Together we can do the job but I warn you that it will not be easy. I trust that what I have said will cause you to redouble your efforts in behalf of sound broadcasting and tackle the problem of television with a realistic approach.

"Broadcasting was not developed quickly. Television, although it is part and parcel of the broadcasters' business, has few precedents to fall back on. To put it over will require the best we are capable of. I am sure we will do it."

Mock Heads Lear, Inc.

At a board of directors meeting of Lear, Inc. held recently, William P. Lear was elected to the newly-created post of chairman of the board. At the same time Mr. Lear nominated Richard M. Mock as president. Mock was elected president and the board also confirmed Lear's position as director of research and development in addition to being chairman of the board.

Mock, who has been executive vice-president since June 1947, has been carrying the duties of president for some time to free Lear to devote his time and energies to technical development of aircraft radio, automatic flight control and wire recorder products. Lear had been president since the inception of the company almost twenty years ago.

Farnsworth Promotes Sevy

William Sevy has been promoted to the post of district manager in the East Central region by the Farnsworth Television and Radio Corp., Fort Wayne, Ind., and will have headquarters in Marion, Ind., in charge of central and southern Ohio, central and southern Indiana, and Kentucky.

Government Enters Suit Against Brewery Company

(Continued from Page 1)

"cease and desist" order of the Federal Trade Commission, regarding the use of the company's singing radio commercial. The amount involved is \$735,000.

In September 1943 an original Federal Trade Commission order was issued against the Manhattan Brewing Company, predecessor to Canadian Ace Brewing Company, prohibiting the use of the word "Canadian" in any brand or trade name of brew not created in Canada. This was later modified to allow the name Canadian to be used if advertisements clearly stated the brewing was done in the United States.

In the suit just filed, the government is asking for \$5,000 for each of 147 broadcasts in which the company is alleged to have failed to indicate to radio listeners that its brew was the product of United States breweries. Suit states that the alleged violations were made in broadcasts on stations WENR, WCFL and WIND in Chicago; WRBL in Columbus, Ga., and KSEK, Pittsburgh, Kansas.

Three-Way Deal Signed For WHAM Talent Show

Rochester, N. Y.—One of the largest deals for a live-talent package in Rochester radio history was closed this week with signing of a 26-week contract for Mort Nusbaum's "You Can Be a Star" over WHAM. Show is a three-way deal with the Paramount Theater, Norge Appliance Distributor and Union Outfitting Co. splitting the tab, set at approximately \$800 per week.

Nusbaum, who packaged the show, will also emcee. Program uses twelve-piece orchestra and contestants from audience at Paramount theater, where show originates. Winner will receive heavy batch of prizes including Paramount screen test, NBC audition and merchandise. Premiere has been set for Oct. 11, 7:30 p.m.

Contract was placed through Storm Advertising Agency.

Wedding Bells

Bud Rifkin, who recently was named head of Eastern television sales for the Frederic W. Ziv Company, and Teddy Levin, a radio-television actress, will be married in Hartford, Conn. on November 21st. John L. Sinn, executive vice-president of the Ziv Company, will be best man at the ceremonies.

Emmy Lou Stekoll, secretary to a Mutual midwest account executive, was married Sept. 18 to Richard Winefield of Chicago.

Don Tennant, a production-director in the NBC production department, Chicago, was married Sept. 13 to Barbara Fuller. They are honeymooning in New York.

Margaret Ann O'Leary, mailroom supervisor at WLNS, New York, became the bride of Joseph LeRose on Sunday, Sept. 19.

RCA-Victor Program Tour Will Cover Eleven States

(Continued from Page 1)

route. The personal appearance concert tour includes the major cities in Pennsylvania, Ohio, Michigan, Missouri, Iowa, Illinois, Indiana, Wisconsin, Kentucky, West Virginia and New York.

Opening date of their concert appearances will be at the Westchester County Center at White Plains, N. Y., on Oct. 18. On Oct. 24 the program's broadcast will originate from Detroit and on Oct. 31 from Chicago. The broadcast of Nov. 7 will come from Cincinnati.

The tour will be exploited through dealer tie-ins in the cities visited and local radio announcements will be used in each city two weeks in advance of the show's concert appearance.

Miss Colbert Is Crosby Guest

Claudette Colbert will guest on "Philco Radio Time" when Bing Crosby returns to ABC Wednesday, Sept. 29, at 10 p.m., EST. Der Bingle will also be assisted by his four sons—Gary, Phillip, Dennis and Lindsay.

'WNBC Stamp Club' Sponsored

Washington Press of Newark, stamp dealer, will sponsor "The WNBC Stamp Club" starting Oct. 2. Series is aired every Saturday from 9:45-10 a.m. Louis F. Herman agency, Newark, placed the 52-week contract.

Executive Committee Of NAB Lists Meets

(Continued from Page 1)

day, Nov. 17, 18, and 19. The board session will be preceded, as usual, by a gathering of the board finance committee Monday and Tuesday of the same week.

The four executive committee meetings scheduled for October will be held as follows, all at NAB headquarters, here:

Meetings All In October

FM executive committee: Tuesday and Wednesday, Oct. 12 and 13.

Public relations executive committee: Thursday and Friday, Oct. 21 and 22.

Sales managers executive committee: Monday and Tuesday, Oct. 25 and 26.

Small market stations executive committee: Wednesday and Thursday, Oct. 27 and 28.

Stork News

Eleanore "Pat" Hurlley, director of press information at WQXR, and her husband, Walter T. Gassenheimer, WQXR engineer, are the parents of a six-pound, 6¼-ounce daughter, born at Perth Amboy General Hospital on September 19th. The couple's first child will be named Bernadette Eleanore. "Pat" is on leave of absence from WQXR.

Fürstenfeldbruck

In a flight even longer than the name of the base from which they started, eight B-29s winged from Germany to the United States last week-end. Part of a mass flight celebrating the first anniversary of our separate Air Force, these planes made big news. Only radio reporter aboard was Chick Morris of WBZ. For New England audiences, Morris was ready with these radio exclusives:

interviews recorded in Germany and over the Atlantic . .

his in-person story of a night ride on the air-lift from Frankfurt to Berlin . .

a live, short-wave broadcast from the plane as it approached land . .

a direct-wire pick-up of welcoming ceremonies at Bedford Air Base.

When things happen in New England—or even in Fürstenfeldbruck—WBZ is on the job!

BOSTON
50,000 WATTS
NBC AFFILIATE

WBZ



WESTINGHOUSE RADIO STATIONS Inc

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

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

LOS ANGELES

By RALPH WILK

HOGS ON THE HIGHWAY, traffic safety article in the current issue of Coronet magazine, was the subject of a KFWE symposium moderated by Jim Bishop, president of the Los Angeles chapter of the National Safety Council. Deputy Police Chief B. R. Caldwell, head of the Los Angeles Traffic division; Judge Roger Pfaff, head of the Los Angeles traffic court; and Joe Havennar, manager of public safety for the Automobile Club of Southern California, participated in the half-hour panel, Wednesday, September 22nd.

Jerry Devine, writer-producer of "This Is Your FBI" trained out of Hollywood this weekend for New York and Washington, D. C., for 3 weeks. Devine will confer with Warwick and Legler Agency officials and FBI executives concerning plans for the fall series of the ABC show, "This Is Your FBI." Devine will return in three weeks.

"Lum and Abner," return to the air, October 3, over CBS. The duo will launch their new program, a full thirty minutes of entertainment. Each story half-hour will be complete in itself, with all of the favorite "Lum and Abner" characters. Felix Mills and his orchestra will furnish an appropriate musical background for the show, which will be directed by William Gay, announced by Wendell Niles and sponsored by the Frigidaire Division of General Motors.

WGAR Is Continuing 'Game Of Week' Series

Cleveland—In keeping with practice established several years ago, WGAR, Cleveland, again is broadcasting the "Game of the Week" college football series with selection to be made each week from outstanding games in midwest. Opening game of nine-game schedule is Ohio State-Missouri, from Columbus, Ohio, this Saturday. WGAR's sportcaster Bob Neal, will handle play-by-play. Neal also currently is doing play-by-play of all Cleveland Browns games in All-American Football Conference for the third straight year.

WGAR sportcaster Van Patrick, who handled the WGAR "Game of the Week" college schedule for the past two seasons is on loan to sister station, WJR, Detroit, to do University of Michigan games. Arrangement doesn't alter Patrick's regular sport schedule on WGAR. "Game of the Week" series is sponsored by R. J. Reynolds Co., for Camel cigarettes. Agency is Wm. Esty.

SCRIPTWRITER

Creator of prize-winning shows. Extensive staff experience with top New York independents and network—dramatic, documentary, special events, musical (live and recorded). Can offer know how and imagination. Write

Box No. 172, RADIO DAILY
1501 Broadway New York 18, N. Y.



Windy City Wordage . . . !

• • • Ernie Simon, marathon disc jock on WJJD, made his debut this week on WBKB in a new video show called "Stop Action," in which those who can stop the glib-tongued wit and detect certain errors in his costume win prizes. If the show isn't funny they'll give Simon

Chicago away—which might not be a bad idea (all in fun, Ernie!)

. . . Lew Valentine moves to Honolulu for a six-week double run, opening Oct. 2 at KGU with the "Dr. I.Q. Junior" show, and Oct. 4 at the Hawaii Theater with "Dr. I.Q." . . . Gail and Harry Ingram, husband and wife radio-producing, directing and writing team, plan to debut their newest program, "Occupation: Woman," over a Chicago station. . . . "That Men May Live," public service program presented by the WBBM education department in co-operation with the Chicago Council of Social Agencies and the Junior League, concluded its present series this week and will return to the air December 11.

★ ★ ★ ★

• • • Sally Sharkey, who has been with NBC four years, has been promoted to staff writer in the continuity department, succeeding Virginia Gracious, who resigned to become the bride of Thorne Donnelley, Chicago printing tycoon. . . . The Public Relations Board, publicity org, several of whose members are well-known radio writers, has been commissioned to do a heavy publicity job on Walton Walk, a block of swanky specialty stores on Chicago's Gold Coast. . . . Kaiser-Frazer will break a heavy factory spot program and dealer-sponsored programs this month, covering most of the United States with spot radio—and on Jan. 2 Walter Winchell will take the air for Kaiser-Frazer. . . . Jean Lewis, Mutual publicity department writer, is going in for dramatics and will be seen in a leading role in "Arsenic and Old Lace" as offered by the LaFollette Community Players.

★ ★ ★ ★

• • • Skee Wolff, WBBM writer-producer, is taking a leave of absence starting this week to complete work on his novel, "The Tutored Mob." . . . Dr. Preston Bradley began his 25th year as a broadcaster Monday in a new series of week-day discussions over WGN-WGNB . . . Robert Fiance, director of the Hair Styling Institute, New York, is readying a special program of hair designing for Chicago television presentation. . . . Local scribes are wondering how long the feud between two local newspaper columnists (on the same paper) can go along without leading to murder. . . . William Ray, NBC news and special events manager, will present a series of 10 lectures on current events before the Glencoe, Ill., Woman's Club next month. . . . Morris B. Sachs, local clothier and sponsor of the popular "Sachs Amateur Hour," is offering \$750 in prizes to members of the Chicago Press Photographers' Association in the second annual competition based on the health and welfare activities of the 192 red feather agencies in the Chicago Community Fund.

★ ★ ★ ★

Colonial FM Network Begins Operations

(Continued from Page 1)
dent, WHLD-FM, Niagara Falls-Buffalo; Walter Valerius, secretary, WKNP-FM, Corning; E. M. Waterbury, WOPT-FM, Oswego, treas., William Hall, executive secretary, WKRT-FM, Cortland.

Stations participating in the network are WWHG-FM, Hornell; WKNP-FM, Corning; WOPT-FM, Oswego; WHLD-FM, Niagara Falls-Buffalo and WKRT-FM, Cortland-Syracuse.

New 'Philip Marlowe' Show Starts Sunday Over CBS

"Adventures of Philip Marlowe," a new 30-minute mystery series based on the fictional character created by Raymond Chandler, will make its debut over the Columbia network on Sunday, Sept. 26, 5:30-6:00 p.m., EST.

The program, to originate in Hollywood with an all AFRA cast, will be written by Mel Dinelli, top motion picture writer.

The production will be directed by Norman MacDonnell.

AGENCIES

JAMES P. ELLIS has joined the New York staff of Gardner Advertising Company as assistant to Roland Martini, vice-president in charge of radio. Prior to joining Gardner he was a writer and director at Mutual Broadcasting System, following overseas military service and employment in the Commerce and State departments at Washington.

McCANN-ERICKSON Caracas office has been appointed by Seguros Caracas, C. A., insurance company of that city, to handle its advertising.

JOHN G. KASTEN has joined Kenyon & Eckhardt, Inc., as account executive on the Mergenthaler Linotype account. He succeeds Stan Pfarr, who plans to live on the West Coast.

GEORGE CUMMINGS, formerly of Young & Rubicam, has joined Kastor, Farrell, Chesley & Clifford, Inc., as art director.

JACK YARMOVE has joined L. H. Hartman Co., Inc., as vice-president in charge of public relations and motion pictures.

JAMES E. DUNCAN, formerly a member of the co-operative advertising department of Packard Motor Car Co., has joined the media department of Young & Rubicam in Chicago.

FRANCIS MARQUIS has been engaged to handle management and publicity for Andre Velmar, stage-fashion designer. Velmar is a nephew of the late Leon Bakst of Paris.

WCSI-FM, Columbus, Ind., has engaged McGeehan and O'Mara of New York, Chicago, Detroit, Atlanta, Boston, and San Francisco. Station signed a two-year contract with the agency.

Vandenberg On CBS Monday

Senator Arthur H. Vandenberg's initial speech in the Republican Presidential campaign will be broadcast over the CBS network, Monday, Oct. 4, 8:00-8:30 p.m. Senator Vandenberg will speak from WTOP, Columbia-owned station in Washington, D. C. Time for the broadcast was purchased by the Republican National Committee.

For "sports names" and "packages" . . .

"AL" CIRILLO

Will bolster your sagging average in New York's leading sport pages.

Public Relations . . . Publicity

FREE CONSULTATION

147 West 42nd Street CHICKERING
New York 18, N. Y. 4-2837-2838

Adopt Adv. Code For Credit Advertising

(Continued from Page 1)

tary Standards For Advertising Consumer Credit," include:

"No advertiser shall make any statement about credit terms which is false or misleading or which tends to frustrate Regulation W.

"No advertiser shall use any statement which states or implies that loan or credit terms permitted by Regulation W under special circumstances, or in limited cases only, are available generally.

"No advertisement shall be so constructed, typographically or otherwise, as to create the impression that credit terms featured apply to all merchandise, loans, credits or services offered in the advertisement when such is not the fact.

"When installment credit terms are advertised as specific amounts per week or per month, the advertiser shall refer to the fact that a down payment is required, if such be the case.

"No advertiser shall refer to an installment credit as a charge account.

"No advertiser shall employ the phrase, 'no money down,' or its equivalent, in connection with a charge account."

Among the organizations subscribing to the Code were: American Bankers Association, National Association of Credit Jewelers, National Used Car Dealers Association, Retail Credit Institute of America, National Automobile Dealers Association, National Consumer Finance Association, Consumer Bankers Association, National Retail Furniture Association, American Retail Federation and National Retail Dry Goods Association.

K-R Series To WNEW

"Hollywood's Open House," Kermit-Raymond ET series which recently finished a 26-week run on WNBC under sponsorship of Schaefer Beer, has been signed by WNEW for 26 weeks with option for an additional 26. Indie will begin airing the series in late Fall.

SOUTHWEST SIDELIGHTS

A new half-hour program, directed at teen age listeners, entitled "Teen Top Tunes" is to be heard over KTSA, San Antonio, each Thursday afternoon from 4:30 to 5 p.m. Program will be sponsored by Joske's of Texas and is the fourth new program to debut in recent weeks under the sponsorship of the store. Program will have two co-emcees, Wanda Shafer and Max Gardner. The duo will spin the discs and carry on with some fast chatter interspersed with live entertainment. From time to time, local teen agers will be auditioned for appearances on the program.

Wes Howard, staff announcer of WFAA, Dallas, is the proud father of a baby girl named Deborah Eileen.

Charles Harris, general manager of KCOR, San Antonio, has announced that the outlet has been selected by the ABC network to air the "Game of the Week" locally each Saturday afternoon under the sponsorship of the U. S. Air Force Recruiting.

A total of 22 college and high school football games has been scheduled by KSET, El Paso. The Popular Dry Goods Co., there will sponsor 17 games of the three local high schools and the five home games of the Texas College of Mines will be aired under the sponsorship of the U. S. Army recruiting.

The Billy Ann Juvenile Store is airing a special children's program each morning over KITE, San Antonio. Each morning Joe Allison, the program emcee selects a "Mother of the Day" selected from letters sent in by the children and awards her a special corsage.

Art Linkletter's "House Party" show on CBS will definitely originate from the State Fair of Texas during the week of Oct. 11. Four of the broadcasts will be held in the State Fair Auditorium and will be open to the public. However, because of the

Durante-James revue matinee in the auditorium on Thursday, the House Party will originate that day from the studios of WRR in the Fair's General Exhibits Bldg.

As a special Air Force Day broadcast, the football game between Randolph Field and the Mexico Military Academy played at Alamo Stadium was presented over KCOR, San Antonio. An interesting sidelight of the broadcast was FM coming to the aid of A. M. Eddy Hyman, KYFM sportscaster, presented the play by play account of the game. The KYFM line was used with a jumper from KYFM to KCOR, for the broadcast.

A special broadcast heralding the 1948-49 Dallas Symphony Orchestra concert season was presented over WFAA, Dallas. Featured on the round table discussions were Stanley Marcus, president of the Dallas Symphony Society; Mrs. J. F. Stuart Arthur, president of the Dallas Symphony League; John Rosenfield, amusements editor of the Dallas News, and Lon Tinkle, literary editor of the News, who was also emcee. Questions often confronting the public with regard to the operation, finance, tours and coming season were discussed.

J. N. McCean has been named manager of KRIG, Odessa. He replaces Bob Rives who has resigned his post. McCean was editor and publisher of the Odessa American for Ridder Publications Inc., until it was sold last week.

Southwest Conference Football for 1948 will be the topic for a 10 weeks series of broadcasts by George White, sports editor of the Dallas News, which will be broadcast over WFAA, Dallas, each Thursday. The program will feature interviews with all seven coaches of the Southwest Conference which White has made by wire recording in a trip to each one of the schools.

Tight Heads AP Group In New Jersey Area

The New Jersey Associated Press Radio Association was formed at New Brunswick last Friday.

The organization voted to establish a News Committee, composed of news editors of AP radio stations throughout the state, to meet at various times during the year to discuss the AP radio news report.

Thomas Tighe, manager of station WJLK, Asbury Park, was elected president; David Freedman, acting general manager of station WMID, Atlantic City, vice-president, and Samuel G. Blackman, AP chief of bureau for New York and New Jersey, secretary.

Stork News

Mrs. Sidney Torin, wife of WMCA's all-night disc jockey, Symphony Sid, presented her spouse with a 7-lb., 13-oz. baby boy at Polyclinic Hospital, yesterday. Name: Stephen David.

Installing FM Receivers In 200 Houston Buses

Contracts have been signed to equip 200 of the 600 busses of the Houston Transit Company with FM radio receiving systems in collaboration with KPRC-FM, it was announced yesterday. The receivers are being obtained from Transit Radio, Inc., of Cincinnati, originators of transit broadcasting.

CBS Program Shifting

"My Favorite Husband," CBS comedy series starring Lucille Ball, now heard Fridays, 9:00-9:30 p.m., will switch to Saturdays, 7:00-7:30 p.m., effective Oct. 2. Originally the program had been announced as shifting on Oct. 9. Show originates in L. A.

Groucho Marx In 2nd Year

Groucho Marx begins his second season on ABC Wednesday, Sept. 29, at 9:30 p.m., EST, under sponsorship of Elgin-American.

Radio-TV To Aid Drive For Community Chest

(Continued from Page 1)

and network execs including Cornwell Jackson, of J. Walter Thompson; Bob Ballin, FC&B; Walter Bunker, Y&R; John J. Louis, Needham, Louis & Brorby; J. J. Van Nostrand, SSC&B; Lewis Allen Weiss, Don Lee web; Marvin Young, R&R, and Wayne Tiss, BBD&O.

In addition to the pooled inaugural, each of the four webs is prepping a special half-hour show of its own. Tom Slater, of R&R's New York office is working with Bud Barry and Ken Dyke on the ABC and NBC programs. Bill Spire, of SSC&B is completing plans with Dave Taylor of CBS and Abe Schechter, of Mutual, for their respective shows. Plans for Community Chest programming on the nation's indie outlets are being coordinated by Ted Cott, of WNEW, member of the radio committee for the drive.

For television, a series of spots are being filmed by Gray-O'Reilly studios utilizing the silhouette technique combined with jingles written by Eloise Walton, CC radio director. Vocals are by Lanny Ross, backed by the John Gart Trio. Scenic designer Giehoff did the sets.

Mich. Hookup For Warren

Michigan State Republican Committee has bought a half-hour on a network of 10 ABC affiliates in that state for a broadcast by Gov. Earl Warren tomorrow, from 9-9:30 p.m., EDT. Warren will speak from WXYZ, Detroit.

Cochran Gets WNBC Series

Sportscaster Bill Cochran, formerly with WIOD, Miami, starts a new quarter-hour show of football results over WNBC, New York, on Saturday, Sept. 25 at 6:15 p.m. Cochran is also an experienced newscaster.

BEAUTIFUL HOME IN THE MOUNTAINS FOR SALE

Stucco and stone mansion, 4 bedrooms, two with own fireplace, 2 modern tile baths, huge oak panellied living room with big bluestone fireplace. Oak panellied library with fireplace. Complete and roomy kitchen. Large glass enclosed sun porch. Oil heat. House specially built high on Peakmoose mountain (elevation 1700 feet) for unrivalled view of beautiful valleys and As an reservoir, 110 miles from New York (3 hours). Low taxes. About 12 acres of land with big lawn and trees, beautifully landscaped. Private road. All rooms in house completely furnished. A wonderful home for the best in living. Price \$27,500.00 complete. Write Box 171, Radio Daily, 1501 Broadway, New York 18, N. Y.

WEVD
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 PROGRAMS OF
 DISTINGUISHED FEATURES in
 • ENGLISH
 • JEWISH
 • ITALIAN
 3 RESPONSIVE AUDIENCES
 3 MARKETS WITHIN
 THE NEW YORK
 METROPOLITAN AREA
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 HENRY GREENFIELD, Mgr. Director N. Y. 19

PLUG TUNES

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

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

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

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

A Great Rhythm Ballad
CONFESS

OXFORD MUSIC CORPORATION
 1619 Broadway New York City

A TIP!
THE TUNE ON THE TIP OF MY HEART

Sammy Kaye's Victor Version
 is TOPS!
ENCORE MUSIC PUBLICATIONS, INC.
 1674 Broadway New York City

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KRAMER-WHITNEY, Inc.

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(From "That Lady In Ermine")
 recorded and featured by

SAM BROWN	London
LARRY CLINTON	Decca
TONY MARTIN	Victor
GEORGE PAXTON	M-G-M
DINAH SHORE	Columbia
JO STAFFORD	Capitol

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:** France copped a double victory Tuesday nite when not only did Marcel Cerdan decisively defeat Chicago's Tony Zale but the rendition of "La Marseillaise" over WOR likewise dominated the 'battle of National Anthems' only because Alan Dale crooned "The Star Spangled Banner." . . . Decidedly in bad taste to render the great song in that fashion . . . (No wonder Zale lost the fight.) . . . ● There won't be any 'and then I wrote' sequences for Dick Redmond, WHP staffer who wrote the hit, "Just For New." . . . Sez Dick, "I don't want to write another song as long as I live." . . . (Anyone should be satisfied to bat 1000—one time at bat—one homo run.) . . . ● Disk Jockeys of Greater New York will be guests next Monday nite, of Lena Horne at Monte Proser's Copacabana where the thrush is packing them in nite. . . . ● Leo Relsman orchestra, managed by Ed Burton, has signed for a long stay at the Persian Room of the Hotel Plaza starting Thursday. . . . ● If music publishers can get Maestro Raymond Paige to put down some of his original melodies on manuscript, they'd be rewarded with a couple of hits. . . . ● Solly Cohn, professional manager of a new firm, James Music, starting with a little cutie, "Janie and Me," cloffed by Thomas G. Meehan. . . . ● Every—But EVERY songplugger along the main stem is rooting for Penny Olsen (Johnny's charming wife and right hand 'man') who is recuperating from a breakdown at the Doctor's Hospital. . . . (This Penny is worth a million dollars of esteem in the music world.)

☆ ☆ ☆ ☆

● ● ● Songstress Kay Armen, the 'Stop The Music' thrush, who'll guestrill next Wednesday on the "Tex and Jinx" NBC program, will do a take-off (with Henry Morgan) on give-away programs. . . . Skit is titled, 'Stop The Opera.' . . . ● Johnny McLaughlin, gen. mgr. of Cecille Music, will leave for California next week to set up a Hollywood office with Guy Ward in charge. . . . Firm has a new hit in "The Bride Wore Blue," penned by Leonard Whitecup, Sy Lefco and Dale Wood. . . . ● Ted Steele and orchestra open tonite at the Marine Grill of the Hotel McAlpin, with a daily platter series via WMCA, several broadcasts weekly from the hotel and two telecasts a week from Philadelphia. . . . Steele should be busier than a songplugger at a bandleader convention. . . . ● Dick Dudley's spieling of the commercials on "Solitaire," Sundayems sound so breezy and smooth, we'd almost bet he adlibs his sales talks. . . . ● Mutual has signed Lanny Ross for a series of songfests. . . . ● Every parent with teen age children should be forced to purchase television sets if only to see and hear Kathi Norris' fine emceeing of WPIX's "Teen Canteen" Wednesnites at 7:05. . . . ● Rudy Vallee writes us and modestly disclaims discovering the many stars we named in a recent column. . . . Sezze, "actually, most of those you listed, I didn't really discover—just helped." . . . Okay, Rudy, but if we were to list those you only 'helped,' we'd need volumes of space. . . . ● The Bensons took over Mutual yesterday, when "Red Benson's Movie Matinee" went on at three as usual and Mrs. Red B. guested on "Luncheon At Sardi's." . . . ● J. J. Robbins & Sons are publishers of "The Singing Tree," hit ditty of the smash musical 'Magdalene,' composed by Heitor Villa-Lobos, with lyrics by Robert Wright and George Forrest.

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:** Margaret Whiting offers a slow blues, "What Did I Do," in her latest Capitol waxing. . . . Reverse is an oldie, "Heat Wave," in which the Crew Chiefs and Frank De Vol's orchestra support. . . . Deejays will want this platter. . . . ● Lucky Records, new plattery in Cleveland, headed by Ernest Bruell and Lloyd Rosenblum, has purchased 100 masters in the blues, pop and race fields. . . . Initial release, "I Like The Way You Say Goodnight," slipped with "Roy's Boogie," features an up and coming vocal group, namely the Ralph Wilson Quintet and a honey-voiced balladeer, George Clark, whose rendition of the ballad is big time. . . . ● The RCA Victor radio series starring Robert Merrill and Russ Case, will originate in 25 cities starting in Detroit, Oct. 24. . . . ● Disk Jockeys will find lots of use for Harry James' newest Columbia platter, pairing two typical James instrumentals, "September Song," backed with "Ab-Mur" the latter strictly in the Rhumba groove.

PLUG TUNES

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

A Big Revival!
"LITTLE GIRL"
 LEEDS MUSIC CORPORATION

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

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

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

A New Waltz!
"THE SILVER WEDDING WALTZ"
 on
 London-MGM-Rainbow-Victor
 Recordings
 MOGULL MUSIC CORPORATION
 1619 Broadway New York City

New Ballad Sensation!
"THE BRIDE WORE BLUE"
 By Leonard Whitecup, Sy Lefco &
 Dale Wood
CECILLE MUSIC CO., Inc.
 1674 BROADWAY
 NEW YORK CITY

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, September 23, 1948—TELEVISION DAILY is fully protected by register and copyright

ASK FCC 'PROTECT' PIONEERS RE UHF

TELE TOPICS

GOTHAM SET DEALERS were among the first to loudly applaud DuMont's round-the-clock program schedule, and feel it'll be a tremendous hypo to receiver sales of every manufacturer. . . . Net's "Original Amateur Hour," now under the Old Gold banner, goes legit with next Sunday nite's ailer. Show will originate in the Adelphi Theater (54th & 7th Ave.) where a huge studio audience can be accommodated. Seg had been coming out of the Wanamaker studios since its birth on TV. . . . Johnny Downs, the comedy juve, will face the cameras on "Cap'n Billy Bryant's Mississippi Music Hall" (CBS) tomorrow nite. . . . ABC sez the premiere of its "Actors' Studio" series will face the cameras with no less than 45 hours rehearsal by debut time, Sunday at 8:30. Tennessee Williams' "Portrait of a Woman" will be the showpiece.

TELE-VIEW: Debut of the Mary Margaret McBride ailer Tuesday nite was disappointing and prompted the reminder that a solid AM personality offers no assurance of survival when exposed to the cold and candid TV eye. With the possible exception of the opening business, wherein the studio and control setup were established for the viewer, premiere was static and poorly paced. Discussion of the Iron Curtain (which consumed some 35 min. of the 50-min. total) lacked the sparkle and bite necessary to hold eye and ear interest. Opener suggested the question as to whether the entire seg wouldn't be more effective as a 30-min. offering.

M-G-M will shortly hop the TV "upstairs" bandwagon, as a prelim step to filing for outlets in five key cities. Film firm, a belated TV enthusiast, finds itself stymied in the limited low-band channels—all choice spots of which have been called for. . . . Korn Kobblers, come to think of it, are the first name unit to have a TV show specifically built around their zany—and highly visual—talents. . . . George Shackley's "Moonbeams" coming in for tele treatment, with Ruth and Gil Braun handling scripts.

WBEN-TV To Air Grid

Buffalo—WBEN-TV, will telecast four important Notre Dame football game tarting with the Purdue contest Saturday, Sept. 25, at 2:45 p.m. Games are on the ABC television network and WBEN-TV is making special arrangements to tie in with ABC on these outstanding special events. WBEN-TV also will carry another ABC show Monday afternoons at 5:30—the Admiral Radio Show.

Aside from the Admiral program and the three-hour inaugural program from 8 to 11 p.m. Monday, Sept. 20, WBEN-TV will carry other television network programs. These

"Star Theater" Cops 100% Sponsor Ident.

NBC's "Texaco Star Theater," a top-rated ailer since its debut some months ago, registered what is said to be a historic first with a 100 per cent sponsor identification in a recent Hooper survey. Rating check to 101 homes brought an equal number of affirmative responses.

Other figures place the show in top rating also. The September Hooper ratings gave the show 51.3 for the first half-hour and 57.7 for the second with an over-all rating of 54.5 and 84.3 of the total viewing audience. Sponsor identification for September was 95.5 as contrasted with the next highest rated competing show whose sponsor identification was 79.7.

WNBQ Test Pattern

Chicago—WNBQ test pattern, signalling the approach of regular programming on Chicago's newest television station, made its first regular appearance this week on Channel 5. The pattern will be transmitted on a regular basis while NBC engineers begin the final round of preparing transmitting facilities for regular program operations, scheduled to start following completion of equipment tests.

RFD?

The boys at Du Mont headquarters were crowing yesterday about a letter received from Santa Cruz, Calif. Envelope was addressed simply to "Television Co., New York City, N. Y." Pencilled in by the Post Office was "Try 515 Madison."

"Dinner At Eight" Philco's TV Premiere

An all-star cast, headed by Peggy Wood, Dennis King, Mary Boland and Vicki Cummings, will step before the footlights in "Dinner at Eight" as the opening presentation of "Philco Television Playhouse" over the NBC East Coast Television network, Oct. 3 (9:00-10:00 p.m.)

The George S. Kaufman-Edna Ferber comedy, which scored a tremendous success on Broadway in the season of 1932-33, will lead off a series of Sunday night television presentations of Broadway hits by Actors' Equity Television Productions. The programs will be filmed by the NBC Television Recording System and presented on stations in every television city in the country.

Bert Lytell, former president of Actors' Equity Association, will be over-all production supervisor and host on the series.

Raibourn Suggests Two-Band Oper. In Cities

(Continued from Page 1)

opened up at once for commercial TV assignments, with a microwave band of 1000 mc. to be staked out for "development of television on a high definition, three-dimensional color basis."

Attorney Andrew Haley asked how it happened that his proposal was so similar to that of Du Mont presented on Monday and Tuesday. Raibourn said the similarity of his proposal to that of Du Mont's Dr. T. T. Goldsmith was "purely coincidental."

The answer was an emphatic "no" when FCC Chairman Wayne Coy asked Raibourn if his proposal that a single licensee be permitted to operate in two TV bands in a single area implied a belief that the commercial future of the present commercial band for television is limited.

The equipment for UHF operation will obviously be speeded to perfection by opening the band to commercial use, Raibourn said, calling for the setting of engineering standards now.

Wants Operating Minimum Raised
On the question of Dual ownership, Raibourn said present TV licensees are losing money as fast as they can. Then he explained, "I recognize the fact that the construction and operation of television broadcasting stations on the frequencies between 475 and 890 mc. could very well be even more financially unprofitable than is the present operation of television stations on the allocated Channels, 2 through 13, for a number of years and until equipment development catches up. In view of that probability, and in order to speed this development and to give general impetus to the advance of the industry, I recommend to the Commission that it consider the advisability of allowing operators of television stations in the present bands to operate stations in the higher bands until such time as the two are on an equal basis, provided there is no duplication of programs between the two stations."

Raibourn also called upon the Commission to increase the present 12-hour per week TV operating minimum.



RAIBOURN

Press-Time Paragraphs

WNHC-TV Sets Navy Day Salute

New Haven—Connecticut's WNHC-TV presents a special salute to Uncle Sam's Bluejackets on September 27th, Navy Day, in cooperation with officials at the Brooklyn Navy Yard. There will be a special showing of "Operations Crossroads" on Channel Six next Tuesday, from 10:30 to 11 p.m. The film depicts the Bikini Atomic Bomb experiments.

KRLD-TV To Begin Construction

Dallas, Texas—Construction will begin here at once on KRLD-TV with plans calling for the outlet to be on the air within 12 months. Due to the fact that a previous suburban hilltop site bought by KRLD for its TV unit was ruled out by the FCC following a Civil Aeronautics Administration objection, the tower will be built atop the Dallas Times-Herald building in the downtown area. When completed KRLD-TV will become the CBS video outlet for Dallas-Fort Worth area.

Brewer Sets Pro Grid on WTMJ-TV

Milwaukee—The A. Gettelman Brewing Company here, has contracted for sponsorship of six Green Bay Packer football games on film over WTMJ-TV, The Milwaukee Journal station, on Thursday nights. Official pictures made by the Packers of their games will be used. . . . The films will be brought to Milwaukee by George Strickler, asst. general manager and publicity director for the Green Bay Packers of the National Pro Football League. He will serve as commentator during the television broadcasts. . . . Three Packer games to be played in Milwaukee and two in Chicago will not be included in the film series because they will be carried live over WTMJ-TV. Latter will be sponsored by the Wadhams division of the Socony-Vacuum Oil Company.

NEW BUSINESS

WMAQ, Chicago: Linco Products Distributing Corp., through Schwimmer & Scott, Inc., "Linco Luncheon Party," Mondays through Fridays, for 52 weeks; Chicago Motor Club, through Agency Service Corp., renewal of "Jimmy Blade and his Music," Mondays through Fridays, for 52 weeks; Independent Committee for Stevenson for Governor, 12 quarter-hour periods; Socialist Labor Party, one quarter-hour period on October 10; Lever Bros. Co., through Day, Duke & Tarleton, 156 one-minute transcribed announcements and station breaks three times weekly for 52 weeks; Wilbur-Suchard Chocolate Co., through Badger-Browning & Hersey, Inc., 78 live participation announcements in "Food Magician" three times weekly for 26 weeks; Penick & Ford (Brer Rabbit molasses), through J. Walter Thompson Co., 39 live participation announcements in "Food Magician," three times weekly for 13 weeks; R. J. Reynolds Tobacco Co. (Camel cigarettes), through William Esty & Co., Inc., 16 transcribed one-minute announcements between Sept. 17 and Dec. 31; Reid & Kersting Clothing Co., through Dave Garroway, Inc., 13 weekly one-minute anns. on the "11:60 Club."

KMPC, Los Angeles: The Chevrolet Dealers of Southern California have renewed their two newscasts for the third consecutive year. Programs, aired Monday through Friday at 7:15 a.m. and 4:00 p.m. feature Eddie Lyon, KMPC's news editor. The two 15-minute shows are handled by the Campbell-Ewald agency for the Chevrolet Dealers. Ricardo Martin, hair stylist, will introduce his own program each Saturday morning from 10:30 to 11:00 a.m., beginning September 25, 1948. The 13-week contract was closed by the Irwin-McHugh agency. Under the sponsorship of Associated Oil, KMPC will air eight of the Pacific Coast Conference football games beginning Saturday, September 25, 1948. Buchanan and Company handles the account. E. Broox Randall and Sons have introduced "In a Nut Shell" with Rance Valentine each morning from 8:45 to 9:00 a.m. Programs of news and humorous commentary are handled by Macauley Company.

Newsroom Nifty

WOR's newsroom, fishing for news by telephone last Saturday night in the Long Island Sound area after the rain and wind storm, picked up a story about Ed Fitzgerald, star performer for WJZ along with wife Pegeen. Seems that Ed, living on Hay Island, began rowing his boat to rescue two others whose boat had capsized. Ed lost one of his oars and had to be rescued after three hours of drifting. After WOR aired the incident at 11 p.m. The WJZ-ABC newsroom called up to find out where the story came from.

COAST-TO-COAST

To Carry OSU Football Games

Columbus, Ohio—Two stations, in addition to WBNS and WOSU, will carry the Ohio State University football games this year. They are WCOL and WCOL-FM. Jim Barry will handle the play-by-play for WBNS, Ed Sprague for WCOL and W. Pettigrew for WOSU.

WDRS Forums Return To The Air

Hartford, Conn.—The WDRS-Hartford Courant "Parade of Youth Forums" will return to the air on September 25. Featuring discussions on major topics of the day by high school pupils, the series will be moderated by James Looby of The Courant's staff. Shows are aired each Saturday at 10:00 a.m.

WNAX Adds Sullivan

Yankton, S. D.—New member of the WNAX staff effective October 4 is Donald D. Sullivan. A graduate of Carleton College, and formerly affiliated with WMT, Cedar Rapids, Ia., Sullivan is joining the Yankton station as its commercial manager.

WIL To Get Power Boost

St. Louis, Mo.—WIL, with a construction permit issued for 5,000 watts, full time, on 1430 kilocycles, has begun construction of its new transmitter, which it hopes will be on the air by Christmas at the latest. Installation will be located at North Dupo, Illinois, across the river from St. Louis and just a bit south of the city. Stations is now operating with 250 watts on 1230 kilocycles.

To Air Series On Dickens

Sharon, Pa.—Beginning this Sunday, WPIC will air a new series of dramatic programs based on the works of Charles Dickens. Written and produced in the WPIC studios by Evelyn Keller, the half-hour series will be heard weekly at 2:30 p.m.

To Air Wash. Red Skin Games

New Orleans, La.—For the first time in this city's history, WDSU will air a play-by-play description of the Washington Red Skins National League professional football team via special wire lines which have been installed direct to the playing field for the 14 games scheduled to run through Dec. 12. Handling the commentary will be Sammy Baugh and "Sugar Bowl Harry" Gilmer.

WGNR-FM Aims Better Homes Show

White Plains, N. Y.—WGNR-FM is now airing the Better Homes Show from its site, the County Center, in White Plains. The cities of Yonkers, Mount Vernon, New Rochelle, Tarrytown and Portchester will be saluted in that order right through the 26th of this month. Programs will be aired by remote at 8:15 p.m. each evening and the station will carry interviews each afternoon from its display at the show. Prizes of FM radios will be given away to the lucky holders visiting the booth.

Airs New Ed. Series

Pittsburgh, Pa.—KDKA has instituted another School of the Air series which is broadcast each Friday morning at 9:45 a.m. Entitled "Understanding One World," the series is a social-studies program for upper elementary grades and Junior and Senior high and will be transcribed as received from foreign countries. Following the transcriptions will be an eight-minute discussion in which boys and girls, representing a local high school, will participate.

Parker Joins KATL

Houston, Texas—New member of the KATL staff is P. W. Parker, Jr. who has taken over as account executive. Parker was formerly with Wallace-Davis, Frank Stewart & Co. and served as district manager of Chicago and Southern Airlines.

'At. Football Net' Adds WNJR

Newark, N. J.—WNJR has been added to the "Atlantic Football Network" and will broadcast nine big games to be sponsored by the Atlantic Refining Co. Broadcasts will start this Saturday with the airing of the Yale-Brown, play-by-play. On successive Saturdays, WNJR will broadcast Princeton-Brown, Pennsylvania-Princeton, Princeton-Rutgers, Yale-Vanderbilt, Princeton-Virginia, Cornell-Colgate, Pennsylvania-Army and Princeton-Dartmouth.

Named WSAV Commercial Mgr.

Savannah, Ga.—J. W. (Bill) Slates has been appointed commercial manager of WSAV effective Oct. 1, according to an announcement by Harben Daniel, the station's president and general manager. Slates, former general manager of KRKN, Fort Smith, Arkansas, has been prominently identified in Fort Smith business, civic, educational and religious activities and is president of the Fort Smith Rotary Club.

WJR Aims Lion's Opening

Detroit, Mich.—Detroit Lion fans were given an opportunity to hear a play-by-play account of the official opening football game between their team and the Los Angeles Rams over WJR. Handling the commentary on the game direct from Los Angeles was Bill Welsh, top Southern California sportscaster. Broadcasts of all other Detroit Lion games are scheduled for Sunday afternoons with Jimmy Dudley doing the play-by-play and Harry Heilmann the color.

KFBK To Boost Power

Sacramento, Calif.—KFBK will take another step forward Oct. 2 when it increases its power to 50,000 watts. The night before the momentous occasion, the present 10,000-watt power will hold open house at the transmitter for residents of the Pleasant Grove, Sutter County area. Open house for the general public will follow on Oct. 2 and 3.

PROMOTION

For Football Jams

Fred Gardner Company, Inc., Advertising, New York, is this Fall doing some promotion believed to be unique in advertising agency circles. Each week till late November, when the college football season ends, a large mailing will be rushed out to clients, prospects, and friends every Monday. On a government postal card, the 28 leading college football games of that week, coast to coast, will be listed alphabetically, with the home teams indicated, and spaces left for scores by quarters and final scores. The only agency advertising is the line "A reminder from Fred Gardner Company, Inc."

Sales-Talk Via ET

Something new in the way of sales promotion aids is being used by Ray Green, general manager of Kermit-Raymond Radio Productions, on behalf of his hour-long disc jockey show, "Robbins' Nest," featuring platter-spinner Fred Robbins. The item is a 15-minute presentation record featuring Milton Berle in a description of the show, what the audience can expect, etc., in his unique comedy style and imitating Robbins' "spectacular vernacular." Also on the promotion record are Jo Stafford, Vivian Blaine and Benny Goodman. The record is only for the use of station sales representatives to play for prospective sponsors, not for broadcast to the general public and marks the first time great stars have appeared on a sales promotion disc for a transcribed show.

The Postal Card Institution

The Summer pastime of mailing vacation postal cards has evolved into a two-fold promotion stunt at WFBR, Baltimore. During the recent Summer vacation period emcee Henry Hickman asked his listeners to send him picture cards from wherever they vacationed. Cards have come in from every one of the 48 states, and many picturesque places outside the borders of the United States. In addition to being a good reminder of Club 1300 while the listeners enjoyed their vacations, the cards will provide many happy hours for the kiddies in Baltimore's Happy Hills Convalescent Home for Crippled Children. The seven thousand odd picture postal cards were presented to the home after a complete survey by the station was presented to the "Club 1300" listeners.

Heart To Heart

Art Linkletter interrupted his CBS "House Party" broadcast from Hollywood the other day to chat via shortwave with Paris and Norbert Barrette, 11-year-old French war orphan "adopted" by the Linkletter's last year. The emcee's son Jack, also 11, took part in the conversation. Fred Mason, Paris director of the Foster Parents' Plan, acted as interpreter.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 60

NEW YORK, FRIDAY, SEPTEMBER 24, 1948

TEN CENTS

DENNY FORECASTS EXPANSION OF TELE

Witnesses Support Stratovision Plan

Washington Bureau, RADIO DAILY
Washington — Westinghouse proposals for stratovision to blanket the nation with TV networking were strongly supported yesterday by Engineers Kenneth A. Norton of the National Bureau of Standards and T. A. M. Craven, former FCC chief engineer, later a Commission member and now vice-president of Cowles Broadcasting Company. Both men urged that the Commission lose no time in opening up the ultra-high frequency bands for TV.

Craven offered two possible allocation plans, the first providing for
(Continued on Page 7)

Protests CBC Coverage In Behalf Of Licensees

Fort Frances, Ont.—Mayor B. V. Holmes protested in a telegram to the CBC board of governors that radio license holders of the Rainy River District have poured tens of thousands of dollars of their money into CBC coffers and still are deprived of CBC programs due to complete lack of local coverage. The governors are scheduled to meet in Halifax today.

FCC Plans Hearing On Proposed Lima Grant

Washington Bureau, RADIO DAILY
Washington—The FCC this week has for the third time brought out a decision looking to the grant of the application of the Northwestern Ohio Broadcasting Corporation, Lima, O., for a new station on the 1150 band with one kilowatt unlimited. This is the company of which Commissioner
(Continued on Page 3)

Hot Stuff

Buffalo—A Miss Flame contest is being conducted by WEBR in cooperation with the Buffalo Fire Department. The plan is to select a pretty teen-age red-head to reign over the Fire Department's parade during Fire Prevention Week, beginning Oct. 2. She will also be awarded a complete Fall wardrobe on the "Hi-Teen Show" broadcast over WEBR.

Honored

Presidential Certificates of Merit were awarded this week to two RCA scientists for their outstanding contributions in the development of direction-finding equipment and guided missiles during World War II. The recipients were Loren F. Jones, of Alden Park Manor, Germantown, manager of research and development projects of the RCA Engineering Products Department, and Hugh H. Spencer, of Wayne, Pa., manager of RCA Teleran Sales.

Multiplex Facsimile Demonstration Given

Philadelphia—FCC members were highly enthusiastic Wednesday night upon witnessing the first public demonstration of multiplex facsimile staged by WFIL-FM and Radio Inventions, Inc. During a half-hour show, a special fax edition of the Philadelphia Inquirer was transmitted simultaneously with sound broadcasts from WFIL-FM with no degrading of the 15,000 cycle audio
(Continued on Page 3)

State-Wide N. C. Network Will Air Barkley Monday

Washington Bureau, RADIO DAILY
Washington—A special state-wide network has been set up to carry the speech of the Democratic vice-presidential candidate, Alben Barkley, throughout the state of North Carolina when he speaks in Asheville Monday night, the Democratic Na-
(Continued on Page 2)

New Measurement Service Speeds Data Via Teletype

A new audience measurement service which will offer clients instantaneous quantitative and qualitative information on AM, FM and TV listening in one of the nation's major markets will be inaugurated around the first of the year by Sindlinger & Co., officials of the firm revealed yesterday.

Developed at a cost of \$156,000, the new system, known as Radox, is currently in experimental operation in

NBC Vice-President Tells Affiliates TV Web May Include 33 Stations Before End Of 1948

Broadcasters At Odds With Ore. Governor

Oregon broadcasters are at odds with Governor John W. Hall of Salem because the state executive has refused to give news and special events crews the right to record a public hearing and have charged discrimination against radio press.

The incident which resulted in Bert McAllister, general manager of KRPL, Moscow, Idaho, taking up the cudgels for KOCO, Salem station, resulted from the Governor's refusal to allow a tape recording of a hearing. Pro-
(Continued on Page 8)

Operation Of WHAM Hit By Strike Of Announcers

Rochester, N. Y.—Operations of this city's oldest radio station have been disrupted by a strike. Nine announcers of WHAM walked out when last minute wage negotiations failed.
(Continued on Page 2)

NBC's Movie-Of-Itself Good Institutional Job

NBC's 25-minute documentary movie "Behind Your Radio Dial," to be used for institutional and public relations purposes, was premiered
(Continued on Page 8)

Sun Valley, Idaho—Barring unforeseen technical difficulties, the television network of NBC may reach a total of 33 stations during 1948, Charles R. Denny, executive vice-president, yesterday told representatives of NBC's affiliated stations at the second annual convention. The minimum net-
(Continued on Page 6)

New Type Regional Planned In Oklahoma

A new type of regional network will be launched in Oklahoma and the Southwest on September 27 when an eight AM station group will be fed by a single FM station, KOCY-FM, Oklahoma City. The KOCY-FM outlet uses a 938-foot tower and radiates a 70,000-watt signal, Mathew H. Bonebrake, general manager of the organization, said.

Stations comprising the basic network consist of KOCY, Oklahoma
(Continued on Page 3)

Indiana Football Sked To Have Regional Web

Through the facilities of WTOM in Bloomington, Ind., five other Indiana radio stations comprising the Hoosier Football Network will carry play-by-play accounts of the Indiana Univer-
(Continued on Page 2)

Touring

Mutual's cinderella week-day program, "Queen For A Day," will tour through Kansas, Indiana, Michigan, Florida and New Jersey during most of October in a series of public appearances arranged in conjunction with local charity campaigns. This special tour will start on Monday, Oct. 11, when the program is aired from Kansas City, Kansas.



Vol. 44, No. 60 Fri., Sept. 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; James Owens, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338.

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

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

FINANCIAL (September 23)

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

To Address Women Broadcasters
Helen J. Sioussat, director of talks for CBS, will be moderator at the afternoon meeting of Dist. 2, Association of Women Broadcasters, at the Rochester club, Rochester, N. Y., on Saturday, Oct. 2.

55 Acre Estate in Connecticut. And the network lines are in. \$35,000. Pictures in my office WALTER KIERNAN American Broadcasting Co.

★ COMING AND GOING ★

KENNETH L. YOURD, senior attorney at CBS, and J. W. WRIGHT, of the engineering department, have returned via American Airlines from Washington, D. C.

ED "ARCHIE" GARDNER, of NBC's "Duffy's Tavern," on Sunday will sail from Europe aboard the Queen Elizabeth. Upon arrival in New York, he'll fly non-stop to Hollywood to begin rehearsal for the re-opening of the show on Oct. 6.

ELOISE SMITH HANNA, president and general manager of WBRC and WBRC-FM, Birmingham, Ala., who attended the NBC meetings this week in Sun Valley, Idaho, will now go to Chicago, where she will attend next week's confab of the FMA.

EDGAR STERN, owner of WDSU and WDSU-TV, New Orleans' affiliates of the American network, is visiting in New York.

GAIL and HARRY INGRAM, script writers, have returned from a three-day lecture tour of eastern universities.

RED SCHIFFER, soundman of KWK, Mutual outlet in St. Louis, is back at the station with stories of his fishing prowess in the Canadian woods.

ARTHUR GAETH, American network correspondent-commentator, is back in the States following a seven-week observation tour of Europe. He will resume his network programs next Monday.

JOHN COBURN TURNER, manager of ABC's script and program promotion department, yesterday appeared before the Radio Council of Greater Cleveland, discussing "The Production of a Radio Documentary."

BILL COSTELLO, Tokyo news chief for CBS, is back in his homeland for a short visit and for conferences with executives of the network.

LOUIS ROEN, announcer; NEIL J. MURPHY, accountant, and JOSEPH LUTZKE, continuity acceptance, of NBC network in Chicago, are vacationing.

BERT LOWN and LES BIEBL, director of station relations and assistant program director, respectively, of Associated Program Service, left yesterday for Chicago, where they'll attend the AFM meeting.

DON ICKES, director at WCBS, is spending his four-week vacation at his summer home, Port Jefferson, L. I.

Operation Of WHAM Hit By Strike Of Announcers

(Continued from Page 1) however, the station is continuing to broadcast with a stop-gap crew of supervisory employees.

The announcers recently organized under the American Federation of Radio Artists. They have been negotiating with WHAM since May 28 for a contract, including wage increases and a five-day week.

A national representative of the Federation says the station flatly refused any wage demands. Picketing was started at the WHAM studios and also at its FM transmitter and FM studios.

The union has charged the station with unfair labor practices in firing an announcer this week.

Joins CBS News Staff

Robert E. Nichols, for the past two years Washington correspondent of the New York Herald-Tribune, joins the CBS Washington News staff effective Monday, September 27, it was announced yesterday by Theodore Koop, director of CBS news, Washington, D. C.

10 YEARS AGO TODAY

(From the files of Radio Daily) CBS has announced the establishment of the Radio Institute for Teachers, the first permanent body ever organized in this country to demonstrate possibilities of school broadcasts. Institute was established by the network in connection with the "American School of the Air" broadcasts and now boasts a membership of 700 teachers. . . . A special division to edit news for farm listeners has been set up by Hearst's International News Service. The new service is supplying farm bulletins to NBC for use on the Goodyear farm program. Results of these reports will determine the expansion of this service.

State-Wide N. C. Network Will Air Barkley Monday

(Continued from Page 1) tional Committee revealed here yesterday. Originating station for the half-hour broadcast will be WWNC, Asheville, with the Senate minority leader to be carried simultaneously by WSJS, Winston-Salem; WBIG, Greensboro; WPTF, Raleigh, and WBT, Charlotte.

Indiana Football Sked To Have Regional Web

(Continued from Page 1) sity home football games. The network will also broadcast the Indiana-Purdue game from West Lafayette. The 5 broadcasts will be fed by WTOM to WCNB in Connorsville; WFMU in Crawfordsville; WCTW in New Castle; WSRK in Shelbyville; and WFML in Washington.

Cross Returns from Geneva Post With UN World Health

Christopher Cross, formerly U. S. radio liaison officer of United Nations, for the past seven months public information officer for the World Health Organization of U. N. at Geneva, Switzerland, returned to New York on vacation leave yesterday. Mr. Cross, prior to his association with U. N., was public relations director for BBC.

Wedding Bells

St. Louis—Marylu Tussey, secretary to V. N. Springgate, sales manager of KXOK, was married to John F. Dunne, Saturday, September 18. They are honeymooning in Wisconsin.

On Friday, September 17, John White, KXOK salesman, and Eleanor Anne Ring, St. Louis socialite, were married at Glenco, Missouri.

Douglas Taylor of the KWK announcing staff was married Sept. 1st. He and his bride spent several days at the Lake of the Ozarks.



Always good for a laugh!

This is a "bread and butter" shot for a professional photographer. Newspapers and magazines always buy them . . . because they're always good for a laugh.

We know another item that's always good for a laugh. . . The coverage figures some high-wattage stations get out.

According to some we've seen, only two-headed idiots listen to any station but theirs!

What a joke! What an expensive joke for buyers who fall for it!

We don't claim everybody in Baltimore listens to WITH all the time.

But we do claim this: WITH delivers more listeners-per-dollar than any other station in town!

It costs you less . . . to sell more . . . on WITH! WITH is the big independent with the BIG audience! So if you're looking for low-cost sales in the nation's 6th largest market, get in touch with your Headley-Reed man today.

AM [Image of a woman's face] FM
W.I.T.H.
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

New Type Regional Planned In Oklahoma

(Continued from Page 1)
 City; KAKC, Tulsa; KCRC, Enid; KSWO, Lawton; KVSO, Ardmore; WBBZ, Ponca City; KWON, Bartlesville, and KMUS, Muskogee. Supplemental stations consist of KSMI, Seminole; KSPI, Stillwater; KSEO, Durant, KWCO, Chickasha; KWHW, Altus, and KRHD, Duncan, with additional markets still being negotiated.

Bonebrake pointed out the advantage of the centrally fed system is that it will enable sponsors to pickup or delete any market without the disadvantages of relay stations suffering. It was also emphasized that more of the clients' money will go for actual purchase of time inasmuch as the network can operate without the cost of the limited 5,000 cycle telephone line as used by most networks.

While the network is basically AM it is also noted that FM coverage is likewise great. Many of the affiliates have FM signals as well as AM. Enid and Ardmore are now using 5,000 watts each, Tulsa 1,000 watts and KMUS, Muskogee, soon will have 10,000. KOCY itself is licensed to operate on 176,000 watts, increasing its present power by more than 100,000 watts of radiation. The network also includes four 1 kw. AM stations.

The official name of the network is the Oklahoma Group Broadcasters, and is owned and operated by the Plaza Court Broadcasting Company, Oklahoma City.

Dahlman To Lecture

Lou Dahlman, co-producer of United Productions' six video shows, will be the first guest lecturer of the season at the National Laugh Foundation's Institute for Gagwriters on September 29. Dahlman will discuss "Comedy in Television" as part of the Institute's plans to improve all phases of comedy via their newly organized "Gagwriters' Clinic."

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 HOLLYWOOD BEACH HOTEL
 940 Kc. — FULL TIME

JONAS WEILAND, President
 Represented by: John H. Perry Associates

New Measurement Service Speeds Data Via Teletype

(Continued from Page 1)

Young & Rubicam, WFIL and KYW, both in Philadelphia.

Radox operates as follows: A small attachment, about twice the size of a pack of cigarets, is connected to each receiver in the home and is connected with the Sindlinger office via telephone lines. Every set is monitored at three-minute intervals and these reports, as they are received, are instantaneously transmitted to clients via teletype. At present, this monitoring is done by operators, but within two or three months it will be taken over by an electronic device, which also will operate the teletype automatically.

Present Radox reports consist only of listening logs charted horizontally by sets and vertically in three-minute

segments. Contracts were signed this week, however, for the installation of IBM calculators which will provide virtually all possible statistical breakdowns, based on this data. Program ratings, flow of audience, ratings for spot commercials and other information including a new figure, average time listened, then will be available to clients within hours after a show goes off the air, it was said.

When a complete measurement service has been established in Philadelphia, Sindlinger plans to expand to other areas and hopes to provide a national projectable service in about a year and a half.

Two other Sindlinger research systems, Teldox, a program analyzer, and Recordox, recorded interviews in the home, will be co-ordinated with Radox in an attempt to determine the "why" of radio listening.

Radox was invented by Cmdr. Harold Reiss, USN. Albert E. Sindlinger, formerly a vice-president in the Gallup organization, heads the firm. Also associated with the venture are Walter Sindlinger, Albert's brother; George Clautice, in charge of tabulation, and Bill Digman, former research editor of Tide, who is editor of Radox. The headquarters of the Radox operation are located atop the Lewis Tower Building in Philly.

FCC Plans Hearing On Proposed Lima Grant

(Continued from Page 1)

Robert C. Jones, then a congressman, was originally a member. He backed out as soon as his appointment to the Commission was confirmed.

A determined battle has been put up in the Skyway Broadcasting Corporation, Columbus, seeking the same channel in Columbus. Last October the Commission proposed to grant the Lima application, and final decision was issued in March. This time a revised proposed decision was brought out, with oral argument to be heard next month. Jones has not participated in the Commission deliberations.

The Skyway pitch is based largely upon the fact that the channel is regional, and as the Commission admits in its various decisions regional channels are "normally intended to serve a metropolitan district." The Lima grant would mean service for about 310,000 people, the Columbus operation would reach, according to Commission figures, some 1,083,000.

The Commission reasoning is that there is already "effective competition" in Columbus, with three full-time stations on the air and one daytime only operation. Lima has one full-time station only. Both cities are served by WLW, Cincinnati, and Lima by WJR, Detroit.

Elect Officers

Officers of the New Jersey Broadcasters' Association, elected at the annual meeting of the association, held last Friday, at New Brunswick, New Jersey, are: President—James L. Howe, President and General Manager of WCTC, New Brunswick, N. J.; Vice-President—Paul Alger, Manager WSNJ, Bridgeton, N. J.; Secretary-Treasurer—Roland Trenchard, Director of Public Relations, WAAT, Newark, N. J.

More than fifty radio men, representing fifteen New Jersey broadcasting stations, attended the annual meeting.

Multiplex Facsimile Demonstration Given

(Continued from Page 1)

range. Neither was there interference with the reception of the fax edition.

John S. Willoughby, acting chief engineer of the FCC, said that John V. L. Hogan, president of Radio Inventions, and his associates should be commended for their development of the multiplex method.

Other FCC members who viewed the successful demonstration were George E. Sterling, Rosel H. Hyde and Edward M. Webster. To prove the efficiency of the operation, several types of sound programs were broadcast by WFIL-FM during the half-hour show, including live, recorded and a network show from the ABC line. Fax edition of the Inquirer contained editorial text, photographs and display advertising.

Roger Clipp, general manager of the Inquirer stations, said the new multiplex system will benefit the broadcaster, FM set owner and advertiser. Clipp commented, "When facsimile becomes an accepted advertising medium it will add the impact of sight to the sound of radio by providing permanent visual illustrations of goods and services now described verbally on radio broadcasts."

Radio Inventions will demonstrate multiplex facsimile at the FMA convention in Chicago next week.

WOWO, the station that has averaged one award every 7 weeks for the past 31 months, does it again! To an impressive list of commendations for programming, promotion, and service to the public, WOWO now adds first place in *The Billboard's* Local Program Competition (Sports Division).



WOWO **FORT WAYNE**
 ABC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

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

NEW BUSINESS

Tele Expansion Forecast Made By NBC Executive

(Continued from Page 1)

work of connected stations, he said, will be 16, but more probably will be between 20 and 25, and under optimum progress may reach 33 at the end of 1948. He predicted the country will have 2,500,000 television sets in homes and public places as contrasted with 870,000 for the end of 1948.

In 1948, Denny said, television will emerge as a regular dependable service to the public. The novelty aspects, he said, have worn off; the public accepts television as commonplace and begins to rely upon it for information, education and entertainment. In 1949, he feels, viewing habits will become more critical, and regular features for the viewing public will be more important.

Denny presented to the station representatives NBC's new plan for network-station affiliation designed to provide a minimum of 28 hours network service a week under the most favorable economic conditions.

Cities Are Listed

He listed the following cities where by the end of 1949 barring unforeseen

delays NBC television stations will become part of the NBC network, joined together by coaxial cable or radio relay.

The cities are: Boston, Providence, Hartford, New York, Schenectady, Wilkes-Barre, Allentown, Trenton, Philadelphia, Wilmington, Baltimore, Washington, Richmond, Norfolk, Lancaster, Pennsylvania; Johnstown, Pa.; Pittsburgh, Pa.; Cleveland, Ohio; Buffalo, Rochester, Syracuse, Toledo, Detroit, Chicago, Milwaukee, St. Louis, Columbus, Dayton, Cincinnati, Louisville, Fort Wayne, Indianapolis and Peoria, Ill.

Many of these stations are already on the air and many are already operating as part of NBC's eastern and midwestern networks.

Time Schedule Announced

Under the new plan Denny outlined, NBC television network time will be from 5 to 6 p.m., New York time, and from 7:30 to 10:30 p.m., New York time, seven days a week. Of the 28 hours of network time a week, 11 hours and 55 minutes have already been sold to commercial sponsors, Denny reported, and NBC has hopes of selling a total of 15 hours in 1949. He outlined a new network plan by which the remaining 13 hours of network time would be filled by sustaining television programs, the cost of which would be shared by NBC and its affiliated television stations.



DENNY

Store Renews On WMAQ; Three Buy Station Breaks

Carson Pirie Scott and Company, Chicago, through Earle Ludgin and Company, ordered a renewal of the Hobby Horse Presents program on WMAQ, Saturdays, 8:45 to 9:00 a.m. CDST, for 39 weeks. The program presents dramatizations of portions of children's books, with comment by a panel of Chicago school children.

The Beaumont Company (4-Way Cold Tablets), through Harry B. Cohen, ordered six one-minute announcements and five station breaks per week on the Early Bird program (six-a-week, 5:45 a.m. CDST) starting Oct. 11 through March 12, 1949.

Personal Products Company (Yes Tissues), through Batten, Barton, Durstine and Osborn, Inc., contracted for five station breaks per week for 26 weeks starting Oct. 13.

Braniff International Airways, Inc., through R. J. Potts-Calkin and Holden, ordered five station breaks to be aired between Sept. 27 and Oct. 2.

'Ford Theater' Returns Oct. 8

"Ford Theater" premiere on CBS has been set for Oct. 8, 9-10 p.m., with Claudette Colbert and Van Heflin starring in Flaubert's "Madame Bovary." Fletcher Markle directs the series, Vincent McConnor is script editor with music by Bernard Herrmann. Kenyon & Eckhardt is the agency for the Ford Motor Co.

Nat. Farm And Home Hour Twenty Years Old Oct. 2

Chicago—The National Farm and Home Hour, radio's oldest farm program, will celebrate 20 years of continuous service to American agriculture with the broadcast of Saturday, Oct. 2, NBC, 12:00 noon CST. The pioneer public service feature first went on the air from Chicago on Oct. 2, 1928, and was the training ground for many now-prominent radio personalities, including Everett Mitchell, m.c. of the show since 1930; Frank Mullen, former NBC executive vice-president, and Marian and Jim Jordan.

Format of the show—music, farm markets and news and direct pickups from the scene of important agricultural events—is unchanged in 20 years of broadcasting. The program is produced in co-operation with the U. S. Department of Agriculture and is now sponsored by Allis-Chalmers Manufacturing Company through Bert S. Gittins Agency. William Drips, director of agriculture of NBC, is in direct supervision.

WSB Show Adds New Feature

Atlanta, Ga.—WSB "Platter Party" host, Bob Watson, has inaugurated a new feature on his late evening disc show. Watson has started a nightly "Campus Salute," in which a different Southern college or university is honored each evening.

AGENCIES

PAUL CARLYLE, vice-president has been named executive vice-president and director of art, and Wayne Wirth and Clement R. Hoopes have been named vice-presidents of Van Diver & Carlyle, Inc., New York, it was announced yesterday by V. H. Van Diver, president. Wirth, now vice-president and director of television is in charge of the agency's recently announced department for the packaging of shows for television stations and other agencies, while Hoopes has been appointed vice-president and director of copy.

NEEDHAM, LOUIS AND BRORBY, INC., Chicago advertising agency, has announced the addition of George C. Gallati to its publicity department staff. Before joining N.L.&B., Gallati was central division manager of International News Service, which firm he served in an editorial capacity in Chicago for the last 19 years. Before that he worked on the editorial staffs of Milwaukee and Racine, Wis., newspapers.

GEORGE W. BOLLING, president of the Bolling Co., Inc. has announced the appointment of Robert H. "Skin" Bolling as manager of the Chicago office of the radio station representative firm.

JULIAN DOWELL has been named an art director at SSC&B. He was formerly with Kenyon & Eckhardt and Sherman & Marquette.

STANTON B. FISHER, advertising director of the United Cigar-Whalen Stores Corporation, has been elected president of Stanton B. Fisher, Inc., a new advertising agency, at 215 Fourth Avenue, it was announced yesterday.

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WAPA, San Juan, P. R.: J. Walter Thompson, New York, has placed a 15-minute dramatized program broadcast at 8:45 p.m. Mondays thru Fridays, for Kraft Powdered Milk. The show dramatizes real-life problems and requests solutions from listeners. The most adequate solution to the week's dramatization is presented the following Monday evening. The Kraft schedule, which started September 13th, also calls for ten 30-second spots daily Mondays thru Saturdays.

A new program of special appeal to women, sponsored by San Miguel & Company, of San Juan, started Friday, September 17th. The program will be broadcast Mondays, Wednesdays and Fridays, from 10:00-10:30 a.m. direct from the San Miguel Model Kitchen, and will be handled by Margarita Braschi, home economist for San Miguel, and Laura Sanabria, of WAPA. The account was placed by Badillo & Valencia, of this city. A contract for half-hour station breaks has been signed for "Valle Verde" Powdered Milk. The account, handled by Gotham Advertising Agency, New York, was placed by West Indies Advertising Company, of San Juan. A public service feature, "El Pueblo Habla," started September 15th. The program, which is broadcast from 5:30-5:45 p.m. Mondays thru Fridays, is a "vox-pop" type of program, tape-recorded from various points in San Juan and permits citizens in all walks of life to express their opinions on civic problems as well as island and national affairs.

WGN, Chicago: Chicago Tribune, through George H. Hartman Co., renewal of "Interesting Facts" for 52 weeks; Lever Bros. Co., through Federal Advertising Agency, Inc., a daily participating announcement in the "Holland Engle Show," for 13 weeks; M. J. Lanahan, Inc., through George H. Hartman Co., "Musical Scoreboard" for 11 weeks; General Rug & Furniture Cleaners, through Pilgrim Advertising Agency, two daily station break announcements for 13 weeks.

Mullen Sisters Signed

The Mullen Sisters have been signed for the new Robert Q. Lewis show which debuts on CBS on Sunday from 5 to 5:30 p.m., EST.

Lost-Found Dept.

Identity of a 16-year-old amnesia victim who has been in Bellevue Hospital since August was established last night by WOR. Yesterday the boy claimed he was Robert O'Brien of Waterville, Me., but N. Y. police were unable to check the identification. WOR newsroom phoned Waterville and checked with the boy's mother. Recording of the conversation with the mother was aired on the 6 p.m. news show last night.

TELEVISION DAILY

Daily section of RADIO DAILY, Friday, September 24, 1948—TELEVISION DAILY is fully protected by register and copyright

WORLD SERIES SET FOR POOL COVER

TELE TOPICS

WHETHER or not the FCC can close the TV door to movie companies who've been tagged for anti-trust violations may be settled by the U. S. Court of Appeals within the coming weeks. Bench will mull arguments as to whether or not applicants found guilty of "lawbreaking" can't be expected to operate video outlets "in the public interest." . . . WNBW, NBC's Washington outlet, starts a new air sked this week, with programs running from 5:30 p.m. across the board. . . . ABC's "Ladies Be Seated," may become a (midwest) network regular before the snow falls. Show packed a wallop in its recent showcasing on WENR-TV.

BERNIE LONDON, CBS video sports director, now sporting a more formidable title: acting coordinator of sports for the net. . . . Joe Seiferth's Television Productions putting the ribbons on a 15-min. kid show for TV using the same animation technique — "Magnitones" — which made that Sheffield orange drink commercial one of the better sales pitches on the current ailer. . . . A. E. Kessler, U. S. Television Corp. pubrel head, to handle the first course in that profession ever included in Long Island U's curricula. . . . Jim Saunders now handling all of WABD's wrestling remotes. Which is news simply because six months ago he was on the outlet's page roster at the Wanamaker studios.

FORMER President Herbert Hoover will make a guest appearance on NBC's "Television Screen Magazine" tomorrow in the role of football manager. HH, who will recall some college grid lore, managed the first Stanford eleven, back in '93. . . . WPIX, which last week "sneak previewed" the Sunday edition of The News on Saturday nite, will do a repeat tomorrow. (One medium plugging the other?)

Zoomar To WBAP-TV

Fort Worth, Texas—The first "Zoomar" lens in the southwest and the 14th in the country has been installed here by WBAP-TV which is scheduled to take to the air with regular programs on Sept. 29. Currently the outlet is testing.

The partial tentative program schedule calls for programs from 5:30 to 10:30 p.m. five days per week; all Texas Christian University football games; high school football each Thursday, Friday and Saturday nights; a daily newsreel; the Texas University-Oklahoma University football game from the Cotton Bowl in Dallas on Oct. 9 and a full length Alexander Korda film each Wednesday night. Already booked for showing are "Thief of Bagdad," "That Hamilton Woman" and "Drums."

Stratovision Plan Supported By Engineers Before FCC

(Continued from Page 1)

black and white now, with planning for the later transition to color video without another reallocation, and the second providing for monochrome only. In both plans Craven called for the use of airborne transmitters to secure rural coverage, although he said airborne transmission could be dispensed with in some cases—for instance by use of Mt. Washington, Mt. Mitchell, and other peaks.

Beyond utilizing a few mountain tops, Craven said, "high altitude transmission is the only method by which we can hope to render television service to the vast rural population of the nation. If there is hope of developing a method by which this rural coverage can be secured, any allocation plan which provides only for service to the population residing in cities and which excludes service to the population residing in the rural areas is untenable."

Norton Urges Strato

Norton called for assignment of the present 12 low-band channels for stratovision service to cover the nation with three black and white program services. "The high band channels could then be used for a

color television service presumably capable of competing successfully in urban areas with this larger range monochrome stratovision system."

He called for early "full-scale trial of stratovision on one of the low-band channels. However, it would appear that at least two complete monochrome television program services could be provided throughout most of the area of the United States by using an effective power of at least 100 kw. and much higher antennas on the present 12 low band channels and then providing adequate mileage separations to prevent mutual interference. The success of such a plan would, of course, probably require that some cities even as large as Baltimore or Washington, for example, might not have a local monochrome station. Thus, it might be found that both of these cities could be provided with satisfactory service by locating a station on a nearby mountain, thus covering a wide rural area in addition. The lack of a local outlet might not be of much importance since these monochrome stations would be designed primarily for national coverage in any case."

Folsom Sees US Savvy Aiding Canadian Tele

Montreal—Industrial skill applied to the production of TV sets within the next few months is expected to reduce present costs to a level which will enable Canadians to buy a set showing a picture of approximately 10 inches square, it was stated here by Frank M. Folsom, vice-president of RCA.

Sees Difficulties Overcome

In Montreal to address a meeting of the board of directors of the Canadian Radio Manufacturers' Association, Folsom said that "the mechanical problems, engineering puzzles" and all other uncertainties which accompanied the introduction of television in the United States had been overcome. "Canada can benefit from our experience and we are ready to help the Canadian industry and through it the Canadian public to get television sets possibly, within 12 to 18 months, depending on the setting up of television sending stations within the Dominion," Folsom said. Speaking of the rapid growth of television in

GOP Session Tonight Faces WNBT Cameras

The Women's National Republican Club campaign for Dewey and Warren opens with a platform program and a television feature show tonight, at eight o'clock in the club residence, 3 West 51st Street, it was announced yesterday by Mrs. H. M. Shackelford, club campaign chairman.

Following the platform program NBC's WNBT will carry a 15-minute show from 9:00 to 9:15 p.m. E.D.S.T. in which the three principal speakers will participate. The audience will participate in this part of the evening program through club television facilities, as well as take part in "On the Spot" platform program.

the United States, Folsom pointed out that "Television can not only deliver a message to people and demonstrate to them visually and through words the usefulness and weakness of modern merchandise, but it can make and break politicians." Folsom stressed its use in American schools, during medical conventions and at exhibitions.

Appoint Jamieson To Co-Ordinate Telecasts

World Series, scheduled to open in the home city of the National League pennant winner Oct. 6, will again be handled on a pooled basis and offered to all stations which can take a live network feed of the games. Structure of TV coverage, mapped this week at a meeting of web execs and stations in New York, provides for any alternative which may develop in the next few days in regard to the cities in which the Series will be held, so that both east and midwest areas currently serviced by an interconnected web will be able to take the feed. It's pointed out that any and all stations equipped to handle the live pickups are welcome, but no films or TV transcriptions of the Series will be made.

If the '48 classic is an all-east contest, with New York and Boston originating half the schedule, all stations on the inter-connected eastern web will air the games in the manner of last year when TV covered the Series for the first time in the history of the game. Should Cleveland cop the American League flag, stations on the midwest chain will air all contests played in that city, specifically games No. 3, 4 and 5.

Bob Jamieson, manager of operations for DuMont-WABD, who co-ordinated the pool last year, has again been appointed to head the multi-problem operation. Mutual, which last week sold both AM and TV rights to Gillette Safety Razor Co., is said to have given the nod to Jamieson on his highly regarded performance of last year. He called first official meet of web and station reps yesterday to discuss plans and set policy regarding daily pickups. It's expected that a good portion of the pattern set last year will be used as a guide for the '48 pickup.

Stations carrying the series, if it's in all east (New York Yankees or Boston Red Sox) series: WBZ-TV and WNAC-TV, Boston; WNBT, WCBS-TV, WABD, WJZ-TV, WPIX, and WATV, New York; WNHC-TV, Hartford; WRGB, Schenectady; WPTZ, WCAU-TV, WFIL-TV, Philadelphia; WBAL-TV, and WMAR-TV, Baltimore; WTTG, WNBW and WMAL-TV, Washington; and WTVR, Richmond, Va.

If series is split into an east-midwest duel, with Cleveland the American League host, three games will be aired on: WEWS, Cleveland; WTMJ-TV, Milwaukee; WSPD-TV, Toledo; WBEN-TV, Buffalo; KSD-TV, St. Louis; WWJ-TV, Detroit; WENR-TV, WBKB, and WGN-TV, Chicago.

(Continued from Page 1)

yesterday at a press showing in New York and also at Sun Valley, Idaho, where the web is holding an affiliates convention. One look at the movie suggests that NBC will get back, in one form or another, the \$70,000 which went into production costs.

Film opens and closes with shots of Arturo Toscanini conducting the NBC Symphony Orchestra. In between is depicted by a series of hurried shots of behind-the-scenes operation of NBC in New York and Hollywood.

Theme of the 16-millimeter film plays heavily upon the network's acclaimed responsibility and service to the listening public, pointing out, for instance, that "public affairs programs make up more than 40 per cent of NBC's programs." President Niles Trammell comes on for a one-minute scene in which he relates NBC aims and policies. Several network personalities are seen for extremely brief moments. H. V. Kaltenborn, narrating a newsroom sequence, gets more footage than any other NBC performer.

Ben Grauer Narrator

Ben Grauer narrates the film, including a scene of himself early in his career as he voices a news program. Grauer, and the film, recall some of NBC's early days, including Graham MacNamee and the Rose Bowl in Pasadena, an event that has just been switched to CBS. By the spoken word, NBC is mentioned in the film 30 times, a slight fraction better than one a minute.

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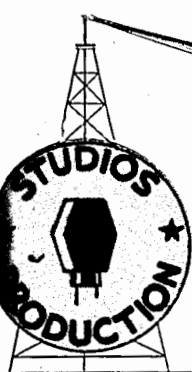
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NBC's Movie-Of-Itself Good Institutional Job

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yesterday at a press showing in New York and also at Sun Valley, Idaho, where the web is holding an affiliates convention. One look at the movie suggests that NBC will get back, in one form or another, the \$70,000 which went into production costs.

Film opens and closes with shots of Arturo Toscanini conducting the NBC Symphony Orchestra. In between is depicted by a series of hurried shots of behind-the-scenes operation of NBC in New York and Hollywood.

Theme of the 16-millimeter film plays heavily upon the network's acclaimed responsibility and service to the listening public, pointing out, for instance, that "public affairs programs make up more than 40 per cent of NBC's programs." President Niles Trammell comes on for a one-minute scene in which he relates NBC aims and policies. Several network personalities are seen for extremely brief moments. H. V. Kaltenborn, narrating a newsroom sequence, gets more footage than any other NBC performer.

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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; Val Adams, 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, 7-6638.

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

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

FINANCIAL

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	High	Low	Close	Net Chg.
Admiral Corp.	34	34	34	
Am. Tel. & Tel.	151 ³ / ₄	151 ¹ / ₂	151 ³ / ₄	+ 3/8
CBS A	24	23 ³ / ₈	23 ⁷ / ₈	- 1/8
CBS B	23 ⁵ / ₈	23 ³ / ₈	23 ³ / ₈	- 5/8
Farnsworth T. & R.	6 ⁷ / ₈	6 ¹ / ₄	6 ³ / ₄	+ 1/2
Gen. Electric	39 ³ / ₈	39 ¹ / ₈	39 ¹ / ₄	+ 1/4
Philco	36 ³ / ₄	36	36 ³ / ₄	+ 3/4
RCA Common	11 ⁵ / ₈	11 ¹ / ₄	11 ³ / ₈	+ 1/8
RCA 1st pfd.	71	71	71	+ 1/2
Stewart-Warner	13 ¹ / ₈	13 ¹ / ₈	13 ¹ / ₈	- 1/8
Westinghouse	27 ⁵ / ₈	27 ³ / ₈	27 ¹ / ₄	- 1/2
Westinghouse pfd.	90	89 ¹ / ₂	89 ¹ / ₂	- 1/2
Zenith Radio	25 ¹ / ₈	25	25 ¹ / ₈	- 3/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	13 ¹ / ₈	13 ¹ / ₈
Nat. Union Radio	2 ¹ / ₂	2 ¹ / ₂

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11	12
Stromberg-Carlson	13 ¹ / ₂	15

Staff Changes

Effective this date Val Adams becomes associate editor of RADIO DAILY succeeding Jim Owens, resigned. Irwin Rosten, staff writer, takes over the Television Daily page formerly handled by Owens.

10 YEARS AGO TODAY

(From the files of Radio Daily)
New regional network, composed of seven New York stations to be known as the Empire State Network, has been organized and will begin operation immediately. Exclusive outlet and key station is WHN of this city. Others on the web are WABY and WOKO, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester and WBNY, Buffalo. President of the new network, which will make its headquarters in New York City is Harold E. Smith, head of the Albany stations, WOKO and WABY.

FCC Concludes Hearing On UHF Tele Channels

(Continued from Page 1)

it will act but with all the signs pointing toward much earlier utilization of the UHF spectrum than was thought possible two years ago. While both TBA and JTAC urged caution in approaching the higher band, a majority of subsequent witnesses, including some ordinarily represented by TBA and JTAC, advised that the Commission waste no time in opening the high bands.

Zenith chief engineer, J. E. Brown, appeared at the conclusion of the hearing to report that his company has found it "entirely practical" to build receivers for both color and black and white in the UHF range, and that Zenith is now producing for marketing soon, TV receivers which will pull in both the present commercial bands and the UHF. "These receivers are strictly competitive in price with the television receivers on today's market."

Sees Satisfactory Color

His company's experience with color TV in six channels, "indicates to us, that very satisfactory color television can be provided in such a channel, and this makes possible the economical design of commercial television receivers which would receive either black and white television, using current standards, or color television reproduced as black and white with appropriate standards, and finally, complete color," he said.

Brown called for "complete allocation" of the 475-890 mc. band in six mc. channels, with the present low-band standards to be applied, as well as suitable color TV standards. This would permit orderly transition to color, he said.

The public has a great stake in the speed with which the Commission acts, Brown said, because over one hundred million dollars has been invested in home receivers in the past ten months, with the sales rates expanding. Addition of more channels will, "in a measure, obsolete these receivers," Brown said. He termed it "entirely inadequate and incorrect to say that converters will be developed to make television receivers sold and now being sold, usable when the 475-890 band is added.

Godofsky Announces Staff Changes at WHLI-WHNY

Two changes in staff personnel at radio station WHLI and FM station WHNY, Hempstead, Long Island, were announced by Elias I. Godofsky, president. Jerome J. Karpf, Jr., formerly news editor, has been named director of news, and Arthur E. Paterson, Jr., a member of the news staff, has been named director of public affairs, replacing Clifford Evans.

Karpf was formerly news editor of WINS and Paterson was a feature writer for the Nassau Review-Star.

Stork News

Hollywood—It's a boy for the Tex Ritters, weighing 7 pounds, 12 ounces, born at St. Joseph's Hospital, Burbank. He'll be named Jonathan.

Web's Co-op. Billings 30% Ahead Of 1947

(Continued from Page 1)

total number of co-op sponsors on ABC has jumped from 611 to 725, a gain of 18.5 per cent. These 725 sponsors are advertising in 731 markets.

In the last two months, "America's Town Meeting" has added 20 local sponsors, five of them newspapers. Latest sale just a few days ago went to the Metropolitan Boston Chevrolet Dealers over WCOP, first time the show has ever been sold in Boston. Abbott & Costello, ABC's most expensive co-op, has added 13 sponsors since Aug. 1.

Other Programs Sold

Other co-op shows which have added new sales for Fall are as follows: Harry Wismer 33, Martin Agronsky 17, "Gang Busters" 17, Elmer Davis 13, Baukhage 12, Headline Edition 12, "Breakfast in Hollywood" 10, "Piano Playhouse" 15, Nelson Olmstead 6. "Breakfast in Hollywood" becomes a co-op Oct. 4.

ABC now has 15 co-ops on its schedule. No more are expected to be added in the foreseeable future.

Costello Sees Improvement In Japanese Programming

(Continued from Page 1)

Far Eastern News Bureau, said in New York on Friday.

The programs include a dramatic series comparable to the "Columbia Workshop," a man-in-the-street series, a forum series, quiz programs similar to America's "Information Please" and "Twenty Questions," and English lessons, Costello said.

Not much is being done regarding television in Japan, Costello stated, adding that there is only one laboratory TV model and transmitter in Japan which is purely for experimental purposes.

Costello said he was interested in TV coverage of foreign events and said that he already was making arrangements to make films in Japan for use on CBS-TV newscasts.

Motion picture firms in Japan only produce enough movies to keep theaters running about 40 per cent of the time, Costello said. The rest of the time, American, British, French and one or two Russian films, are booked.

Costello, in town for only a brief visit, will return to Tokyo later in the week.

FCC Chairman Comments On Richards Station Probe

(Continued from Page 1)

Chairman Wayne Coy said on Friday. He said the press of other Commission business had been so heavy that the findings regarding charges of bias brought against Richards had been delayed in coming before the Commission.

Coy said he cannot be sure whether there will be a hearing until he sees the investigators' reports. The probe definitely went into the operations of the three stations, he said, rather than just KMPC.



He knows his oats

The horse knows his oats. So does the fellow who owns him.

That hot Shanghai sun takes the pep out of a horse.

So the owner puts a straw hat on ol' Dobbin.

Net result: More horsepower!

Time buyers who know their oats put W-I-T-H on their list.

Net result: More sales power! For less money! W-I-T-H is the BIG independent in Baltimore...

... with the BIG audience.

In the nation's 6th largest market, W-I-T-H delivers more listeners-per-dollar than any other station!

Listeners with money to spend. Listeners who buy goods.

How about giving them an earful of the product you're selling? It'll cost you less... to sell 'em more... on W-I-T-H.

Get in touch with Headley-Reed today.



W-I-T-H

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

Ediges Urges Support Of Radio Trade Press

(Continued from Page 1)

tion and always merits consideration by broadcasters as such." Analyzing the industry's public relations problems, Ediges said mere lip service to the code of the NAB by those stations which have adopted it, or to the new NBC code by those stations which may adopt it, would lose the high confidence of the listeners and viewers which radio and television now enjoy. Radio, he pointed out, has earned for itself the same continuing and mature press criticism with other media of information, and by that token must live up to its responsibilities self-assumed as any of them are.



EDIGES

In their relations with the press he urged the network's television affiliates to expound to the press the network's belief that television will enlarge the nation's total advertising dollar with greater returns for all forms of advertising media. Past experience in radio has shown this to be the case, he pointed out. NBC's new motion picture, "Behind Your Radio Dial" was premiered at the convention and won enthusiastic acceptance from the affiliates. James Nelson, NBC's director of advertising, and promotion, revealed plans for the film's use for the Fall listening season. H. M. Beville, director of research, led the delegates of forthcoming search plans with special attention devoted to the new and higher standards recently adopted by the Broadcast Measurement Bureau.

Election Tele Plans Revealed

Comprehensive plans for television and radio coverage of the forthcoming Presidential election by the National Broadcasting Company were outlined by William F. Brooks, vice-president in charge of news and special events, at the network's second annual convention of affiliates. NBC, he reported, will supplement the coverage of the three press associations with reports from its own large staff of reporters and analysts and those from its affiliates. Workrooms for both radio and television will be set up in NBC's studio—the world's largest radio studio—in Radio City, New York.

Several major advertisers, he said, are currently negotiating for commercial sponsorship of the returns on the radio and television.

Stork News

Cincinnati—Nelson King, WCKY radio jockey, and Mrs. King announce the birth on September 17, of their first child, a 7½-lb. daughter named Annette Lynne. Mrs. King, the former Sara Jane Petty, is secretary to Charles H. Topmiller, WCKY station manager.

Giveaways, Pro And Con, Argued Before Commission

(Continued from Page 1)

the air are not in violation of the Federal statutes against lotteries.

ABC, in a 57-page brief submitted by Joseph A. McDonald, legal veepee, and Bruce Bromley, who was retained as special counsel in the case, said that adoption of the proposed rules "would be arbitrary, capricious, a clear abuse of discretion and beyond the jurisdiction of the Commission."

Stresses Four Basic Points

The web's heavily-documented statement gives four basic points in addition to the above conclusion. They are:

- (1) "The Commission did not have jurisdiction or authority to issue any rule under Section 316 of the Communications Act prior to its repeal."
- (2) "The repeal of Section 316 and the enactment of Section 1304 of the Criminal Code make it clear that Congress has not conferred upon the Commission jurisdiction to issue the proposed rules."
- (3) "The Commission does not have jurisdiction to adopt the proposed rules under any other statutory provision."
- (4) "The proposed rules do not properly interpret Section 1304 of the Criminal Code. . . ."

American, which has perhaps the largest stake in the giveaway race, chiefly because of the top-rated "Stop the Music," outlined the procedures followed in selecting contestants for the show, and said that there is "no question but that skill is the predominant factor in the determination of whether a participant qualifies for a prize."

Program, the brief continued, "could never be called a lottery, if established legal standards were the criteria. The award of both the initial and additional prizes is not 'dependent in whole or in part upon lot or chance,' but upon the ability and knowledge of the participant."

Porter's statement was filed by himself and Walton Hamilton, former assistant to the Attorney General, on behalf of WITH, Baltimore. He related that Baltimore Hoopers show top listening audiences for giveaway shows there, remarking that the prizes are in the nature of bribes to the station's audience, which could not otherwise be induced to tune in by the quality of the programs.

WITH, he said, seeks "to create a competitive environment in its service area so that it will be free to appeal to listeners solely on the basis of the quality of its service."

Giveaways, unless checked, will mean "continuing deterioration of program standards, not only in Baltimore, but throughout the country," Porter wrote. Broadcasting can expand on its own merits "and does not require devious hypodermics to stimulate public acceptance. . . . Forced listening if carried to its ultimate can have only the result of reducing broadcasting to a cheap and unsavory medium of advertising and debase its proven value as an instru-

ment of commercial utility, public entertainment and enlightenment. . . .

Public revulsion may provoke legislative or administrative remedies, extreme in character and far-reaching in their import," he declared.

Actually, said the former FCC chairman as he followed with legal arguments supporting the right of the FCC to move in the matter, the Commission has been somewhat dilatory in not having struck out at giveaways earlier.

NAB General Counsel Don Petty, on the other hand, said the industry itself through the NAB Standards of Practice seeks to rule out programs designed to "buy" audiences, "but we contend that the Commission has no authority to regulate specific programs or to determine what broadcasting is in violation of the criminal law."

Further, Petty said, the programs the Commission considers lotteries "are not in fact illegal," and any move to block them is interference with free speech.

"Traditionally, the function of determining what conduct is criminal has been vested in the courts," Petty wrote, "and with respect to Federal crimes, the task of prosecuting offenders has been one of the functions of the Attorney General and the Department of Justice." It is not the Commission's responsibility, said NAB, any more than it is up to the FCC to define fair labor practices and try to administer the Taft-Hartley Act as it affects broadcasters.

"This is not to say that conduct on the part of a broadcaster which the Commission considers affects the licensee's qualifications to remain a licensee should be ignored," Petty went on, "but where the conduct is alleged to be criminal and no conviction has been had, the Commission's action can be justified only on the basis that under the Communications Act the conduct is such as clearly to warrant scrutiny and censure. The obvious course in any doubtful case is for the Commission to refer the matter to the Attorney General."

"Pot Of Gold" Cited

Petty then pointed out, as did Julius Brauner in his brief for CBS, that the last time the Commission referred the matter to the Attorney General—in 1940, when it asked a ruling on the "Pot of Gold" show—the Attorney General refused to act.

Both Petty and Brauner made the point that "the Commission has no authority to prohibit the broadcasting of specific types of program."

The CBS brief set forth that the Federal laws affecting lotteries are designed to prevent people from spending money or giving things of value, "in a mathematically slim hope of making a recovery worth considerably more than the sum spent." This objection does not apply in the giveaway shows the FCC seeks to rule out, it was argued, and they are, therefore, not illegal.

Expect Record Firms To Reply This Week

(Continued from Page 1)

throughout the two segments of the industry indicate that neither the record companies nor ET firms bother to keep one another informed of day by day developments. The only exception to this indication is the Industry Music Committee which, incidentally, may hold its first meeting in many weeks within the next few days.

According to events so far, it is extremely doubtful that the transcription industry will make any answer at all to Petrillo and his proposal. One transcription official maintained Friday that his company has received no offer from AFM and is still awaiting answers to letters, asking for negotiations mailed to Petrillo months ago. One copy of Petrillo's proposal was sent to attorney A. Walter Socolow, counsel for Lang-Worth Feature Programs, but who has been considered unofficially as a representative of the transcription industry. No copies went direct to ET companies.

ET Firms Bearing Up

Ever since making of records was halted last Jan. 1, the transcription companies have borne up under the handicap much better than the record makers. While both segments of the platter industry are anxious to make a deal, it is understood that the record firms might be more eager than the ET group. Several top ET firms are now, or will be, making transcriptions abroad, particularly in London. This overseas operation, however, is not feasible for record companies who depend so much on big name bands and star personalities in the U. S.

Whatever the record companies' answer to Petrillo this week, there must be certain reservations if it is in the affirmative. Before any final action the plan will have to be cleared with NLRB, the Department of Justice and possibly the Taft-Hartley joint committee. Furthermore, the record companies might not pass up the opportunity of agreeing with Petrillo's plan if he in return agrees to certain contract demands concerning musicians' fees.

WHAM Announcers Strike Ended Thursday Night

(Continued from Page 1)

had walked out when last minute wage negotiations with AFRA had failed.

WHAM and AFRA were reported to be in agreement on certain fringe issues and plan to negotiate wage agreements. Negotiations will begin when William A. Fay, WHAM general manager, returns from a business trip.

Station agreed to the re-employment of one announcer who had been let out before the strike began. The announcer rejoined the staff after the other eight men voted in favor of his rehiring.

ACE-HIGH IN ANN ARBOR



Lou Holtz

says:

"You know, this is a funny world . . . when women have their toes and heels sticking out of their shoes it's the height of fashion. When we men do it . . . we're BUMS!"

★ ★ ★

They laughed at me in Spokane . . . they roared in Ann Arbor . . . but that's O.K.—keeping 'em laughing is my sales slogan. People (customers) listen better when they're happy . . . buy more of the advertiser's product!



Laffaday

The biggest 5-minutes worth in radio . . . open-end, 3-or-more-a-week series . . . geared and priced for big town, small town, all-town stations. The best 5 minutes (of a big-time radio show) in 5 minutes!" Sold direct to stations by the producers.

LAFFADAY, INC.
521 Fifth Ave., New York 17, N. Y.
MU 7-9069
ACT NOW! Send for free sample recording of 6 shows.

Name
Address
City
StateM



California Commentary . . . !

● ● ● The events leading up to KLAC-TV going on the air Sept. 17 were far more exciting than the U.S.C.-Utah football game that the new outlet telecast. A crew of maintenance men, carpenters and engineers worked in the fog at the station's transmitter on Mt. Wilson until 5 a.m., when the station got its initial signal. Everything was okayed by 1 p.m., but at 6 p.m., two hours before the cameras were to start operating at the Coliseum, the transmitter blacked out. However, it was fixed in short order. At 7 p.m., a much needed camera lens arrived at the Inglewood airport, and with a police escort, was rushed to the Coliseum. Finally, General Manager Don J. Feddersen, of KLAC-TV, breathed a sigh of relief and sat back to enjoy the telecast in a suite at the Hollywood Knickerbocker. His guests were trade paper representatives. Before many plays had been telecast, the receiver went out of commission. Investigation revealed that the antenna atop the hotel had been damaged. RCA engineers rushed to the rescue and restored the receiver to working order.

Hollywood

● ● ● Art Linkletter and the GE House Party troupe spent the week of Sept. 20 in Pittsburgh, doing shows for the benefit of the Kiwanis Club Rheumatic Fever Fund. Linkletter did a personal appearance engagement in Altoona, Penn., Sept. 18. . . . Bob McAndrews, Young & Rubicam promotion manager, will address the annual convention of California Council of Architects at Yosemite, Sept. 27, on "Your Personal Public Relations." . . . Bob Hope, "the benefit king," was given a special award by the Disabled War Veterans at a DAV benefit ball here. The presentation was made by General Jonathan M. Wainwright, hero of Bataan and Corregidor. The award was presented to the comedian in behalf of all servicemen to symbolize the efforts of the entire show world in entertaining troops during the war and Hope's continued work for hospitalized veterans. . . . Through the co-operation of the Southern California Broadcasters Association, the 21 stations in the Los Angeles area, Sept. 20, started broadcasting the names of volunteers as they signed for work for this year's Community Chest campaign. New names will be added to the list, called "Community Chest Roll of Honor," at regular intervals every day until Oct. 1.

● ● ● Milt Samuel, Young & Rubicam Coast publicity director, has returned from a week in the agency's San Francisco office. . . . Harry Babbitt, who for many years was associated with the Kay Kyser organization, is to star in a new 15-minute program to be launched on KNX today, at 8 a.m. and will be heard Mondays through Saturdays. . . . Beginning Oct. 12, the program will be sponsored Tuesdays, Thursdays and Saturdays by the Alpha Beta Markets on a 52-week contract. . . . Jack Benny, Burns and Allen, Garry Moore, Louella Parsons, Hal Peary, Buddy Clark and Bill Thompson were among the members of the radio colony who participated in the "Hollywood" opening of the Hollywood branch of the California Bank.

'Supper Club' Back Sept. 28

Hollywood originations of NBC's "Supper Club" will return to the air Sept. 28, 7:00 p.m., EST with the Tuesday night shows starring Jo Stafford. Sept. 30, Peggy Lee will make her debut as "Supper Club" hostess and continue to star on the Thursday night broadcasts.

Perry Como, who opens the Fall series of "Supper Club" broadcasts from New York Monday, Sept. 27, will be supported each Monday, Wednesday and Friday by Mitchell Ayres' orchestra and will feature the Fort-taine Sisters trio during the first

Joins N. Y. FM Web

R. Wilbur Smith, formerly commercial manager of WNOW, York, Pa., has been named field representative covering upstate New York for the FM-RRN, headquarters in Ithaca.

The network is now comprised of eight FM stations.

week's shows. Martin Block will announce all "Supper Club" broadcasts from New York.

The "Supper Club" is sponsored by the Liggett & Myers Tobacco Company for Chesterfield cigarettes.

Almost 1,000 On Hand As FMA Meet Opens

(Continued from Page 1)

port on the operation of 600 stations throughout the nation, discuss regional networks, and lay plans for further exploitation of frequency modulation broadcasting.

Marion Claire of WGMB, Chicago, convention chairman, will open the session at 9:30 a.m., with C. M. Jan-



DILLARD

sky, Jr., chairman of the agency committee, presiding. The address of welcome will be delivered by Everett L. Dillard, president FMA, and he will be followed by J. N. (Bill) Bailey, executive director of FMA, who will speak on "You FMA - Looking Ahead."

An address by Wayne Coy, chairman of the FCC will feature the noon luncheon session in the grand ballroom of the hotel. Coy will speak, "off the cuff."

Reconvening at 2:30 p.m., in the Gothic room the convention will get down to the serious business of discussing problems of the FM broadcasting industry.

Cliff Simpson, managing director of the National Electrical Retailers Association, will lead off the discussions with "The Dealer's Stake in FM." He will be followed by Mortimer H. Fogel, chairman of the dealers group, New York City Electrical Association, who will speak on "A Dealer Looks at Broadcasting." State Senator Elmer Wene, owner of WSNJ-FM, Bridgeton, N. J., will be the next speaker. Senator Wene will talk on "Broadcaster-Dealer Cooperation." Mrs. J. H. Holden, general manager of WRZE, York, Pa., will be heard on "Increased Set Sales by Dealer-Broadcaster Cooperation."



BAILEY

The manufacturer's role in FM will be discussed by J. E. Brown of the Zenith Radio Corp. He will speak on "Good Low-Cost FM Sets A Necessity."

A round-table discussion on "Promoting FM" will be one of the afternoon program features. Transit radio and storecasting will come up for discussion at the Tuesday morning session with Raymond F. Kohn, MFMZ, Allentown, Pa., presiding. Hulbert Taft, Jr., president of Transit Radio, Inc., and Stanley Joseloff, president of Storecast Corporation of America are scheduled to speak. Kenneth Godfrey, director of media, American Association of Advertising Agencies, will also be heard on Tuesday morning.

FMA Registration From All Sections, Many Fields

Official registration of the second annual convention of the FM Association which opens today at the Sheraton Hotel in Chicago was announced yesterday by J. N. "Bill" Bailey, executive director of FMA. The list embraces names of leading broadcasters in both the FM and AM fields, educators, engineers and representatives of manufacturing companies. The registration list follows:

A
Howard P. Abrahams, Promotion Exchange of N. R. D. G. A., New York City; S. L. Ackerman, Production Mgr., Rangertone, Inc., Newark, N. J.; Charles E. Ahrens, Radio Div. News Mgr., United Press Assns., Chicago; Edwin H. Armstrong, WFMN, Alpine, N. J.; C. E. Arney, Jr., National Assn. of Broadcasters, Washington, D. C.

B
R. R. Baker, Mgr., WTRC-FM, Elkhart, Ind.; C. G. Barker, Sales Mgr., Magnecord, Inc., Chicago, Ill.; Dean L. Barnhart, FM station, News Printing Co., Goshen, Ind.; Howard Barrett, Gen. Mgr., KRBC-FM, Abilene, Texas; Jack Barton, Capitol Records, Inc., Hollywood, Calif.; J. M. Baskin, Chicago City Editor, Retailing Daily, New York City; Edward F. Baughn, Gen. Mgr., WPAG-FM, Ann Arbor, Mich.; Bryce P. Beard, Pres., WSTP-FM, Salisbury, N. C.; Alex P. Beard, Promotion Mgr., WSTP-FM, Salisbury, N. C.; J. P. Beard, Mgr., KBTM, Jonesboro, Ark.; Rev. M. J. Beemster, Director, WTAQ-FM, Green Bay, Wis.; Robert M. Beer, Gen. Mgr., WATG-FM, Ashland, Ohio; Frank L. Bishop, Director, KFLE-FM, Denver, Colo.; M. M. Blink, V.-P., Standard Radio Transcription Services, Inc., Chicago; William Boese, Tech. Info. Dept., FCC, Washington, D. C.; John W. Boler, Pres., KIOA, Des Moines, Iowa; Hale Bonardant, Mgr., WBCE-FM, Bloomington, Ill.; M. J. Bonebrake, Gen. Mgr., KOZY-FM, Oklahoma City, Okla.; Hugh N. Boyd, Gen. Mgr., WDHN-FM, New Brunswick, N. J.; M. Brasseur, Westinghouse Electric Corp., Baltimore, Md.; C. M. Braum, Chief, FM Section, FCC, Washington, D. C.; Edward Breen, KFMV, Fort Dodge, Iowa; Robert L. Brockman, KWGD, St. Louis, Mo.; W. G. Broughton, Ass't. Sales Mgr., General Electric Co., Syracuse, N. Y.; Kenyon Brown, Pres., KWFT & KWFT-FM, Wichita Falls, Texas; W. J. Brown, Consulting Engineer, Cleveland, Ohio; John F. Bundy, WCTW, New Castle, Ind.

C
P. L. Chamberlain, Mgr. of Sales, General Electric Co., Syracuse, N. Y.; Wells R. Chapin, Station Director, KWGD, St. Louis, Mo.; James E. Charlot, V.-P. & Gen. Mgr., WCLC, Clarksville, Tenn.; W. E. Chilton, Jr., Pres., WGAZ, Charleston, W. Va.; S. A. Cislcr, WXLW-FM, Indianapolis, Ind.; John F. Clagett, 1424 K St., N.W., Washington, D. C.; Marion Claira, Director, WGNB-FM, Chicago, Ill.; P. H. Clark, RCA Victor Division, Camden, N. J.; Maurice Clements, Publisher, Tele-Tech, New York City; Robert Conner, KBOA, Kennett, Missouri; David S. Cook, Sales Promotion Mgr., Stromberg-Carlson Co., Rochester, N. Y.; Wilton W. Cook, KUHF, University of Houston, Houston, Texas; B. C. Corrigan, Gen. Mgr., KOAD, Omaha, Neb.; Benedict Coltone, General Counsel, FCC, Washington, D. C.; G. W. Covington, Jr., WCOV-FM, Montgomery, Ala.; The Hon. Wayne Coy, Chairman, FCC, Washington, D. C.; Warren Cozzens, Raytheon Manufacturing Co., Waltham 54, Mass.; W. D. Crawford, Westinghouse Electric Corp., Baltimore, Md.; Elliott Crooks, V.-P., Radio Inventions, Inc., New York, N. Y.; George Crowell, Stromberg-Carlson Co., Rochester, N. Y.

D
Harry J. Daly, Metropolitan Bank Bldg., Washington, D. C.; Robert Diller, Program Director, WBNU-FM, Aurora, Ill.; Robert K. Dixon, Raytheon Manufacturing Co., Waltham 54, Mass.; Donald L. Dobson, Gen. Mgr., WBNB, Beloit, Wis.; D. A. Dollar, RCA Victor Division, Camden, N. J.; Dale Drake, Managing Director, WRR & WRR-FM, Dallas, Texas; Michael H. Dyk, South Suburban Broadcasting Co., Blue Island, Ill.

E
Robert M. Ellis, Editor, Photofact Service, Indianapolis, Ind.; Walter L. Emer-

son; WENR-FM, ABC, Chicago, Ill.; C. A. Emery, Westinghouse Electric Corp., Baltimore, Md.; John A. Engelbrecht, Pres., South Central Broadcasting Co., Evansville, Ind.; Harold Essex, V.-P., WMIT, WSJS-FM, Winston-Salem, N. C.; John A. Estelle, Andrew Corp., Chicago, Ill.; Virgil G. Evans, Mgr., KMUS & KMUS-FM, Muskogee, Okla.

F
Amy Fahlgren, Retailing Daily, New York, N. Y.; Ben Farmer, Raytheon Manufacturing Co., Waltham 54, Mass.; Farnsworth, Mgr., WMRI, Marion, Ind.; Millard C. Faught, V.-P., Young & Faught, 342 Madison Ave., New York, N. Y.; William Fay, V.-P., WHAM, Stromberg-Carlson Co., Rochester, N. Y.; Sophie Febbie, FM & Television Magazine, Great Barrington, Mass.; Lauren K. Findley, Collins Radio Co., Cedar Rapids, Iowa; Fred W. Fischer, Sales Supervisor, Westinghouse Electric Corp., Baltimore, Md.; R. Y. Fitzpatrick, Western Mgr., Tele-Tech, Chicago, Ill.; William C. Forrest, Mgr., WIBU, WWCFF, Poyntette, Wis.; Charles Fowler, FM & Television Magazine, Great Barrington, Mass.; R. B. Frank, Associate Editor, Radio & TV News, Chicago, Ill.; Robert S. French, Gen. Mgr., WYKO, Columbus, Ohio; Harry E. Frey, WBOW-FM, Terre Haute, Ind.; Ray A. Furr, Managing Director, WIST, Charlotte, N. C.

G
P. S. Gates, Pres., Gates Radio Company, Quincy, Ill.; W. V. George, OFCF, Canadian Marconi Co., Montreal 25, Canada; R. B. Gervan, Gen. Mgr., Rural Radio Network, Inc., Ithaca, N. Y.; Glenn D. Gillett, Glenn D. Gillett & Assoc., Washington, D. C.; Rev. Thomas J. Gillhooly, Director, WSOU-FM, South Orange, N. J.; Jerry Glynn, Jr., Mgr., Chicago Office Sponsor, Chicago, Ill.; Stanley M. Goard, Mgr., KPFM, Portland, Ore.; K. S. Gordon, Mgr., KDTH-FM, Dubuque, Iowa; Richard F. Grady, University of Scranton, Scranton, Pa.; William A. Gray, Raytheon Manufacturing Co., Waltham 54, Mass.; John A. Green, Collins Radio Co., Cedar Rapids, Iowa; O. K. Griffith, Pres., O. K. Griffith Co., Gate City, Va.; F. O. Grunwood, Gates Radio Co., Quincy, Ill.; Frank A. Gunther, V.-P., Radio Engineering Labs., Inc., Long Island City, N. Y.; R. Sanford Guyer, V.-P. & Gen. Mgr., WBTM-FM, Danville, Va.

H
W. O. Hadlock, RCA Victor Division, Camden, N. J.; Gus Hagenah, Standard Radio Transcription Serv. Inc., Chicago, Ill.; Kolin Hager, SESAC, Inc., 475 Fifth Ave., New York, N. Y.; Robert W. Hall, KFMX, Council Bluffs, Iowa; G. P. Hamann, Tech. Director, WBRG, Birmingham, Ala.; Eloise S. Hanna, Pres., WBRG, Birmingham, Ala.; Francis B. Hanlon, Ass't. Gen. Mgr., Burhans & Black, Syracuse, N. Y.; Wiley P. Harris, Director, WJAX-FM, Jackson, Miss.; C. J. Harrison, Sales Mgr., Federal Telephone & Radio Corp., Clifton, N. J.; Hefelfinger, John B., Consulting Radio Eng., Kansas City, Mo.; Henderson, Samuel G., Jr., Mgr., WGUJ-FM, WGAN-FM, Bangor, Maine; Hennessy, Ed. J., Adv. & Promotion Mgr., WRBL-FM, Columbus, Ga.; Hjorth, Arthur, Broadcast Engineers' Journal, Chicago 4, Ill.; Hodel, E. J., Mgr., WOFC, Beckley, W. Va.; Hofer, P. B., Associate Editor, Radio & TV News, Chicago, Ill.; Hogan, John V. L., Pres., Radio Inventions, New York, N. Y.; Holznecht, Glen R., Comm'l. Mgr., WJPG-FM, Green Bay, Wis.; Hopkins, A. R., RCA Victor Division, Camden, N. J.; Holmes, Herbert A., Noblitt-Sparks Industries, Inc., Columbus, Ind.; Hook, H. B., Promotion & Publicity Director, KGLO-FM, Mason City, Iowa; Hudson, Russell O., Sales Mgr. Audio & Video Products, Inc., New York, N. Y.; Hull, Richard B., Director of Radio, Iowa State College, Ames, Iowa; Hutchings, W., Station Relations, Chicago Office, World Broadcasting System, Inc., Chicago.

I
Insull, S. Jr., V.-P. & Mgr. Charge Radio, Stewart-Warner Corp., Chicago.

J
Jackson, A. H., Ass't. Mgr. Tower Dept., Blaw-Knox, Pittsburgh, Pa.; Jayne, Dan, Mgr., WELI-FM, Battle Creek, Mich.; Jones, Ben, RCA Victor Division, Camden, N. J.; Jones, E. Z., Gen. Mgr., WBBB-FM, Burlington, N. C.; Jones, Paul C., Gen. Mgr., KBOA, Kennett, Mo.

K
Keller, O. J., Program Dir., WTAX-FM, Springfield, Ill.; Kelley, Gaines, Mgr., WFMV, Greensboro, N. C.; Kern, H. F., Gen. Mgr.,

WFMV, Greensboro, N. C.; Kern, H. F., Gen. Mgr., WCFM, Washington, D. C.; Kinety, Violet, WEFM, Zenith Radio Corp. Station, Chicago, Ill.; Knobel, J. Frank, Gen. Mgr., WFMU, Crawfordsville, Ind.; Knight, Frank A., Promotion Mgr., WGAZ, Charleston, W. Va.; Knowles, Joe Collins Radio Co., Cedar Rapids, Iowa; Kohn, Raymond F., Pres., WFMZ, Allentown, Pa.; Kinman, Leo M., Gen. Mgr., WSRK, Ashelbyville, Ind.; Kirby, Joseph B., Gen. Mgr., WKRS, Waukegan, Ill.; Koster, William H., Mgr. Station WPJB, Providence, R. I.; Koucky, F. L., Westinghouse Electric Corp., Baltimore, Md.; Krimont, W., V.-P., WCFM, Washington, D. C.

L
LaMertha, Harry, Radio Editor, St. Louis Globe Democrat, St. Louis, Mo.; Lamons, R. P., Federal Telephone & Radio Corp., Clifton, N. J.; Lane, Howard, V. P., WJJD, Inc., WFMF, Chicago, Ill.; Langlois, C. O. Sr., Pres., Lang-Worth Feature Programs, Inc., New York, N. Y.; Langlois, John D., Lang-Worth Feature Programs, Inc., New York, N. Y.; Lavin, Ira, Retailing Daily, New York, N. Y.; Leich, Clarence, WMLL, Evansville, Ind.; Leitzell, Ted, Mgr., WEFM, Zenith Radio Corp. Station, Chicago, Ill.; Lewis, C. M., Sales Mgr., RCA Victor Division, Camden, N. J.; Lown, Bert, Associated Program Service, New York, N. Y.; Lutz, Charles D., Mgr., KYFM, San Antonio, Texas; Lyons, Horace, Program Director, WLCS & WLCS-FM, Baton Rouge, La.

M
Mager, I., Westinghouse Electric Corp., Baltimore, Md.; Maher, George, Broadcast Engineers' Journal, Chicago, Ill.; Mannheim, R. S., RCA Victor, Division, Camden, N. J.; Martin, A. F., Mgr., WKPT-FM, Kingsport, Tenn.; Martin, Don C., Director, School of Radio Arts, Hollywood, Calif.; Martinsen, J. R., Westinghouse Electric Corp., Baltimore, Md.; Massey, A. D., Westinghouse Electric Corp., Baltimore, Md.; Mayoral, George A., WRCM, New Orleans, La.; McClintock, Miller, Rural Radio Network, Inc., Ithaca, N. Y.; McKeever, Miss L. NaDeen, Bus. Mgr., South Suburban Broadcasting Co., Blue Island, Ill.; McMurry, Emmet H., Gen. Mgr., WJPR & WJPR-FM, Greenville, Miss.; McNeerney, Francis X., Gen. Mgr., WABJ, Adrian, Mich.; McNulty, Thomas F., Pres., WMCP, Baltimore, Md.; Meadows, Dan, RCA Victor Division, Camden, N. J.; Meeker, E. W., Chicago Car Advertising Co., Chicago, Ill.; Meyer, F. Richard, III, V.-P. & Mgr., Stewart-Warner Corp., Chicago, Ill.; Miller, Carlyle W., Sales Mgr., Westinghouse Electric Corp., Baltimore, Md.; Miller, Harry, Magnecord, Inc., New York, N. Y.; Miller, Neville, Miller & Schroeder, Washington, D. C.; Miller, Robert O., Gen. Mgr., WXRT, Chicago, Ill.; Mills, E. P., Comm'l. Mgr., WELI-FM, Battle Creek, Mich.; Mitchell, L. S., Gen. Mgr., WDAE, Tampa, Fla.; Moore, R. E. L., V.-P., Transradio Press Service, New York, N. Y.; Munnhofen, N. Blair, WFSS-FM, Coram, Long Island, N. Y.; Murphey, C. H., Chicago Car Advertising Co., Chicago, Ill.; Murphey, J. E., Westinghouse Electric Corp., Baltimore, Md.; Myers, Frank O., Gen. Mgr., KCMC & KCMC-FM, Texarkana, Texas-Arkansas; Myers, Larry, The Radio Workshop, Syracuse University, Syracuse, N. Y.

N
Nax, Charles W., Gen. Mgr., KWGD, St. Louis, Mo.; Nedow, Ben, KECK, Odessa, Texas; Newman, Cy, Radio Director, Menough, Martin & Seymour, Des Moines, Iowa; Novik, M. S., Radio Consultant, Unity Corp., New York, N. Y.; Nugent, Helen Program Director, WCTS, Cincinnati, Ohio; Nystul, John, Pres. & Gen. Mgr., KVNJ-FM, Fargo, N. D.

O
Olson, Harold O., Collins Radio Co., Cedar Rapids, Iowa; Ohrt, Herbert R., KGLO & KGLO-FM, Mason City, Iowa; Ottman, John, Stewart-Warner Corp., Chicago, Ill.

P
Peace, Roger C., WFBC & WFBC-FM, Greenville, S. C.; Peterson, N. J., General Electric Co., Syracuse, N. Y.; Phillips, E. R., Radio Engineering Labs, Inc., Long Island City, N. Y.; Pratt, Dana, RCA Victor Division, Camden, N. J.; Preston, William R., WRVB & WRVC, Richmond, Va.

R
Ranger, Col. R. H., Pres., Rangertone, Inc., Newark, N. J.; Ray, Stanley W., Jr., WRCM, New Orleans, La.; Reed, R. Alton, Radio Dept., Baptist General Convention of Texas, Dallas; Reed, Paul W., Mgr., WFAH, Alliance, Ohio; Renholm, H. A., Central

Region Mgr., RCA Victor Div., Chicago, Ill.; Renne, H. S., Tech. Ed., Radio & TV News, Chicago, Ill.; Reynolds, Paul, WDBJ-FM, Roanoke, Va.; Rhinow, A. W., Federal Telephone & Radio Corp., Clifton, N. J.; Riesen, Albert, Mgr., KVSO-FM, Ardmore, Okla.; Rippetoe, William F., Mgr., WBOW-FM, Terre Haute, Ind.; Rouleau, Greg, Gen. Mgr., WJMC & WJMC-FM, Rice Lake, Wis.; Rounsley, Nelson S., Gen. Mgr., WEEX, Easton, Pa.; Roush, Sigel A., WBOW-FM, Terre Haute, Ind.; Runyon, C. R., III, Manager of Sales, Radio Engineering Labs., Inc., Long Island City, N. Y.; Russell, R. E., Mgr., WOPT(FM), Oswego, N. Y.

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T
Taft, David G., Mgr., WCTS, Cincinnati, Ohio; Taft, Hubert, WCTS, Cincinnati, Ohio; Taishoff, Sol, Ed. & Pub., Broadcasting Magazine, Washington, D. C.; Tallcott, Jack, SESAC, Inc., New York, N. Y.; Thomas, Edward G., Pres. & Gen. Mgr., WFTW-FM, Fort Wayne, Ind.; Thomas, Gardner J., Pres., WMRI, Marion, Ind.; Thomas, George H., Gen. Mgr., KVOL, Lafayette, La.; Thompson, Bill, Mgr. Chicago Bureau Broadcasting Mag., Chicago, Ill.; Thorp, W. E., Radio Engineering Labs., Inc., Long Island City, N. Y.; Tinkham, Kenneth O., K.O. Tinkham Enterprises, Hollywood, Calif.; Toogood, L. S., Rangertone, Inc., Newark, N. J.; Tracy, E. C., RCA Victor Division, Camden, N. J.; Trautfefer, J. H. L., V.-P., WFBR, Baltimore, Md.; Turner, Neal W., The Hallcrafters Co., Chicago, Ill.; Turner, William E., Program Dir., WCTW, New Castle, Ind.

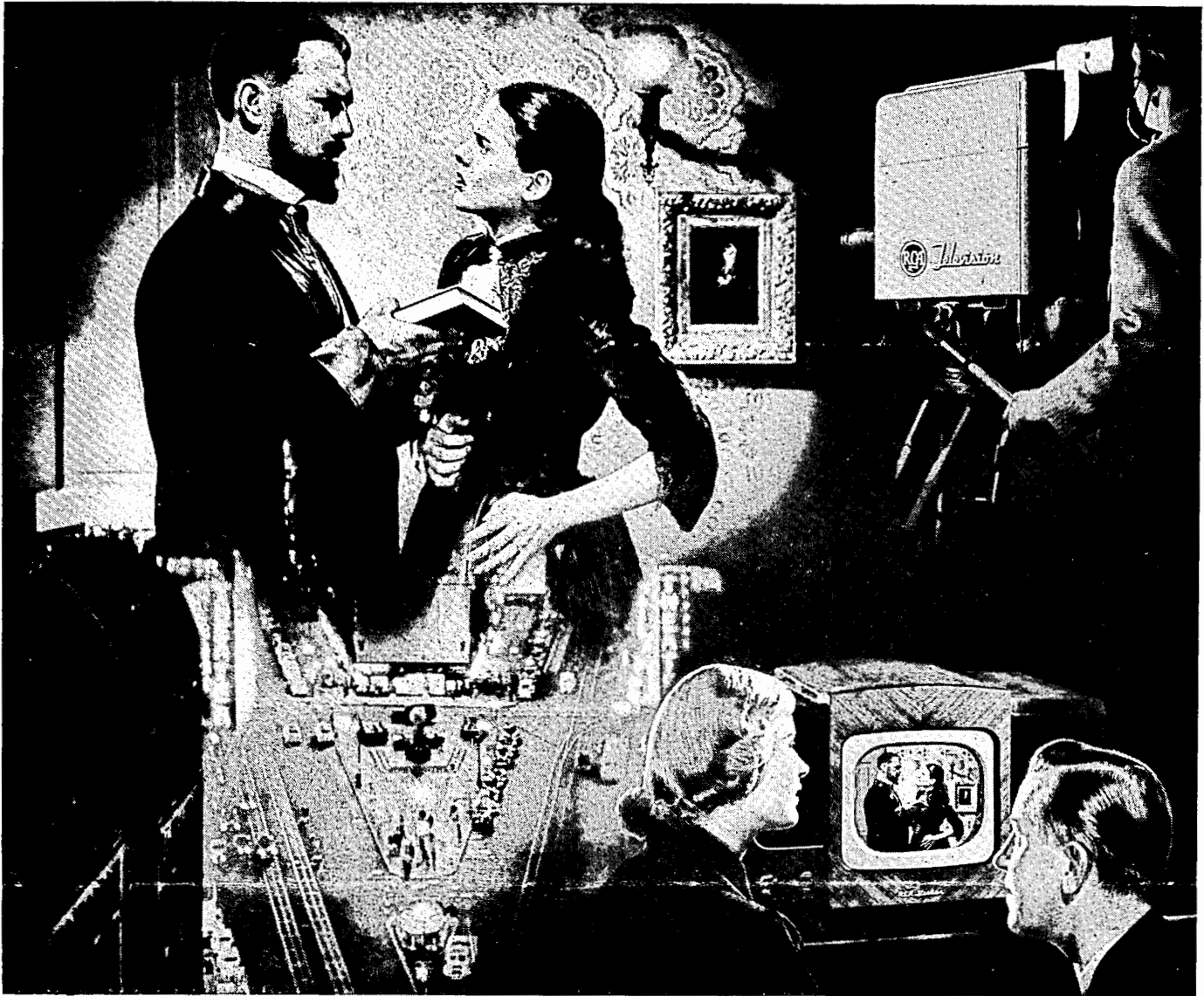
U
Ulrich, Dane, WMRI, Marion, Ind.

V
Valerius, Walter, Mgr., WKNP, Corning, N. Y.; Versluis, Leonard A., Pres., WLAV-FM, Grand Rapids, Mich.; Volger, George J., Mgr., KWPC, Muscatine, Iowa.

W
Walker, Paul A., Vice Chairman, FCC, Washington, D. C.; Walter, John M., Mgr., WJPG-FM, Green Bay, Wis.; Ware, William E., Mgr., KPMX, Council Bluffs, Iowa; Wayland, Charles, Fisher, Wayland, Duvall, Washington, D. C.; Weber, Fred, Gen. Mgr., WDSU-FM, New Orleans, La.; Weber, Henry, Musical Director, WGNB-FM, Chicago, Ill.; Weinstein, Al, Television Digest & FM Reports, Washington, D.C.; Weis, Pierre, Lang-Worth Feature Programs, Inc., New York, N. Y.; Weller, L. B., Comm'l. Mgr., WJOB-FM, Hammond, Ind.; Wene, Senator Elmer, Pres., WAMJ-FM WSNJ-FM, Bridgeton, N. J.; Wheeler, Edward A., Pres., WEAW-FM, Evanston, Ill.; Wheeler, Edwin K., Ass't. Gen. Mgr., WWJ, WWJ-FM, WWJ-TV, Detroit, Mich.; Winger, Earl W., V.-P., WDDO-FM, Chattanooga, Tenn.; Wiswell, Andy, Associated Program Service, New York, N. Y.; Wolfe, Robert F., Pres. & Gen. Mgr., WPRO-FM, Fremont, Ohio; Wood, Ralph J., Jr., Pres., WBAR, Chicago, Ill.; Woodward, F. R., KDTH-FM, Dubuque, Iowa; Woodward, F. W., Pres., KDTH-FM, Dubuque, Iowa.

Y
Young, J. E., RCA Victor Division, Camden, N. J.; Young, William E., Capitol Records, Inc., Transcription Div., Hollywood, Calif.

Dillard, Everett L., President, WASH (FM), Washington, D. C.; Jansky, C. M., Radio Engineer, Washington, D. C.; Marks, Leonard, Cohn & Marks, Washington, D. C.



Great drama comes to television in NBC telecasts of Theatre Guild presentations.

How wide is "Broadway"?

To all the world "Broadway" means the theatre. So when NBC, in October, 1947, introduced regular telecasts of Theatre Guild productions, an expansion of "Broadway" began—and some day it will be nation-wide.

Today, if you live in a television area almost anywhere from Boston to Richmond, the new "Broadway" of television runs past your door. Now you can see great plays, profession-

ally performed by noted actors. That's news, exciting news, to lovers of the theatre.

Celebrated artists run through lines and action before keen-eyed RCA Image Orthicon television cameras. At *your* end of the picture, on an RCA Victor home television receiver, action is sharp, clear, detailed . . . and voices flawless.

That television can make so important a contribution to Ameri-

can entertainment is in good part the result of pioneering and research at RCA Laboratories. Such research enters every instrument bearing the name RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

TELEVISION DAILY

Daily section of RADIO DAILY, Monday, September 27, 1948—TELEVISION DAILY is fully protected by register and copyright

DETROIT PRIMED FOR VIDEO SPIRAL

TELE TOPICS

DEBUT of "Chevrolet On Broadway" tonite (NBC) put the local Chevy dealers in the top TV budget bracket. Group now spending upwards of \$450,000 in the medium. . . . Retail trade predicts that Mr. & Mrs. John Q. Public will have 100 different TV models to choose from by the end of '48. Latest to expand their respective TV lines are Capehart (Farnsworth) and Starrett Television Corp. . . . Richard Dana, who was a senior writer-director with March of Time and now with CBS' "Memo From Lake Success," will combine his AM and film talents on that network's "United Nations Casebook" on video. . . . National Television Film Council will hold its next meet at Sardi's Thursday nite (Sept. 30). Ed Carroll, mgr. of DuMont's teletranscriptions dept., will be guest speaker.

WPIX GABBERS Joe Bolton and Jack McCarthy will spend a good deal of their next several Saturdays in the air, as well as on it. Duo have been assigned the college games in Baltimore or Philadelphia, which WPIX will air in Gotham, in addition to the Saturday nite boxing matches in Brooklyn's Ridgewood Grove. Sked will call for a 'round trip airplane ride each week. . . . Mark Linder's comedy, "Baby Squatters, Inc.," being pruned for a 30-min. video series starring Danny Webb. . . . Philco's WPTZ comes in with its contribution for long distance tele. Entire pm. line-up of one nite last week was picked up by a set owner in Thompson, Ohio—some 400 miles away.

PREVIEW of "Paintings by Famous Artists," the benefit exhib. for the Urban League to which many celebs have donated their work for auction, will be scanned by CBS tonite. Among the names whose work is on display are: Joe Louis, Noel Coward, Ike Eisenhower, Mrs. William S. Paley, and a score of others. . . . Video has helped many idle thespes. to get bookings in more ways than one. Irving Green, who runs a year 'round hotel in Pleasantdale, N. J., uses his TV set as a talent scout, has booked many of the acts caught on "Star Theater" and other segs for week-end jobs at his spot.

Pival In WXYZ-TV Post

Detroit—In revealing plans for WXYZ-TV, James G. Riddell, general manager of WXYZ-AM, FM and TV, announced the appointment of John Pival, WXYZ producer-director for the past three years, as manager of television programming.

Pival has been working in the TV field for the past two years, along with his AM production duties at the studio. He spent two years with Paul Mowrey, ABC national director of television, studying and has devoted his time exclusively to video since early July of this year.

West'ghse Tells FCC 'Straf' Could Span U. S.

Washington Bureau, RADIO DAILY
Washington—Westinghouse told the FCC last week it could reach 98.6 per cent of the nation's population with 33 stratovision operations, each plane carrying three channels. Over 130,000,000 people reside within the primary service which would be reached by these planes, it was said.

At the same time engineer Andrew D. Ring, appearing for Westinghouse, said he could not see how such an operation would be financially feasible. At each of the locations a minimum of three planes would have to be on hand, with crews of nine in the air whenever networking was going on, and double the number most of the time. Ring also presented maps showing that 22 stratovision locations covering 58 per cent of the nation's land area would reach 92.5 per cent of the population. A third map showed that 14 locations would cover 75 per cent.

Capt. Eddy To Meredith

Des Moines—Capt. Bill Eddy, president of Television Associates, Inc., Chicago, has been retained as director of television activities for the Meredith Publishing Company, E. T. Meredith, vice-president and general manager announced. Company publishes Better Homes & Gardens and Successful Farming magazines. It has one station under construction in Syracuse, N.Y., and applications pending with the FCC for channels in Rochester, N. Y. and Albany, N. Y. The Meredith firm has made the

Grid Diet

Buffalo—WBEN-TV viewers have been crying for football, and, starting with last Saturday's schedule, they'll be getting it on a regular diet. Station aired a grid doubleheader, starting with the local Seneca-Burgard high school contest, and topped it with a network pickup of the Notre Dame-Purdue tilt. Between the games, ex-Irish quarterback George Ratterman, now with the professional Buffalo Bills, sketched prospective plays of the ND contest.

Harry Butcher Files For Santa Barbara CP

Washington Bureau, RADIO DAILY
Washington—Harry Butcher, former CBS vice-president who served during the war as aide to General Dwight D. Eisenhower, last week asked the FCC for a license to construct a new commercial television station on Channel six in Santa Barbara, Calif.

Butcher operates KIST, AM station in the same city.

Albany application in partnership with the Champlain Valley Broadcasting Corporation, operators of station WRWR in that city. Steve Rintoul is president of the Champlain Corporation.

Eddy, a pioneer and one of the country's outstanding authorities on television, recently resigned after nine years of directing operations of WBKB, Paramount outlet.

The Week in Television

WABD Sets Daytime Programming Schedule

Du Mont web's flagship, WABD, announced plans for full daytime programming starting the first week in October. Outlet will operate on a 15-hour daily schedule, starting at 7 a. m. . . . At its annual network convention, held this year in Sun Valley, NBC outlined its new code, which includes provisions for TV. Web toppers Trammell and Denny were bullish re video's future, and latter projected NBC's network picture through next couple of years. . . . ABC and NBC launched their respective networks in the midwest, former via grand opening of its Chicago outlet, WENR-TV.

Top industry reps urged the FCC to consider the UHF as answer to expansion of TV, but most agreed video progress in the low band should be permitted to continue its headlong drive. . . . New organization, Independent Television Producers Association, set framework for a nation-wide unit, elected pro tem officers and committees. . . . Society of Motion Picture Engineers will focus heavy attention on video, with TV demonstrations featured on the agenda. . . . World Series will again be handled via pooled coverage, with all interconnected stations offered participation. Provision have been made to air Series on midwest net if portion of the classic originates in Cleveland.

WXYZ-, WJBK-TV Arrival Cues Video Boom

Detroit—Arrival of the Motor City second and third TV stations within the next 30 days, led by opening of ABC's WXYZ-TV on Oct. 9, will focus unprecedented importance on Detroit as a major TV market, with retailers and set manufacturers setting plans for accelerated activity in this area. ABC opener will be followed shortly by Fort Industry's outlet, WJBK-TV, which starts test patterns today and will have its formal premiere on Oct. 24.

Kick-off of WXYZ-TV, ABC's third of five owned-and-operated TV stations scheduled to take the air this year, will outline a new pattern in video programming, as blueprinted last week by Robert E. Kintner, executive vice-president of the network. Inaugural telecast is designed to transcend the "conventional" pattern of premieres, involving "short takes" of network regulars, and will instead present full-length features covering many phases of public service and entertainment. Station will hit the air at 2:15 p.m. and will continue through 11 p.m. with a high geared program featuring top well execs and Motor City and state officials, including Gov. Kim Sigler.

Listed among WXYZ-TV's early program schedule are three home games of Notre Dame, beginning with the ND-Michigan contest on the inaugural date. Games will be fed via coaxial cable and micro-wave relay from South Bend-Chicago-Cleveland-Toledo and Detroit.

Meanwhile Fort Industry's WJBK-TV is completing plans for its premiere on the 24th, with a full-hour version of "The Ford Theater," a CBS feature which will be provided via kinescope recording. Station's headquarters, comprising some 20,000 square feet of space in the Masonic Temple Building here, are nearing completion. With a majority of Detroit's major concert and light opera presentations emanating from the Temple, it's expected that WJBK-TV will add many of these offerings to its regular program fare.

Bank Sets WTMJ-TV Sked

Milwaukee—The First Federal Savings and Loan Association of Milwaukee, Wis., has signed a 52-week contract calling for a one-minute spot each Tuesday night on WTMJ-TV, The Milwaukee Journal station. Contract also calls for a one-minute spot before nine Suburban Conference high school football games on WTMJ-TV, Friday nights this fall. Agency handling the account is Cramer-Krasselt.

Announce SBC Agenda For October Meeting

(Continued from Page 1)

Fellows in Radio, will be held at noon on opening day. The afternoon will be devoted to work study groups, with the following topics: Group A—Instructional meeting, Elementary and High School Radio Chairmen, Edwin Helman of KBOE, chairman; Group B—"Planning the Educational Program," Hazel Kenyon Markel of WTOP-CBS, chairman; Group C—Utilization demonstration (teacher and class), kindergarten, primary literature, and creative expression; Group D—Use of transcriptions, classroom utilization demonstration, Gertrude Brederick, U. S. Office of Education, chairman.

At 8 p.m. the Association for Education by Radio and the School Broadcast Conference will hold a reception on the Hotel Sherman penthouse.

Will Discuss Educational Side

The second session will open at 10 a.m. Thursday with a discussion of "Radio Around the World," in cooperation with the Association for Education by Radio, Vanett Lawler, Washington, D. C., chairman. There also will be a special instructional meeting at 10 a.m. of all Illinois parent-teacher radio chairmen, in cooperation with the Illinois Congress of Parents and Teachers, Elizabeth E. Marshall, state radio chairman, ICPT, chairman. At noon the annual School Broadcast Conference and Association for Education by Radio luncheon will be held. Afternoon work study group program will include: Group A—"Radio and Family Living," in co-operation with national listeners' councils, Margaret Stoddard, Cedar Rapids, Iowa, chairman; Group B—Program writing, William Dow Boutwell, Scholastic Magazines, New York, chairman; Group C—Utilization demonstration (teacher with class), science, middle elementary grades; Group D—"What's New in Transcribing Equipment?" disc, tape and wire recording, also demonstration of new classroom radio receivers and play-backs. Three professional engineers will demonstrate correct use of equipment; Group E—Utilization demonstration (teacher with class), "The Use of News Broadcasts," upper elementary grades. At 6 p.m. there will be a meeting of the executive committee, Association for Education by Radio, and

★ THE WEEK IN RADIO ★

NBC Outlines Own Code

By VAL ADAMS

NBC announced its own code, covering AM and TV, at affiliates' convention in Sun Valey, Idaho. Web's standards of practice contains most of NAB code but goes further. Both are effective next Jan. 1. NBC's commercial copy limit is same as NAB but web bars sponsor announcements in middle of newcasts.

Gillette bought AM and TV rights to World Series from Mutual. Event will be aired over 513 MBS AM outlets. TV coverage will be farmed out to pool same as last year. . . . NLRB to consider Petrillo proposal, setting up trustee for administering royalty fund, made to recording and transcription industries. NLRB must do this before deciding on complaint of transcription companies who charge AFM with illegal secondary boycott.

Charles Denny of NBC said company's video network may reach total of 33 stations during 1948. NBC's Niles Trammell told affiliates convention that radio industry is in generally healthy state and that AM and FM are not ready for oxygen tent. He said sets-in-use figure is highest in history.

Many GOP state organizations raising funds for local and regional campaigns. Regional radio directors appointed by Republicans. . . . NAB announced series of executive committee meetings for October and November. Board meets Nov. 17-19. . . . New audience measurement for instantaneous reports on AM, FM and TV to be inaugurated by Sindlinger & Co. System known as Radox was developed at cost of \$156,000. It's getting a Philadelphia try-out.

Varying opinions heard by FCC hearings opened on UHF for television. Among stumpers for opening of UHF were RCA, Westinghouse and Cowles Broadcasting Co. Paul Rabbourn of Paramount suggested TV pioneers should be allowed to match present holdings with new ones in UHF spectrum. . . . FCC Chairman Wayne Coy said some persons' mis-

at 8 p.m. a demonstration of high school radio workshop.

"Trends in Educational Broadcasting" will open the third general session Friday at 10 a.m., with Thomas D. Rishworth, University of Texas, as chairman. Afternoon session will include: Group A—"The Simulated Broadcast in the Schoolroom," demonstration by teachers and student groups; Group B—Educational program presentation, Don L. Fedderson, Northwestern University, chairman; Group C—Utilization demonstration, social studies, upper elementary grades. The semi-annual membership meeting of the Association for Education by Radio will be held at 4 p.m., and at 8 p.m. the fourth general session will be held, with "Television, the Teachers' Newest Assistant" as the topic. James L. Stirton of ABC has been invited to act as chairman.

A large number of commercial exhibits will be shown in the main exhibit hall of the Hotel Sherman.

interpret Commission's Scott decision. Coy stated the dilemma of broadcasters, as portrayed in Harness committee report, "is not the making of the FCC."

Top foreign correspondents of four major webs in Paris to cover UN General Assembly. . . . Tomas Muniz, president of Puerto Rican Broadcasters' Association, in Washington conferring with Frank Bow, counsel for Harness committee. Muniz trying to get group to investigate Puerto Rican government's commercial radio grant.

Nation-wide attempt to re-educate radio service industry in know-how of TV installation and repair to be launched by Radio Parts Industry Coordinating Committee. . . . Westinghouse increasing receiver prices next month. . . . James Fonda, vet radio producer-executive and now with FC&B in Chicago, joining CBS program staff Oct. 15. He'll work on Amos 'n' Andy package.

ABC retaining outside attorney (Bruce Bromley of Cravath, Swaine and Moore) to represent web in connection with proposed lottery regulations by FCC. . . . WMCA, New York, reported 24 per cent sales increase for three months ending Aug. 31 over same period last year. . . . NBC premiered 25-minute documentary movie, "Behind Your Radio Dial," to be used for institutional and public relations purposes.

Multiplex facsimile demonstrated by WFIL-FM, Philadelphia, and Radio Inventions, Inc. FCC members in attendance highly enthusiastic over new method worked out by John V. L. Hogan and assistants. . . . Colonial FM Network of five upstate New York stations now in operation. President is Gerald Mayer of WKRT-FM, Cortland.

RWG And Agency Group Will Confer This Week

The special advertising agency committee negotiating with the Radio Writers' Guild will meet this week to consider RWG's answer to the committee's suggested definition for the word "employee." The Guild, through Erik Barnouw, president, and Roy Langham, executive secretary, said it welcomed "any step toward a meeting of minds."

A difference of opinion exists in RWG, however, over just what the agency committee means by its definition of "employee" and clarification is asked through real or imaginary cases. RWG also stated four revised conditions under which it is ready to invite NLRB participation in the case. One of these conditions is that the agencies accept, with the immediate exception of the union security clause, the same mutual basic agreement made with the networks last year.

RWG asked that the revised conditions be accepted by Oct. 4. The Guild said the Oct. 4th deadline date could not be extended.

Commission Opposes WADC-WGAR Review

(Continued from Page 1)

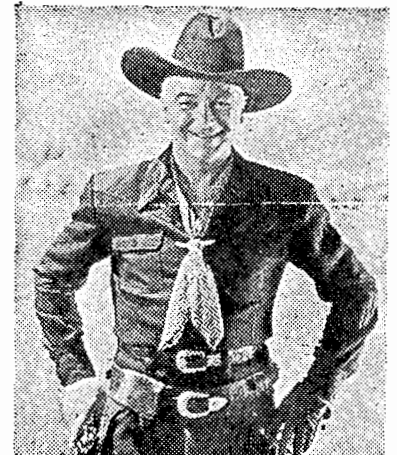
the right. WADC sought the WGAR frequency, hoping to move into Cleveland, and proposed to carry a complete schedule of CBS programs. The FCC held this to be not in the public interest and the Court of Appeals upheld the Commission. WADC has asked high court review, with both the FCC and WGAR opposing.

Stark Signed By WINS

Charles Stark, well-known announcer and head of the package house that bears his name, has been signed by WINS for a daily two-hour disc jockey show, beginning Oct. 4, 10 a.m.

SIXTY MILLION FANS

can't be wrong!



"HOPALONG CASSIDY"

starring WILLIAM BOYD

Transcribed 30-min. ep.

Commodore Productions
and Artists, Inc.

1350 N. Highland Ave., Hollywood 28, Calif.

Send me

"HOPALONG CASSIDY"

rates and audition

(I will pay expressman \$3 deposit on audition, to be refunded on return.)

NAME

STATION

CITY

55 Acre Estate in Connecticut

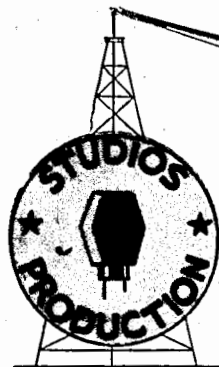
And the network lines are in.

\$35,000

Pictures in my office

WALTER KIERNAN

American Broadcastine Co.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 62

NEW YORK, TUESDAY, SEPTEMBER 28, 1948

TEN CENTS

FM IN BROADCASTERS' HANDS, SAYS COY

Sarnoff Gives Views On Role Of Science

David Sarnoff, president of Radio Corporation of America, speaking yesterday at the convocation of The Jewish Theological Seminary of America, which conferred the Honorary Degree of Doctor of Humane Letters on General of the Army Dwight D. Eisenhower, declared that "man must be master of himself as well as science."

"If the world is to have peace, if civilization is to survive, the mind and spirit must be united to harness the forces of nature for the welfare

(Continued on Page 2)

New England AM Group Launch New Radio Service

Worcester, Mass.—The New England Major Markets Group officially came into being yesterday with the inauguration of the "New England Notebook" program on six New England stations, it was announced by E. E. Hill, executive vice-president of WTAG, and permanent chairman of the group. "The purpose of the group," Hill stated, "is to provide thorough coverage of New England's major markets with a single program and under a single contract." The

(Continued on Page 6)

Liberals Buying Time On New York Stations

Liberal Party has started a continuing quarter-hour nightly series on WMCA, New York, and this week is using four other local stations urging listeners to register for election day, Nov. 2. The WMCA series will be heard Monday through Friday, 8:45 p.m., from now until November;

(Continued on Page 6)

Hard To Match

Paul Whiteman, George Price and Joe Franklin will act as judges in Franklin's now contest on his WMCA "Antique Record Shop" program to find the East's best impersonator of Al Jolson. Listeners are asked to write the producers of the show for an audition, which will be held in October. The program is heard each day on WMCA, 8-9 a.m.

Spanish Version

Buck Canel, former NBC short-wave broadcaster to Latin America, is expected to arrive in New York this week from Puerto Rico to complete plans for play-by-play Spanish broadcast of the world series by direct wire to WIAC, San Juan. Canel's broadcast of the Series will be sponsored by Don Q, rum distillers, and will be independent from Mutual's coverage of the games.

Industry Leaders Meet With Signal Corps Staff

Representatives of the communications industry have had closed meetings with the Signal Corps for the purpose of studying the best plan for conversion in case of an emergency, Major General Spencer B. Akin, the Army's Chief Signal Corps Officer, disclosed over the past weekend.

General Akin and Leighton H. Peebles of the National Security Resources Board met with industry leaders in Philadelphia. Mr. Peebles

(Continued on Page 6)

WNBC Business Increase Reported For 3rd Quarter

WNBC's time sales for the third quarter of 1948 are 42 per cent over the same period last year, it was announced yesterday by Donald A. Norman, salesmanager. Revenue for the first three quarters of the year has topped the similar period of 1947 by 34 per cent, Norman's statement revealed.

FM Tape Recording Network Demonstration Set For Today

An innovation in FM network programming will be staged today in Chicago in the interest of Army Recruiting. The broadcast will be the first coast to coast FM network via tape recording and will be held in conjunction with the second annual FM Association convention now in session at the Hotel Sheraton, Chicago.

From 9:00 to 9:30 a.m., WEAW, Chicago, will release a special half

FCC Head, Addressing FMA's Confab, Asks Improved Programs, Also Campaign Of Education

Auto Firm May Buy CBS Rose Bowl Game

An auto manufacturer is negotiating with CBS for sponsorship of the Rose Bowl football game next Jan. 1, an event which will be sponsored on the air for the first time in history in 1949. Coverage of the event, handled exclusively by NBC since 1927, has been shifted to CBS under a new three-year contract giving Columbia both AM and TV rights and also permission to sell the event to a sponsor.

The Big Nine, whose top college

(Continued on Page 3)

Democrats Buy Two Webs For President's Address

Democratic National Committee yesterday bought time on CBS and Mutual to carry President Harry S. Truman's address from the State Fair grounds in Oklahoma City today;

(Continued on Page 6)

Tinsley Takes Stand On Giveaway Programs

Tom Tinsley, president of Baltimore's independent radio station WITH, has come out strongly against all types of "giveaway" programs;

(Continued on Page 2)

Chicago — Admitting that FM has great potentialities, Wayne Coy, FCC chairman, addressing some 400 broadcasters, manufacturers, engineers, agency personnel and others at the opening luncheon of the second annual FMA convention at the Sheraton Hotel yesterday told them: "Frankly, I

(Continued on Page 3)

Sharp Increase Noted In Set Production

Washington Bureau, RADIO DAILY
Washington—A sharp leap in production of radio sets of all types was reported at the weekend by RMA, with weekly TV production at 16,238 sets—more than 51 per cent better than the weekly production for the first six months of 1948. FM-AM set production went to 110,879 during the four weeks of the August period—

(Continued on Page 7)

Jackie Robinson Signed For WMCA Sports Show

Jackie Robinson, second baseman of the Brooklyn Dodgers, has been signed by WMCA for an across-the-board evening sports show beginning in November. In addition to spotting news and predictions, Robby, who was a four-letter man at UCLA, will

(Continued on Page 2)

Citation

Selection of Hugh B. Terry, manager of KLZ and prominent in Denver community circles as the outstanding layman of the year for his contributions to Colorado medicine, was announced this week by the Colorado Medical Society meeting in Glenwood Springs. Terry was cited as "public benefactor" for his work as "producer of Knave of Hearts" on KLZ.



★ COMING AND GOING ★

Vol. 44, No. 62 Tues., Sept. 28, 1948 Price 10 Cts.
JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Metzger, Treasurer and General Manager; Marvin Kirsch, Vice President; Val Adams, Associate Editor; Chester B. Babin, 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 WU-colum 7-6336, 7-6337, 7-6658.

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

FINANCIAL

(September 27)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Jackie Robinson Signed For WMCA Sports Show

(Continued from Page 1) try to interest youngsters in sports as a means of combating juvenile delinquency. Program will run until the spring, when Robinson goes south for pre-season training.

Sylvania Names Plant Mgr.

Ottawa, Ohio—Willis C. Toner has been named manager of Sylvania Electric's new television tube plant at Ottawa, O. It has been announced by J. C. Farley, general manager of the corporation's radio division.

EDWARD C. LOBDELL ASSOCIATES PROGRAM PRODUCERS 17 East 48th St. New York 17, N. Y. PL. 5-1127

J. R. POPPEL, vice-president of WOR, will leave by American Airlines today for Washington, D. C.

GRAEME ZIMMER, station manager of WCSJ, off for Chicago, where he'll spend a week on business.

JUDSON BAILEY, of the CBS sports staff, leaves today for Ann Arbor, Mich., where he'll make final arrangements for the network's broadcast of next Saturday's game between the Wolverines and Oregon.

JOHN SINN, vice-president of Fredric W. Ziv Co., producer of transcribed programs, has left New York on a business trip to Hollywood.

MARK HANNA, general manager of WHCU, Columbia network outlet in Ithaca, N. Y., is in New York for conferences with officials of the web.

PAULINE FREDERICK, American network commentator, leaves today on a lecture tour which will start at Manhasset, L. I., and later will include engagements in Florida, Michigan, Rhode Island, Ohio, Pennsylvania and Massachusetts.

GUY LOMBARDO returned to New York last Friday. Yesterday he re-opened at the Hotel Roosevelt Grill.

JANE BARTON, who delivered her valedictory as a New York publicist last week, has gone up to Albany to take over the duties of principal state publicity agent in the Radio Bureau of the New York Department of Commerce.

HAL HUDSON, program manager of WTTV, Los Angeles Times station of the CBS-video, is spending a few days in New York on TV station and network business.

Tinsley Takes Stand On Giveaway Programs

(Continued from Page 1) through WITH's attorneys, Paul A. Porter and Walton Hamilton, the station has filed a memorandum with the FCC urging that the proposed rules outlawing programs which have the nature of a lottery, gift enterprise or any similar scheme be adopted.



TINSLEY

Tinsley says that the interest of WITH is "to create a competitive environment in its service area so that it will be free to appeal to listeners solely on the quality of its service." He believes that the growth and development of "giveaway programs," if left unchecked, will lower the standard of programs not only in Baltimore, but throughout the country. Tinsley is sharply opposed to "forced listening." He says that if such programs continue, they can have only "the result of reducing broadcasting to a cheap and unsavory medium of advertising and debase its proven value as an instrument of commercial utility, public entertainment and enlightenment."

WNBC To Air Old Discs

New program of old records, some dating back to 1890, will be aired by WNBC Monday, Wednesday and Friday, 11:15 p.m., beginning tonight, with Wally Butterworth as emcee.

VICTOR M. RATNER, vice-president of CBS in charge of advertising and sales promotion, today will board an American Airliner for Detroit.

EDWARD R. MURROW, Columbia network newsman, has returned from Berlin and is resuming his broadcasts from New York.

JOHNNY CLARK, disc jockey on WINS, has left for Las Vegas and Hollywood, where he'll rest up for a week.

I. I. SHOWERMAN, vice-president of NBC in charge of the central division, and A. W. KANEY, divisional station relations manager, back to their Chicago headquarters after attending the web meeting in Sun Valley.

ROBERT HELLER, executive producer of CBS, and OSCAR KATZ, the network's director of research, vacationing at Plattsburg, N. Y.

DON KELLEY, press information director of WBBM, Chicago, who was visiting in New York last week, is back in the Windy City.

ARTURO CHABAU, JR., general sales manager of the CMQ Network of Cuba, is in town on his annual visit. He's making his headquarters with his U. S. representatives, Melchor Guzman Co., Inc.

ROBERT MCCONNELL is in town. The executive of WHOT, South Bend, Ind., is making his headquarters at the local offices of his national representatives.

ESTELLE TAYLOR left Los Angeles last Wednesday and on Saturday arrived in Chicago, where she is discussing with Larry Finley the format for her television fashion show, "Tailored Lady."

Sarnoff Gives Views On Role Of Science

(Continued from Page 1) of humanity," Sarnoff said. "Man must be the master of himself, as well as of science. He must guide and control the modern machine, with a superior and unselfish leadership that seeks to serve the needs of modern society." "General Eisenhower has seen how technological power can be harnessed to achieve victory in war. He knows, too, that science can be an even greater force in the preservation of peace."

10 YEARS AGO TODAY

(From the files of Radio Daily)

One hundred twenty-six NBC affiliated stations, out of an eligible 152, have signed up for the new "cut-in" policy, whereby the network handles special station breaks for the stations at a set figure of 7 1/2 per cent of the station's hourly night time rate. Additional six stations affiliated with the web are located in Canada and Honolulu, and therefore are not eligible to sign up for the policy installed by the network early last summer. . . . Bills to eliminate what it terms censorship will be introduced this year by the American Civil Liberties Union. Legislative measures are being sought by the organization for equal facilities for both sides of controversial issues, periods for unrestricted discussion of public issues, complete open station records on requests for time and protection for stations from civil and criminal court actions.



Washed up

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

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

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

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

Auto Firm May Buy CBS Rose Bowl Game

(Continued from Page 1)

football team competes against Pacific Coast champions in the Rose Bowl, is understood to be responsible for opening up the affair to commercial sponsorship. There has been no announcement as to how much CBS is paying for the rights—which NBC got for free—to the event but it is known that originally the Tournament of Roses Committee wanted \$300,000 for a three-year contract. Later the committee asked \$200,000.

CBS is expected to continue its broadcast of the Orange Bowl game from Miami on New Year's Day, thus giving it two bowl broadcasts. In past years Gillette has sponsored the airing of the Miami contest.

It has not been decided what bowl game, if any, NBC will cover next Jan. 1. Sugar Bowl rights are held by ABC while the Cotton Bowl, in Dallas, and the East-West game, in San Francisco, belong to MBS.

In acquiring rights to the event, CBS also agrees to broadcast several other affairs linked to the Rose Bowl game, such as the Rose Bowl luncheon and the parade. The Tournament of Roses operation is a highly complicated matter with controls extended to at least four different groups. They are the Big Nine Conference (officially known as the Western Conference), the Pacific Coast Conference, the Tournament of Roses Committee, and finally and all-important, a faculty committee of the Pacific Coast group.

Joshua Sieger Joins Freed

Joshua Sieger, engineering chief of Great Britain's wartime radar program has been named director of research and development of Freed Radio Corporation, it has been announced by Arthur Freed, president of the concern which manufactures Freed-Eisemann radio-phonographs and television receivers. Prior to his assignment as principal technical officer of the British Telecommunications Research Establishment, Sieger was in charge of design and development for Scophony, Ltd., pioneer television manufacturer which developed its own optical-mechanical projection system of television reception demonstrated before the war to paying audiences, in London's largest motion picture auditoriums.

'It's Up To You Broadcasters,' Coy Tells Members Of FMA

(Continued from Page 1)

don't know just where FM fits into the radio picture." That, he said, must be determined by the broadcaster, who Coy declared, "is the kingpin of FM and can speed its progress by improving programs, conducting a campaign of education, and in other ways making the listening public FM-conscious."

A considerable portion of Coy's talk was devoted to television, sound broadcast and facsimile.

With the rapid increase in sets, television will have a terrific impact on the industry, Coy stated. The FCC, he said, has committed itself to truly nation-wide competitive television, which cannot be carried out under the present setup.

Greatest need of FM at present is satisfactory signals, Coy declared. Service in metropolitan areas was characterized as predominantly good, in suburban areas poor to good, and in rural areas extremely spotty. FM cannot serve areas that clear channel AM stations can, he said.

Asked his opinion on FM duplication of AM network programs, Coy said he believed such duplication is in the interest of the people.

On the Dais

Prominent industry figures at the luncheon speakers table were Everett L. Dillard, president of FMA; NAB Secretary-Treasurer C. E. Arney Jr.; W. E. George of Canadian Marconi, Montreal; Sen. Elmer Wene of New Jersey; C. M. Jansky Jr.; R. B. Gervan, Rural Radio Network, Ithaca, N. Y.; Samuel Insull, Jr. of Stewart-Warner; William Massin, Assistant Secretary, FCC.

Following the welcome address of President Dillard, J. N. Bailey, Executive Director, gave a resume of progress made by FMA.

At the afternoon sessions there were dealer talks by Cliff Simpson, Managing Director National Electrical Dealers Association; Mortimer H. Fogel, Chairman of the Dealers Group, New York City Electrical Association; Sen. Elmer Wene, owner WSNJ-FM, Bridgeton, N. J.; Mrs. J. H. Holden, General Manager, WRZE, York, Pa., and J. E. Brown, Zenith Radio Corp.

A diversified speaking program is on the agenda for today and tomorrow. The annual banquet will be held this evening with Dr. Edwin Howard Armstrong, inventor of FM, and Miller McClintock, chairman of the board, Communications Research Corp., as speakers. At the Wednesday luncheon, awards to winners in several FM contests will be presented.

An impressive array of FM equipment and service is being shown by some 14 exhibitors, including Associated Program Service, Electronic Sound Engineering Co., Lang-Worth Feature Programs, Inc., Gates Radio Co., Stromberg-Carlson Co., International Telephone & Telegraph Corp., RCA, Westinghouse, Audio & Video Products Corp., Magnecord, Inc., Collins, Raytheon, Sesac Tran-

scriptions, and Radio Engineering Laboratories, Inc.

The agenda for today and tomorrow's meetings follows:

TODAY'S SCHEDULE

- 11:15 a.m.—"Selling FM." M. Robert Rogers, WQQW-FM, Washington, D. C.
- Thomas F. McNulty, WMCP, Baltimore.
- Guy Farnsworth, WMRI, Marion, Ind.
- Robert M. Beer, WATG-FM, Ashland, Ohio.
- 12:30 p.m.—Luncheon, Grand Ballroom. Thomas F. McNulty, Chairman RMA Liaison Committee, Toastmaster. "Trends in FM Set Production"—Lee McCann, Vice-President and General Manager, Stromberg-Carlson Co., speaking as a Representative of the Radio Manufacturers Assn.
- 2:30 p.m.—Gothic Room. David G. Taft presiding.
- "A Non-Commercial University FM Station"—The Rev. R. F. Grady, S.J., former director, WFUV, Fordham, U.
- "The Students Speak"—Larry Myer, Director, WAER, Syracuse University.
- 3:00 p.m.—"FM-Facsimile As a Money Maker."
- "Faximile—A Progress Report"—John V. L. Hogan, President, Radio Inventions, Inc.
- "The Manufacturer's Stake in Facsimile"—Samuel Insull, Jr., Vice-President in Charge of Radio, Stewart-Warner Corp.
- "Profitable FM-Fax Operations"—Elliott Crooks, Vice-President, Radio Inventions, Inc.
- DISCUSSION
- 7:30 p.m.—Second Annual Banquet, Grand Ballroom. President Everett L. Dillard, Toastmaster.
- "The Future of FM"—Dr. Edwin Howard Armstrong, Inventor of FM and Life Member of the FM Association.
- 9:00 p.m.—Reception of First Coast-to-Coast. Recruiting of Broadcast by U. S. Air Forces Band, transmitted by Magnetic Tape recording and released simultaneously on a trans-continental basis.
- 9:30 p.m.—"FM, a Service to Mankind"—Miller McClintock, Chairman of the Board, Communications Research Corporation.
- 2:00 to 8:00 p.m. Tuesday—Balloting on Amendments to the By-Laws and for election of new Directors will take place, the polling booths to be designated by the Chairman on Monday morning.

TOMORROW'S SCHEDULE

- 9:30 a.m.—Call to Order. Frank A. Gunther, REL, Presiding.
- "FM Networks and Engineering."
- "Bell System Network Facilities for FM Stations"—H. R. Huntley, Toll Transmission Engineer, AT&T.
- "Rural FM Networking"—R. B. Gervan, General Manager, Rural Radio Network.
- "Relays"—George A. Mayoral, Vice President, WRCM, New Orleans, La.
- "Magnetic Tape Recordings"—Col. R. H. Ranger, Rangertone, Inc.
- "Antenna Locations, Efficiency and Coverage"—Glenn D. Gillett, Washington Consulting Engineer.
- "Diplexing and Multiplexing FM-TV"—Fred Weber, WDSU-FM, New Orleans, La.
- 11:00 a.m.—"Programming FM." Dr. Millard C. Fought, Presiding.
- William H. Koster, WPJB, Providence, R. I.
- Harold Essex, WSJS-FM and WMIT, Winston-Salem, N. C.
- 12:30 p.m.—Luncheon. Marion Claire, Convention Chairman, Toastmistress.
- Presentation of Awards to winners in following Contests:
- Best Newspaper Stories on FM; Best Station Promotion; Best Dealer Cooperation; Five Best Slogans; Introduction of New Board Members.
- 3:30 p.m.—New Board of Directors meets to Elect President, Vice President, Secretary, and Treasurer to serve until Third Annual Convention in 1949.

Stork News

Dallas, Tex.—It's a boy to Jim Alderman, WRR staff announcer and newscaster. It's Alderman's 5th child.

Nation-Wide FM Web Airs Via Tape Today

(Continued from Page 1)

WLSU, Baton Rouge; KPRD, Alexandria; KMFM, Monroe and WLAU, Laurel, Miss. In San Francisco, KSBR will replay to KREM, Fresno, and on the east coast, WASH-FM will feed the "Continental FM Network" of 20 eastern stations. Thirty-two stations are reported participating in the broadcast.

The tape recording of the U. S. Air Force band was made in Washington last week and copies were placed in the hands of regional stations for simultaneous broadcast today. Arrangements for the demonstration were completed with Col. R. H. Ranger, inventor of the Rangertone hi-fidelity tape recorder and Everett Dillard, president of the Continental FM network. It is said that the tape will handle the full 15 kc. sound quality of which FM is capable.

'Sports Writers Roundup' On Yankee Net For Camel

Boston—The inside opinion of Boston and New England's top sports-writers and football coaches highlights, the new half-hour show, "Sports Writers Roundup," which started on the air, sponsored by Camel Cigarettes, at 7 o'clock Saturday night, Sept. 25, over WNAC and the Yankee Network from 7 to 7:30 p.m., with complete scores and highlights of the major games across the nation, plus the opinions of the men who coach the teams, write the stories and report the games.

With Yankee's sportscaster Lester Smith, as master of ceremonies, "Sports Writers Roundup" will have a panel of expert New England sportswriters appearing on the program each Saturday night. The show will be produced by Kenneth Rapieff, Yankee sports and special events announcer. Agency is Wm. Esty Co.



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Ben Ludy, General Manager

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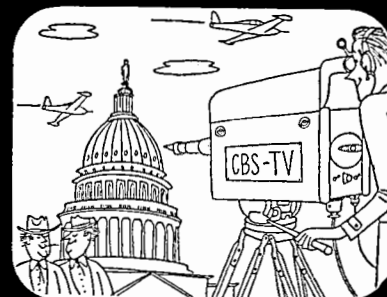
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Among Advertisers on WEVD
WEVD

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

"TOAST OF THE TOWN," only three months old, has the largest audience in all television today, with an average quarter-hour rating of 35 and a high of 37.



CBS-TV NEWS has the largest audience for any regular news program in television, and the largest audience in its time-period, with a rating of 12.4.



"TO THE QUEEN'S TASTE" has the largest audience of any cooking show in television, and the largest audience in its time-period, with a rating of 15.5.



"PLACES, PLEASE!" has the largest audience for any "strip" variety show in television, and the largest audience in its time-period, with a rating of 14.6.



"FACE THE MUSIC" now has the second largest audience in its time-period, with a rating of 11.0 (a 25% gain over its July rating).



ST

IN AUDIENCE

One fact emerges as Television continues to gain momentum:

CBS-TV is pulling ahead of the entire field in audience preference.

This leadership is evidenced not only by the biggest-audience show in *all* Television today (it's on CBS-TV)...not only by the biggest News show in Television (it's on CBS-TV)...not only by the best "cooking" show in Television (it's also on CBS-TV)...but by programs of many other types as well, as you can see from the audience figures* on the opposite page.

The consistent audience-winning power of the CBS-TV schedule is measured by the fact that:

WCBS-TV leads *all* other New York Television stations in size of audience, seven days a week, in the average quarter-hour between 8 and 11 p.m.—27% ahead of the second station!

CBS' skill and zest in programming...long-acknowledged "tops" in Radio...is now setting the pace in Television too, to the satisfaction of audience and advertisers and critics alike.

*Latest Pulse rating report (August, 1948)

CBS-TV

—first in audience!

CBC To Revise Rule On Sponsored News

Halifax, N. S.—CBC announced yesterday that it will revise regulations of sponsored news broadcasts on the same basis as opening announcements.

The board also recommended for approval applications of 22 radio stations for changes of licenses, stock and frequency ratings. It denied a recommendation for an application requesting a power increase by Radio Richelieu, Ltd., of Sorel, Que., and deferred recommendation on two requests to establish new stations.

A. Davison Dunton, chairman, said final decisions of the application did not rest with the board but would be referred to the transport department.

New England AM Group Launch New Radio Service

(Continued from Page 1)

program vehicle, "New England Notebook" which had its initial airing yesterday, will be broadcast on all stations Monday through Friday, 4:30 to 5:00 p.m.

Stations comprising the New England Major Markets Group are: WLAW, Lawrence, Mass.; WPRO, Providence, R. I.; WTAG, Worcester, Mass.; WDRG, Hartford, Conn.; WGAN, Portland, and WGUY, Bangor, Maine. Since all stations are represented by the Paul H. Raymer Company, the same company will represent the group.

Liberals Buying Time On New York Stations

(Continued from Page 1)

Furman, Feiner & Co. handles the account.

Speakers for the Liberal Party will be heard on four other New York stations this week as follows: Sept. 28, WNBC, 6:15 p.m., Dr. John L. Childs and Leo Cherne. Sept. 29, WJZ, 10:45 p.m., Newbold Morris and Cong. Jacob Javits. Sept. 30, WOR, 10 p.m., Franklin D. Roosevelt, Jr., and Judge Matthew J. Levy. Oct. 1, WCBS, 6:15 p.m., Reinhold Niebuhr and Ben Davidson.

Gainsborough Associates produce the series of paid political broadcasts for the Liberal Party.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Screen Directors Guild planning an air series a la the Screen Actors Guild stanza. . . DuMont urging FCC to open up around 70 high frequency channels for video. . . CBS getting set to inflict a couple of more giveaway shows on us poor setowners. . . Plenty true that P&G are getting their feet wet in television, but proposed budget is good and low. . . One of the local indie stations is making a close study of effect of TV on listeners' tuning-in habits. . . Ozzie & Harriet aiming to have their kids on the airer next season. . . Autolite getting set for a plunge into television. . . Charlotte Manson, who's been doing quite a bit of announcing this past year, breaks into the fashion commentary field via the N. Y. Times show from Oct. 26th through the 29th. . . Ann Baxter and John Hodiak of the films shopping for a Mr. & Missus program. . . Earle Ferris publicity emporium rates a nod for its air, television and press handling of the new Foton \$700 still camera. . . Alan Courtney doing a whale of a selling job on his WLIB 12-2 daily disc jockey run. . . Mary Margaret McBride has five sponsors on her new NBT video series, with four more trying to latch on. . . Fortune Pope applying to FCC for permission to add FM to WHOM's expanded operations.

★ ★ ★ ★

● ● ● Archdale Jones and Val Lewis, who handle the DuMont Sunday nite feature, "Key To The Missing," continue to pack more poignant drama and punch into their 30 minutes than most shows do in a lifetime. Format of the show is to reunite persons who have lost complete contact with their kin, and this pair has succeeded in cracking many a case that even baffled the police. Last week, for instance, they brought together a Polish girl (only member of her family to survive the chaos of war) and her only living relative—a 71-year-old uncle residing in Florida. Here is a show with more than a punch—it also has a purpose.

★ ★ ★ ★

● ● ● THE MORNING MAIL: "I was interested in your item about Jimmy Kemper who dramatized songs while working behind a screen," writes producer Bob Novak. "Altho' your report was very accurate, I think you omitted an important thing. The name of his show was 'Song Stories' and it established a precedent for a format that has been stolen and abused many times since—but never successfully. Another point that was missing was that Kemper even then was just about the biggest 'star builder' in the biz. To bring the piece up to date, a deal has recently been set whereby he is going to produce his original 'Song Story' format on television. For the record, I want to say right here, it's going to create quite a stir. There never has been a performer like him and the chances are there never will be. It is unfortunate that Radio has treated him unkindly, causing him to withdraw from the picture until he was persuaded to reconsider spreading his talents out again on his own terms. Just thought you would be interested in the complete story."

★ ★ ★ ★

● ● ● Attention, oldtimers: Bernie Estes is researching the industry for a film on the growth of broadcasting. He seeks info on "ten top performers" and well-known characters during the years of 1923 through '29. Any dope sent on to this col'm will be passed on to Bernie.

★ ★ ★ ★

● ● ● SID-BITS: Tip to talent scouts: Prettiest sec'y in town is WINS' Janet Johnston. . . Bret Morrison a hold-over at the Bagatelle. . . Glamour-gal Dorothy Day back from the coast and giving the local scene the once-over. . . Several pic mags bidding for exclusive photos of Mayan archaeological discoveries of Les Tremayne and Alice Reinheart in Mexico. . . Judy Canova resuming this Sat. nite via NBC. . . Paul Killiam, part owner of the Old Knick, producing "Cap'n Billy Bryan's Mississippi Music Hall" for Rob't Maxwell Associates.

Industry Leaders Meet With Signal Corps Staff

(Continued from Page 1)

is expediting industrial mobilization planning.

A "contingent contract plan" designed to shorten the conversion on time of the industry from peace to war production was proposed at the session. "It is believed by those attending the meeting," General Akin said afterward, "that the proposed contingent contract plan has much merit, and that some plan embodying most of the principles and essentials of the one discussed should be given most serious consideration looking forward to its adoption."

Details of the proposal were not revealed.

Democrats Buy Two Webs For President's Address

(Continued from Page 1)

the address will be heard live on the CBS basic and Southwest network from 5:00 to 5:30 p.m., EST, and repeated on CBS and Mutual from coast to coast from 9:30 to 10 p.m. In addition the speech is being carried on commercial time over the Oklahoma State network.

Shirer In Berlin

MBS commentator William L. Shirer, on a three week trip to Berlin, made his first broadcast from the German capital last Sunday and voiced optimism over his theory that there will be no war. Shirer will return to the U. S. in time to help out with Mutual's election coverage. His Sunday show is sponsored by Wings shirts at 1 p.m., EST.

IN BALTIMORE
WBAL
and only **WBAL**
OFFERS
BOTH!

The Greatest Shows in RADIO are on

WBAL

50,000 Watts

The Greatest Shows in TELEVISION are on

WBAL-TV

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RADIO & TELEVISION REPRESENTATIVES
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TELEVISION DAILY

Daily section of RADIO DAILY, Tuesday, September 28, 1948—TELEVISION DAILY is fully protected by register and copyright

KOPF PREDICTS 50% SALES INCREASE

TELE TOPICS

NATION's annual repair bill on the 15-million TV receivers expected 10 years hence will be in the neighborhood of half a billion dollars, engineers say, with each set due for at least six visits per year from the serviceman. . . . Ed Murrow, just back from a quick trip to Berlin, will report on the situation there on Doug Edwards' CBS news show tonight. . . . Video has arrived dept.: For the first time, TV sets are now being offered to mail order customers, via the 1948 Christmas catalog of Aldens, Inc., now in the mail to more than 2,000,000 persons. . . . Bill Berns has joined Martin Stone's staff as talent scout for NBC's Bob Smith variety stanza.

WBAP-TV, Ft. Worth, which begins regular programming tomorrow, jumped its sked by two days when it picked up President Truman's speech there yesterday. Mobile unit met the Chief Executive's train as it arrived in town and did a half-hour pickup of ceremonies in an adjacent parking lot. . . . With movie stars taking a fling at tele almost daily, Vic Mature has come up with the old switcheroo. He's become a set dealer and will open a store in West Los Angeles next month. . . . Richman Productions has been appointed tele rep for the St. Francis College basketball team, which has an eleven-game home sked at 14th Regt. Armory. . . . Director John Wellington has moved from RGR to YGR.

ORRIN DUNLAP's new book, "Understanding Television," published yesterday by Greenberg (128 pp., \$2.50) is one of the most concise explanations of the electronic miracle we've seen yet. Keeping away from slide-rule stuff and equations, the RCA exec. makes the how and why of transmission and reception understandable to all. Also included is a history of the medium, list of stations on the air, bibliography, and a chapter on hints for performers. Only fault of the book is the heavy stacking in favor of RCA and its personnel at the expense of others who have contributed mightily to video's progress. Perhaps the most glaring omission, from the business viewpoint, is the statement that current receivers offer screens in only "three sizes"—10- and 16-inch direct view tubes, and 15 by 20 projection.

DURING the first week of the Mid-West net's official operation, WWJ-TV, Detroit, carried six baseball games, three grid contests, an evening of boxing and an evening of wrestling. Web, incidentally, is giving tele a strong hypo in each city it touches. . . . Joe E. Brown guests on DuMont's "Operation Success" tonight, together with three disabled vets who appeared on last week's premiere and have since found jobs as a result of the show. Opener brought about 250 job listings into VA offices.

Sharp Increase Noted In Set Production

(Continued from Page 1)

nearly 28,000 weekly, compared with less than 19,000 weekly for the month of July.

Production of AM models jumped from 552,361 in July to 759,165 in August.

Total production for the full year by RMA members through August stands now at 399,938 TV sets, 881,180 FM-AM combinations and 8,082,736 AM sets.

Sobol, O'Meara To H'wood

Edward Sobol, producer-director, and Carroll O'Meara, director of NBC's television staff, leave tomorrow to take up their duties with KNBH in Hollywood, the movie capital. Sobol will be television production manager and O'Meara a television director.

Sobol joined NBC in April, 1939, after a long association with Max Gordon, noted Broadway producer. Sobol himself directed many Broadway and London hits while with Gordon. He started in vaudeville, then turned agent and wrote and directed vaudeville acts before joining Gordon.

Passman Ass't To Hole

Roy Passman has been appointed assistant to Leonard Hole, general manager of the DuMont's key outlet, WABD, it has been announced.

Philco Grid Film Series Sponsored On 18 Stations

New weekly football show on film, produced for Philco at a cost of over \$50,000, will be sponsored by the manufacturer and local dealers on 18 stations across the country beginning Friday night, it was revealed yesterday.

Titled "Touchdown," program will be a 20-minute review of top collegiate games played the preceding Saturday with Bob Hall handling the commentary. Home games of Notre Dame, Navy, Michigan, Ohio State, Pennsylvania, Cornell and Yale will be highlighted on the program each week.

All games to be reviewed will be filmed in their entirety, using both wide angle and close-up shots. Key plays will be edited from the films and made up into a single reel with commentary dubbed in. Films are

Documentary

WMAR-TV will air one of the ugliest pictures ever seen on tele this week—and is proud of it. Offering is a 15-minute documentary film dealing with conditions in the Baltimore slums. First of a series titled "Baltimore's Conscience," program will be aired Thursday, 8:30 p.m.

NTFC Skeds Elections; Plans TV Film Awards

First general election of officers of National Television Film Council will be held Thursday evening at the organization's regular monthly meeting at Sardi's. Group also will discuss establishment of annual tele film awards.

Unopposed nominees for officers are: president, Melvin L. Gold, of National Screen Service; vice-president, Burt Balaban, Paramount; secretary, Robert M. Wormhoudt, Telecast Films, Inc.; treasurer, Robert W. Paskow, WATV. Nineteen NTFC members have been nominated for the eleven seats on the board of directors.

Awards plan will be submitted by Jack Glenn, executive producer of the March of Time and chairman of the NTFC production committee. Awards would be made for best picture of the year, best commercial film, best direction, best camera work and other categories.

NBC Exec. Reveals Bid For Dept. Store Biz

A 50 per cent increase in TV network sales in 1949, and a comparable boost in the following year was predicted over the weekend by Harry C. Kopf, NBC veepee in charge of sales. Speaking at the web's second annual affiliates convention, Kopf also revealed plans for a strong NBC sales pitch to be made to department stores which, he said, may become "the most important advertising classification in television."



KOPF

A pattern of new advertisers and new money from current bankrollers is being established at an early state in tele's development. Kopf said. Nearly 30 per cent of all video volume has been bought by advertisers who have never used network radio to any extent, he said.

New Unit To Be Established

Web's bid for department store business will be centered around a new unit to be established in the sales department for the expressed purpose of developing store accounts. Section will be responsible for:

Program ideas adaptable for store use; development of presentations to assist in landing store accounts; development of commercial techniques; working with manufacturers of retail products to interest them in including TV among their advertising allowances to stores, and dissemination of information on the operation to NBC affiliates.

Say D. Of J. Won't Fight TV Grants To Pix Firms

Washington Bureau, RADIO DAILY
Washington—Indications here are that the Department of Justice has put itself on record with the FCC as disapproving any television grants to Paramount case defendants. However, a spokesman for the Department stated that, despite the bureau's opposition, it would probably take no action against the Commission if video licenses are granted, and he added that he would not be "surprised" to see such authorizations granted Paramount or other major film distributors.

COAST-TO-COAST

Airs Music Appreciation Series
Boston, Mass.—Starting October 1st, a new series of music appreciation programs will be aired on WBZ-WBZA and WBZ-FM.

Stodghill Joins WSB
Atlanta, Ga.—New member of WSB's script writing staff is Cliff Stodghill, former free lance writer who has authored several NBC and CBS shows including "First Nighter" and "Curtain Time."

To Air Univ. of Wis. Football
Milwaukee, Wis.—All University of Wisconsin games will be broadcast by WISN. Handling the play-by-play of the nine-game gridiron schedule will be Don Unferth.

Maxwell Starts New Sports Show
Woodside, N. Y. — "The Football Scoreboard," new sports show recently made its debut on WWRL with veteran sportscaster, Jocko Maxwell headlining the latest football news.

KFEL Gets Medical Award
Denver, Colo.—The Colorado State Medical Society has presented KFEL with an award of merit for "outstanding public service in promoting better health in the community."

KDKA Trainees Get Univ. Credits
Pittsburgh, Pa. — Graduate credit with the University of Pittsburgh will be given all participants in this year's KDKA Teachers' Workshop sessions.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks.

Survey Week of September 17-23, 1948

Table listing 30 songs and their respective artists/labels, including 'A Tree In The Meadow', 'At The Flying "W"', 'Blue Bird of Happiness', etc.

Second Group

Table listing 15 songs and their respective artists/labels, including 'Ah But It Happens', 'Baby Face', 'Beyond The Sea', etc.

AGENCIES

WILLIAM TRAVIS, director of radio for Leland K. Howe Associates, Inc., New York advertising agency, announces the appointment of the agency to handle national radio advertising and promotion campaign for Peerless Pen and Pencil Co., Inc.

GILBERT L. STANTON, president of Advertising Association of the West, representing forty-three advertising clubs in the eleven Western states and British Columbia, has announced appointment of the following chairmen to carry forward the Association's vigorous program in behalf of advertising and business in the Western area.

DOUBLEDAY & CO. has signed a 13-week contract with WJZ, New York, for sponsorship of the transcribed Jacques Fray Show on Sunday and Wednesday from 11:15-11:30 p.m.

ART SCANLON SHOW logo with 'THE ART SCANLON SHOW' text, 'LAUGHS 1010 ON YOUR DIAL', and 'WINS 6:30-9:00 A.M.' information.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 63

NEW YORK, WEDNESDAY, SEPTEMBER 29, 1948

TEN CENTS

ELECTION PROGRAMS SOLD ON RADIO-TV

Heavy Radio Spending For GOP Campaign

Washington Bureau, *RADIO DAILY*
Washington—State and City Republican organizations are making certain that radio listeners throughout the country will hear major addresses by Governor Thomas E. Dewey and Governor Earl Warren.

By purchasing state-wide networks and additional stations, GOP committees are providing the candidates with unprecedented campaign coverage, according to Edward T. Ingle, radio director for the National Committee in Washington.

As Governor Dewey started west, local organizations went into action;

(Continued on Page 6)

NBC, CBS Internat'l Sked To Conclude Tomorrow

Shortwave broadcasting by NBC and CBS makes its exit tomorrow and starting Friday, Oct. 1, the entire operation lands in the lap of the International Broadcasting Division of the State Department. The transition was actually begun last July 1, but the two networks continued broadcasts for the "Voice of America" to Latin America and Europe under 90 day interim contracts.

During this three month period

(Continued on Page 8)

Documentary On Health Will Get Chi. Sponsor

Chicago—Interest is being shown by medical and health authorities in the new 15-minute documentary program, "It's Your Life," dealing with problems of personal health, which will make its bow on WMAQ on

(Continued on Page 5)

Musical Tribute

A symphonic suite, dedicated to the memory of Babe Ruth, will have its world premiere on WOR, New York, Sunday at 2 p.m. The composer is Sylvan Levin, music director of the station. The suite is written in five movements with a narration by Stan Lomax, sportscaster heard over WOR. Each movement depicts a portion of, or an incident in, the Babe's life.

Radio Roundup

Gene Autry, movie and radio cowboy who headlines the rodeo opening today in Madison Square Garden, is reported negotiating for a 50,000 watt station located east of the Mississippi. It's said the deal will be concluded in a few days. Another individual is buying the station with Autry. The cowboy already has interests in three stations in Arizona and California.

Record Firms Seek Meeting With Petrillo

Possibility of a settlement between the record industry (but not the transcription companies) took on added momentum yesterday when the platter firms sent a request to James C. Petrillo asking for a meeting next Tuesday, Oct. 5. Decision to extend the invitation was made after a lengthy meeting attended by top execs from five record companies and their legal counsels.

Petrillo was not available for immediate reception of the record com-

(Continued on Page 8)

Democrats Buy CBS Time For Two Major Addresses

Democratic National Committee yesterday bought network time on CBS for two more broadcasts this week. President Truman will be heard over the coast-to-coast CBS web on Thursday from 10 to 10:30 p.m., EST., speaking from Louisville. A delayed rebroadcast of this speech

(Continued on Page 2)

Development Of Storecasting Forecast For FM Stations

Chicago—Application of FM broadcasting to the commercial development of 'storecasting' was forecast by Stan Joseloff, president of Storecast, Inc., in an address before the FM Association convention at the Hotel Sheraton here yesterday. Joseloff revealed that through a deal with WEHS, Chicago FM station, that 100 National Food stores in the Windy City area will be serviced with FM commercial broadcasts and opera-

Revenue From Commercial Time Sales Will Aggregate \$400,000 For AM Webs And Tele Outlets

FCC 'Multiple' Ruling Hit By Webs, Para.

Washington Bureau, *RADIO DAILY*
Washington—CBS yesterday asked the FCC to expand to eight the number of AM stations which might operate under single ownership, at the same time saying "broadcasters generally will welcome the fact that the Commission is taking steps to bring more certainty into the field of station ownership."

NBC was less enthusiastic about the

(Continued on Page 6)

Downey Invited By Legion To Open Miami Convention

Morton Downey, whose program, "Songs by Morton Downey," is heard three times weekly on NBC Tuesdays, Thursdays, and Saturdays from 11:15 to 11:30 p.m., E.S.T., will officially open the American Legion National Convention for the seventh consec-

(Continued on Page 2)

Philbin Heads AFA In 4th Florida District

Hugh F. Philbin, Jr., of Jacksonville succeeded Don Lynskey of Miami, as governor when the Fourth District of the Advertising Federation of America met for its annual con-

(Continued on Page 5)

The major networks will realize upwards of \$400,000 in "unexpected" revenue from sales of national election coverage, both radio and television, the night of Nov. 2. This is the first year that returns will be sponsored, and many web execs. look upon the income as "found money," since

(Continued on Page 7)

Confirm Com. Plans For So. African Radio

It's now official that the government-owned South African Broadcasting Corp. will set up a commercial network although it may be as long as two years before the web goes on the air. The decision by the government follows a recommendation made last Spring, and reported here, by a commission of inquiry which looked into commercial possibilities.

No commercial stations have ever

(Continued on Page 6)

Armed Services' Praise Voiced At Coast IRE Meet

West Coast Bureau, *RADIO DAILY*
Los Angeles—Armed service communications toppers last night paid tribute to IRE members meeting at Los Angeles. In a message to Walter Kenworth, chairman, Los Angeles

(Continued on Page 8)

Radio Author

G. E. Midgley, sales service manager of CBS, has authored a new book titled, "Advertising and the Business Side of Radio." The book which covers the field of national and local advertising will be published by Prentice-Hall on Oct. 27. Text will emphasize the purchase and sale of broadcasting time on radio networks as well as stations.

tions will start in about two weeks.

Lack of telephone line availabilities in some of the cities served by the 'storecasting' system caused the company to turn to FM for the solution of their problem, Joseloff said. Herebefore the commercial radio service to stores was a wired service similar to the Muzak operation.

Through the deal with Richard Hoffman's station atop of the Bank-

(Continued on Page 3)



★ COMING AND GOING ★

Vol. 44, No. 63, Wed., Sept. 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; Val Adams, 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. 7-6638.

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

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

FINANCIAL

(September 28)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Nat. Union Radio, DuMont Lab., Stromberg-Carlson.

OVER THE COUNTER

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

Staff Changes At CBS

Kingman T. Moore, Hugh Muir Rogers and Don Hewitt, associate directors at CBS-TV for the past six months, have been promoted to full directorships. Their previous posts will be filled by Herbert Spencer Sussan, Theodore P. Marvel and Richard A. Bleyer.

ROBERT KINTNER, executive vice-president of the American network, is in Detroit to discuss plans in connection with the forthcoming opening of the web's third owned-and-operated television station, WXYZ-TV, which makes its bow October 9.

ROBERT LEWIS has arrived from the West Coast to work on radio campaigns for 'The Night Has a Thousand Eyes' and other Paramount pictures. En route East, he stopped in Chicago, his home town.

LEE JAHNCKE, station relations manager in the television department of ABC, and AL BECKMAN, of the American network station relations department, will return today from Baltimore, where they had conferred with officials of WAAM, the web's video affiliate in the Maryland metropolis.

EDWARD SOBOL, producer-director, and CARROLL O'MEARA, director, on the NBC television staff in New York, are en route to Hollywood to take up their new duties at KNBH. Sobol will be video production manager and O'Meara TV director.

GEORGE B. STORER, president of Fort Industry stations; LEE B. WALES, vice-president, and J. HAROLD RYAN, treasurer, back from the NBC affiliates meetings held in Sun Valley, Idaho.

GORDON GRAY, vice-president of WIP, is expected in New York today to attend a conference with his station reps.

PHILIP R. HERBERT, commercial manager for WHKK, Akron, Ohio, is back at the station, following conferences at Mutual network headquarters in New York.

JIM FONDA, of the CBS network program staff in Hollywood, who has been spending a few days in Gotham, tomorrow will start back to the film capital.

ROBERT H. 'SKIN' BOLLING, of the station-rep, organization, has returned to Chicago following a few days in New York.

OLIVER DANIEL, producer at CBS, left yesterday for Denver. From there he'll go on to Salt Lake City and St. Louis.

Downey Invited By Legion To Open Miami Convention

(Continued from Page 1)

five year on Monday, October 18, in Miami. He will also sing at the Memorial Services of the Convention, and supply the entertainment and show at the Commander's Dinner and the All-States Dinner, which will be Pan-American in theme.

Downey, who leaves for Miami on October 15, with his entire radio retinue, including Carmen Mastren and his trio, and Jimmy Rule, pianist, will do his NBC broadcasts from Miami on Saturday evening, October 16, and Tuesday evening, October 19. The broadcast on Oct. 21st will be from Chicago.

Warren Speech

New York State Republican Committee has purchased a half-hour on 15 ABC stations for a broadcast by Gov. Earl Warren on Sept. 30 from 10-10:30 p.m., EST. Warren will speak at Manhattan Center, New York. His speech will be aired on the American network's New York State network.

10 YEARS AGO TODAY

(From the files of Radio Daily)

The FCC has granted permission to more than 50 stations located in college towns, to broadcast after hours in presenting play-by-play accounts of night football games. Following the lead set by baseball teams this summer, many schools have scheduled a heavy season of night games in order to gain added revenue at the gates. . . . In a race with Goodyear Tire & Rubber Co. to garner rural listeners, Firestone Tire & Rubber Co., for the first time on a national basis, has purchased eight 15-minute periods for commercial coverage of the International Livestock Show and the National Dairy Show. Firestone will spend \$32,296 for time alone, plus costs for all facilities and announcers and commentators covering the two events.

Democrats Buy CBS Time For Two Major Addresses

(Continued from Page 1)

will be carried by a four-station Alaskan network.

On Friday from 10 to 10:30 p.m., EST, CBS will pick up the speech of Senator Alvin Barkley which will be delivered at Syria Mosque in Pittsburgh.

Kenneth Fry, radio director of the committee, flew to Oklahoma City yesterday to be present for the President's address there.



He's taking movies

The usual mode of shooting an escape on foot by the Hollywood studios is from a high scaffolding mounted on a dolly and run along tracks. But one studio (RKO) discovered that by using a helicopter, it could accomplish the same result at lower cost.

Even out in the land of million dollar movies, they try to cut down costs!

What are you, as a time buyer, doing to cut down your client's cost of doing business?

You must have heard this somewhere before, but we're going to say it again. If you use radio in Baltimore, there's one sure way to cut down your cost of doing business: Put W-I-T-H on that list.

For it's a fact that it's the successful independent that delivers more listeners - per - dollar - spent than any other station in this big town.

To make a sales manager happy, and to prove you DO know how to buy time . . . use W-I-T-H!

Coverage! For The Kansas City Trade Area! The KMBC-KFRM Team is the only single broadcaster to completely cover the actual Kansas City trade area. This comprehensive coverage is specifically designed to give the advertiser an economical means of reaching those millions of consumers who look to Kansas City as their trade capital. KMBC of Kansas City KFRM for Rural Kansas National Representatives: Free & Peters, Inc.

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

INS has served KFOR LINCOLN, NEB. FOR 12 YEARS

Development Of Storecasting Forecast For FM Stations

(Continued from Page 1)

ers Building in downtown Chicago the Storecasting service will be transmitted by WEHS-FM station to fixed-frequency receivers in the stores. The programs will also be available for listening in homes having FM receivers.

The broadcasting schedule for the FM commercial innovation will be seven hours a day, 6 days a week from 10 a.m. to 1 p.m., and from 2 until 6 p.m. Programs will be mostly music with news, weather reports, recipes and household hints.

Advertising announcements will include 20-second commercials and one-minute commercials in which three separate products are presented. Joseloff said the company would not use jingles, sound effects or tricky attention getting devices.

Reviews Development

Joseloff reviewed the development of 'storecasting' during his FM convention address. He said the idea was first tried out three years ago in 15 super markets in Hartford, Conn., through a local Muzak franchise holder. Piped music and transcribed announcements was programmed to the markets over leased telephone lines.

He added that the service has been extended to other cities including Philadelphia and reported tieups with the grocery chains of American Stores Company, First National Stores and National Tea Company. Clients for spot announcements include Libby, Swift, Wilson, Illinois Meat Company, General Foods, Coca-Cola and "some 60 other national regional accounts."

"Our record of advertising renewals is excellent," Joseloff added. "We have increased average sales of all our accounts by about 60 per cent."

Optimism over the future of FM was very much in evidence during first two days of the Convention. Thomas McNulty, chairman of the RMA liaison committee, acting as toastmaster at Tuesday luncheon, told delegates that while last year's meeting in New York had seemed like an undertakers' convention, this year's meeting is a "very lively corpse" and everyone seems enthusiastic over the future of FM. "Running your station is your prime job," he told the delegates, "let someone else take care of the details."

Lee McCanne, vice-president of Stromberg-Carlson Co., speaking on "trends in FM set production," as a representative of RMA, gave some interesting figures on production of

FM sets. In the last eight months, he said, 881,180 FM sets were produced, against a little less than 400,000 television sets. Drop in set sales of all kinds earlier in the year was caused by heavy television publicity, which confused the public, McCanne said. Sale of AM sets is still off, but FM sales are rising.

Calls FM 'Big Business'

"It is only good business to make FM our big business in 1949," McCanne declared; "we are underestimating the rural FM market, which will expand as FM equipment and service are improved."

William E. Ware of KFMX, Council Bluffs, Iowa, gave an optimistic report on the finances of the association and received wholehearted assurances of support from members. Ware detailed the accomplishments of FMA since its establishment and promised even greater service in 1949. "We're the livest corpse in the country," he said, "with more than a station a day going on the air."

Ware stressed the need for a testing laboratory for FM sets. "Under the present setup, the stations get the blame for poor set performance. Low grade receivers must go," Ware said. "I did not say low priced, but low grade, receivers. There should be a testing laboratory and I'm even in favor of the suggestion made by some members that manufacturers of low grade sets be blacklisted."

Ware suggested the manufacture of an FM set with an AM converter, instead of the AM with FM converters now manufactured. He also said the association should fight for the right of FM to use AM network shows.

Hulbert Taft Heard

At the morning session Hulbert Taft, Jr., president Transit Radio, Inc., Cincinnati, told the aims and progress of his company, and Stanley Joseloff, president Storecast Corp. of America, New York.

Everett L. Dillard, retiring president of FMA, in his talk Monday stressed the need for a strong promotional campaign. "Collectively and individually we must bring to the attention of the broadcasting and advertising industries and the public the true facts in the success story of FM," he said, and added, "This can never be accomplished unless we have a united front composed of AM-FM and FM broadcasters. We have our own tools with which we can work. In our membership we have many newspapers, many radio stations both AM and FM. We can reach millions with the story of FM with practically no cost. Let us spend our money where it will do the most good. Let us blanket the country with our FM story."

Stork News

Hartford, Conn.—A girl was born September 24th to Barbara McKinney Black, wife of Jim Black of the commercial department of WHTT, Hartford. It's the Blacks' first child.



He Types Like a Newspaper Man ... with his fingers on America's pulse

He dictates to himself five times a week, talking the lines while composing his evening solo. Before that he and his staff have spent bustling hours digging into, behind, and around the news. Fill-in interviews with Washington bigwigs bolster his background data. His zeal to ferret out facts sends staff members scurrying to remote points from Alaska to Mexico City.

His program is the original news "co-op". It generally originates in Washington, D. C., and is piped to the stations of the Mutual Network. Currently sponsored on 310 stations, his program affords local advertisers the prestige of a live network show at local time cost, plus pro-rated talent cost.

Since Mutual is more than 500 stations, perhaps there's an opening in your city for the Fulton Lewis, Jr. broadcast. If you want a ready-made audience for a client or yourself, check your Mutual outlet, or get in touch with the Co-operative Program Dept., **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

LOS ANGELES

EMCEE JAY STEWART takes his ABC's "Surprise Package" program to Sacramento, California, October 4 through October 8, where the afternoon show will originate from KFBK in conjunction with the dedication of that station's new 50,000 watt transmitter.

Helen Wald has been added to the writing staff of "Kay Kyser's College of Fun and Knowledge" which debuts October 4. She also continues as writer of ABC's "Surprise Package."

Irene Ryan has been signed as a regular on the Bob Hope Show.

"Queen for a Day" returned to Hollywood after its week in Texas but probably will head East early in October for personal appearance to be climaxed at the druggists' convention in Atlantic City, N. J.

Jack Carson lost Announcer Hy Averbach to Bob Hope, but this week signed up Howard Petrie to announce his new CBS series starting Oct. 8, thus removing Petrie as announcer of the new Jimmy Durante program.

Frank DeVol has been signed for the Jack Carson Sanka show for the second straight year and will be pacted exclusively as a comedian and non-exclusively as arranger-conductor. DeVol will begin his CBS series with Carson on Oct. 8, giving the maestro six coast-to-coast CBS programs weekly, his other five being the Jack Smith ailer.

Howard Ray began a series of half-hour Sunday evening commentaries over KFVB on Sept. 26, entitled "Road to Success." The programs are sponsored by the Institute of Success and brings leaders in various forms of business to the KFVB microphone as guest speakers.

"Stars in Your Eyes," the weekly radio program broadcast locally over KLAC and distributed to more than 700 disc jockeys and commentators throughout the U. S. and overseas, has been adopted as a regular feature of WEVR, educational FM station of Veterans' Vocational school in Troy, N. Y.

Hal Finberg replaces Bill Rousseau as the producer of ABC's "Adventures of Johnny Fletcher," according to announcement made by Packager Don Sharpe. Reason for change is because Rousseau's duties as director of "Amazing Mr. Malone" now conflicts with "Fletcher" show, both going "live" on Saturdays.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Jack Paar won hands down over a dozen other entries to cop the Phil Baker replacement spot on "Everybody Wins." . . . Philip Morris have bought Ralph Edwards' "This Is Your Life" to be unveiled on NBC Oct. 19th. . . . Universal-International Pix are making available for the air 3000 unfiled stories that have accumulated on their shelves over the years. . . . New ABC sustainer will star Kay Starr starting October 11th. It'll have unusual guesstar policy, presenting only femmes. . . . Jimmy Durante has formed a partnership with Artie Michaud to book talent throughout the country to see if television has revived vaudeville to any extent. It'll be a 16-week trial period. . . . Tom Reddy, "County Fair" announcer for the past 3 years, leaving the show to announce the Chesterfield Supper Club in H'wood. Lee Vines, CBS staffer, will replace. . . . Marc Daniel to direct the "Ford Theater" on television when it preems on CBS-TV on the 17th. . . . George Wolf, publicity director of Foote, Cone & Belding, has been handed an additional chore—that of right hand man to the agency's new director of TV, Roger Pryor. . . . Guy Lombardo weighing offers of \$155,000, plus expenses, for six-week tour of the continent next summer. . . . John Bradford tells the sad tale of the actor who fell off his yacht near a lighthouse. Poor lad drowned trying to swim in circles to keep in the spotlight. . . . Mel Allen and Jim Britt picked to do World Series on Mutual. TV announcers still to be named.

☆ ☆ ☆ ☆

● ● ● IMP-recessions: Star Theater: Texacomedy. . . . Galen Drake: Mid-knight. . . . Corliss Archer: Archer triumph. . . . "Sing It Again": Hum-dinger. . . . A Bing Crosby offspring: Crosby. . . . Buddy Clark and Doris Day: Tunesome twosome. . . . Mel Allen: A WINstitution. . . . Ed Sullivan: Host of the Town. . . . Peter Donald: Dial-action.

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Dear Sid," writes Robert Q. Lewis, "I just got back from a wonderful vacation in London and Paris. London was great. The streets seem to be filled with things that remind you 'THIS is Great Britain'. Everywhere you look—Churchill's cigar butts. A lot of people laughed when I said I'd manage to be presented at Court, but it was easy. All I had to do was drive on the wrong side of the street. Naturally I got caught in one of those pea-soup fogs one night and had to grope my way across town. It was awful. Twice I barked my shins and three times I got my face slapped. Then . . . ah, then . . . I went to Paris. It was so gay, so romantic, so charming, but underneath it all there was a kind of sadness. Why, do you know that things are so tough in Paris that the people have to eat out on the sidewalks? Made all the usual rounds in Paris—the Folies Bergere, the Eiffel Tower, the Folies Bergere, the Arc de Triomphe, the Folies Bergere, etc. Now I know the one big difference between French girls and American ones. The Atlantic Ocean. But what have they got against Sinatra over there? Everywhere you go they say: 'Give me one American dollar and I give you 300 Franks!' On my plane trip home, I met a contract bridge expert who felt awful about the number of people in England who had dropped bridge and were now playinb gin rummy. As he tearfully put it, 'London Bridge's falling down!'"

☆ ☆ ☆ ☆

● ● ● TODAY'S QUOTE: "There is no question but what the give-away craze and large prizes have begun to over-shadow the entertainment value of programs. Such over-emphasis is not healthy for radio, and if it reaches undue extremes it will kill itself off in any event."—Ted Streibert. ("Amen"—Fred Allen).

☆ ☆ ☆ ☆

● ● ● SID-BITS: New slick mag tagged "Talk of N.Y." due to hit the stands this week. Radio and television columnist will be Maxine Keith who belongs on both sides of the milke.

YOUR
ADVERTISING
DOLLARS
are wisely
spent on

W
K
B
O

HARRISBURG
PA.

Established In 1922



Represented by
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A STEINMAN STATION

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

Famous French Candies

15 East 52nd St.
AIR CONDITIONED

CHICAGO

By NAT GREEN

PAUL NEILSON, WGN reporter and news analyst, and Rhoda Arneson, assistant to an advertising executive, will be married October 9 in Evanston, Ill. After a wedding trip to Colorado Springs they will live in Chicago.

Cy Howard, former member of the WBBM sales staff and now in Hollywood, is the creator of a new weekly CBS program series, "The Little Immigrant."

Former Governor Jimmie Davis of Louisiana, author of the song "You Are My Sunshine," is suing the Rag Doll, Chicago night spot, for \$4,000 he claims is due to him in back salary for his engagement there earlier this year.

Walter Schwimmer, president of Radio Features, Inc., announces the appointment of Dorothy Fell, formerly with Weiss & Geller and Schwimmer & Scott, as secretary of the company.

John Carey, WIND sales manager, back from a conference with New York reps at the Katz agency.

ABC's "Breakfast Club" and "Ladies Be Seated" will originate from the ABC Civic Studio in the Civic Opera building starting October 4, on which date the studio will become the network's principal standard broadcast as well as television point of origination in Chicago.

Documentary On Health Will Get Chi. Sponsor

(Continued from Page 1)

October 18 at 11:15 a.m. and will be heard five times a week. It will be sponsored by Johnson & Johnson, manufacturers of medical supplies, as a public service.

"It's Your Life," produced and leased by the Chicago Industrial Health Association, new Chicago voluntary agency organized last January, will be written and directed by Ben Park, producer of the award-winning "Report Uncensored." Early this year the association secured the services of Percy Shostac, formerly director of the Fort Greene Industrial Health Association of Brooklyn, to head up the program and to find a sponsor interested in institutional public service. Park was signed by the association last April to carry this idea forward.

Jolson Premiere Thursday

Al Jolson begins his new "Kraft Music Hall" series Thursday, Sept. 30, at 9 p.m., EST over NBC. Judy Garland helps the Mammy singer off to a good start as the first of the guest stars to appear on the show each week. Oscar Levant returns to add his with and his music to the proceedings. Music by Lou Bring, his orchestra and chorus. Ken Carpenter will announce, Cal Kuhl will direct.

The program is carried over 141 NBC stations. Agency for Kraft Foods is J. Walter Thompson Co.

Philbin Heads AFA In 4th Florida District

(Continued from Page 1)

vention at Ponte Vedra Beach, near Jacksonville, Florida, last week-end.

With 150 representatives from Miami, Tampa, St. Petersburg, Orlando, Gainesville, Lakeland, Jacksonville and other cities, the ad men adopted the five-point AFA program as the objective of the convention. Up for consideration were plans for the improvement of college advertising courses, increased public service, better public understanding of advertising, raising of the standards of taste and ethics, and the advancement of technical skills.

Elon G. Borton, AFA president, installed the new officers: Trenton Collins, Tampa as lieutenant governor; R. E. Goodale, St. Petersburg as secretary; Henry Jacobs, Orlando as treasurer; and Don Lynskey as director at large.

Two More MBS Programs Going Co-op. Next Month

Mutual adds two more co-ops next month. Both shows are now on the network.

"Adventures of the Falcon" becomes available for local sponsorship Oct. 25. Show is aired Mondays, 8-8:30 p.m., EST. "Luncheon At Sardi's" goes co-op Oct. 4 and will be heard on the network a half-hour earlier, 12:30-1 p.m., EST, Monday through Friday.

AGENCIES

B. A. REAVIS has joined Federal Advertising Agency, Inc. as account executive. He was formerly with Lynn-Fieldhouse and before that with McCann-Erickson advertising agency.

CHARLIE BASCH, president of Television Screen Productions, Inc., announces that the firm is currently producing the television commercials for Modern Industrial Bank's "Town Meeting of the Air" tele show, which preems over WJZ-TV October 5. The commercials are being shot mostly on location, and depict the advantages of the various banking services.

RICHARD G. MACKAY, formerly of New York, has joined Wheeler-Kight & Gainey, Inc., Columbus, Ohio, advertising agency, as an account executive.

DONAHUE & CO., New York, will serve for the second year as volunteer advertising agency on The Advertising Council's Fight Tuberculosis campaign. Jeremy Gury, vice-president of Donahue & Co., will again supervise preparation of advertising material for the campaign. Douglas W. Coutlee, advertising manager of Merck & Company, will again serve as co-ordinator. Judy Kwis is The Advertising Council's staff executive on this public service project.

INSIDE NBC



... superior recording facilities and production services

STUDIOS—Available for transcribing spot announcements or full-length programs . . . the same NBC studios used by national advertisers for network programs . . . every size from intimate "speaker" to large "theatre" studios

TECHNICIANS—Skilled recording engineers using the famous Scully precision lathes

PROGRAM BUILDERS—Writers, directors, talent . . . ready to guide your program ideas toward "network caliber" shows

RECORDINGS—Clear, brilliant masters . . . made from pre-tested blanks to assure complete tonal fidelity
Speedy service on instantaneous recordings for rebroadcast, audition, reference or legal files

SERVICES—Expert re-recording and editing • Field recording • Guest Relations service for audiences

For the finest recording facilities, at surprisingly moderate rates, call NBC Radio-Recording.

Facilities also available at NBC in Chicago, Washington, Hollywood, San Francisco, Cleveland and Denver



... Radio-Recording Division

A service of Radio Corporation of America
RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco

Heavy Radio Spending For GOP Campaign

(Continued from Page 1)

while the National Committee reserved two complete networks (CBS and MBS) for Dewey's campaign opener in Des Moines, time on many local stations was purchased by State Committees as the Governor moved westward. When the New York Governor spoke from Des Moines, the New York State Central Committee added all NBC stations to blanket all sections of the Empire.

In Denver, the Colorado organization made sure Colorado and Wyoming listeners heard Dewey's speech by purchasing time on KOA. The National Committee gave eastern listeners a repeat broadcast of Dewey's Denver speech over ABC stations the night after he spoke in Denver.

Arizona Web Provided

When Dewey's train rolled into New Mexico, a state-wide network was made available for his Albuquerque address. For his Phoenix speech, the Arizona Committee provided a state-wide network which carried the Governor's voice to distant points in the Silver State.

When Governor Dewey spoke from the Hollywood Bowl, his address was carried over a network of NBC stations throughout 11 Western States, under the sponsorship of the California State Central Committee. The San Francisco address on September 25 was similarly carried over ABC stations in 11 far-western states.

As Dewey moved on to Portland, the Oregon State Central Committee provided state-wide network coverage for his address to voters in the Northwest.

In Washington, a western network of Mutual and Don Lee stations broadcast his speech from Seattle, not only to Pacific coast listeners, but as far east as the Mississippi river. In addition, State Committees lined up State networks and many independent stations to augment the National Committees double-network operation.

Plan More Coverage

Turning eastward, Governor Dewey will make a major address to the Nation from Salt Lake on September 30, for which the National Committee will provide a nation-wide audience over NBC facilities. And, again, State organizations will supplement with State network and local station coverage.

For Governor Warren's vice-presidential trek eastward, many States augmented the National Committee's network schedule, to provide the California Governor with a maximum of radio listeners. For Governor Warren's address in Tulsa, Oklahoma, the Oklahoma State Central Committee effected a hookup of 32 Oklahoma stations. As the Governor moved into Kentucky, the State Central Committee lined up 8 stations to carry his Louisville address.

When Warren's train rolled into Ohio for his address at Columbus, his managers found that the Ohio

Webs And Paramount Oppose FCC Multiple-Ownership Ban

(Continued from Page 1)

proposed move, and Paramount Pictures sharply challenged the right of the Commission to propound ownership limitation rules.

Radio Attorney Arthur Scharfield filed a brief declared the proposed rules represent "an attempted abdication by the Commission of its statutory duty to exercise its administrative discretion on the merits of each application before it. . . . Congress alone has the power to declare that there is no longer any need for the exercise of administrative discretion with respect to a particular problem." The Commission proposals, he went on, are in conflict with the objective of better service to the public.

Also opposing the rule making was the local law firm of Haley, McKenna and Wilkinson, on behalf of several of its clients. In a lengthy brief, the following were quoted in testimony on the White bill before the Senate Interstate Commerce Committee last year, all stressing their conviction that ownership limitation should be set by Congress rather than the FCC: the former FCC chairman, Charles Denny, now NBC executive vice-president; former commissioner E. K. Jett, now Baltimore Sun TV vice-president; FMA director Bill Bailey; ABC president Mark Woods, CBS president Frank Stanton; MBS president Edgar Kobak, and NBC president Niles Trammell.

Sees Danger to Stations

Stanton told the Commission in his letter filed this week that the rules as proposed would jeopardize the present CBS station holdings—and CBS and NBC both argued that no new rules to be adopted should be applied to present holdings. CBS owns WCBS, New York; WEEI, Boston; WTOP, Washington; WBBM, Chicago; WCCO, Minneapolis; KMOX, St. Louis, and KNX, Los Angeles. It

State Central Committee had provided 14 of the Buckeye State's stations to carry his address; similarly, the Michigan State Central Committee gave thorough coverage to Governor Warren's address from Detroit.

Will Televis Warren

Many Eastern States will augment mid-October radio appearances of the Presidential and Vice-Presidential Candidates. The Pennsylvania State Central Committee will not only air Governor Warren's address from Philadelphia, October 1, but will provide the first television network broadcast of the 1948 Presidential Campaign. The NBC coaxial cable network has been reserved by the Pennsylvania Committee for simultaneous TV and radio coverage of Governor Warren's address to Keystone State listeners.

Dewey will make several additional nationwide broadcasts in October, Ingle indicated, and Speaker of the House, Joseph W. Martin, Jr. will invade West Virginia in October for a major nationwide radio address.

seeks to sell control, but retain 45 per cent of WTOP, and to extend its present 45 per cent interest in KQW, San Jose-San Francisco, to full control. In addition, Stanton explained, two CBS directors with substantial stock holdings are officers of WCAU, Philadelphia, and another is an officer of WIND, Chicago.

The latter would be eliminated from consideration by Stanton's proposal that the percentage of stock ownership constituting minority interest for the purposes of these regulations would be increased from one to five per cent.

Wants Same Limit For AM-FM

Stanton suggested, too, that the limit on FM should be the same as on AM ownership. The Commission's proposal limits AM ownership to seven fully controlled stations, and FM ownership to six. As for TV, Stanton said he was uncertain about what will happen there, but that he thought TV limits should probably be identical with CBS' proposed AM limits—which would mean majority ownership of eight stations, or any combination of majority and minority

Confirm Com. Plans For So. African Radio

(Continued from Page 1)

operated inside the Union of South Africa although Lourenco Marques Radio, located in Portuguese East Africa, has covered the area. SABC now has a total of eight non-commercial stations in the Union which broadcast two different series of programs, A and B.

For commercial broadcasting, SABC will set up complete new facilities and continue to air its non-commercial programs on the present outlets. The director general of SABC will leave soon for Canada.

interests ranging up to 16 minority and no majority holdings.

NBC maintained its previous position against any rigid limitation. "The facts in each case," it said, "should be the determining factor regardless of whether applicants might own five, ten or 20 stations. But if the Commission does fix new limits, they should be at a level high enough to avoid any question of divestiture. No one should be required to surrender ownership interests which he now holds unless it is specifically established that his control is inconsistent with the public interest."

wsb-tv

The Atlanta Journal

ON

PEACHTREE ST.!

THE AIR!

SCHEDULE!

SEPT. 29TH!

7 DAYS EACH WEEK!

PROGRAM SCHEDULES AVERAGE

5 HOURS PER DAY

"The Eyes of the South"

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, September 29, 1948—TELEVISION DAILY is fully protected by register and copyright

TELE TOPICS

FIRST MUNICIPALLY-OWNED, non-commercial TV station in the country is slated for New York. Application for an experimental, high-frequency license has been drawn up by Seymour Siegel, director of WNYC, and is awaiting City Hall okay. Reports from the Hall estimate the cost of the outlet at 282 G's. . . . Dorothy Doan, one of the top new gals in town, has left INS to become CBS-TV's woman's commentator. Her show will be aired Tuesdays and Thursdays, 1-1:30 p.m., beginning Oct. 12, with Gil Fates assisting. . . . Baltimore's WMAR-TV figures it's scanned 136 miles of newsreel film since it first began operations a year ago. . . . Peggy Wood, Dennis King, Mary Boland and Vicki Cummings will play the leads in "Dinner At Eight," which kicks off the new Philco series over NBC Sunday night.

CBS RATES A NOD for two top-notch special events—the amateur art exhibit Monday night and the Air Force show in the Garden Saturday. Gypsy Rose Lee, who created such a furor Saturday, did an excellent emcee job at the art show, without removing a stitch. P.S.—The remote equipment functioned perfectly throughout the evening. . . . First rate card published for KFI-TV offers combination discounts for sponsors using both AM and TV facilities as incentive to get the radio advertisers on the bandwagon. . . . Ziv's "Football Sports Album" will be sponsored on both WJZ-TV and WNBT.

WITH THE CLEVELAND INDIANS still leading the waning A. L. pennant race, Westinghouse is reported to be planning a Stratovision hookup of the East and Mid-west webs for the Series, if the FCC approves. Plane probably would fly mid-way between Buffalo and Schenectady. . . . Second in ABC's "Actors' Studio" series will be Katherine Brush's "Night Club," adapted by Eva Wolas. Joan McCracken heads an all-female cast of 16, directed by Ralph Warren. . . . WXYZ-TV has sold three major programs to be aired on its Oct. 9 kickoff. An hour-long variety show will be bankrolled by Philco; Notre Dame-Michigan State game will be sponsored by Admiral, and a night game between the Detroit Lions and Boston Patriots has been sold to Goebel Brewing.

HATS OFF: To Lee McCanne, Stromberg-Carlson veepee, and C. William Schneierreith, Baltimore Rotary prexy. Through their efforts, a TV receiver was installed in the children's polio ward in the Baltimore Children's Hospital School, and is viewed daily by a dozen or more youths in iron lungs. Special mirrors above the patients' heads enable them, lying prone, to view the screen. One young girl, paralyzed from the neck down, wrote a note of appreciation for her entertainment by holding a pencil in her mouth and using the mirror as a desk.

AM-TV Sales Of Election Returns Boost Web Billings By \$400,000

Spot Sales To Rely On Films—Shupert

Detroit—Use of film transcriptions on spot purchases of TV time as a major source of commercial programming as opposed to nationwide network shows was envisioned here yesterday by George Shupert, director of commercial operations for Paramount Television, in a speech before the Television Roundtable at the Leland Hotel.



SHUPERT

Shupert noted "a definite film-wise trend" in video which, he said, "reflects the trend among large advertisers toward closer control over their sales promotion efforts. . . . The selective trend in time buying is strongly evident in television as well as in radio," he said. "And transcriptions are helping to carry the ball by giving advertisers absolute quality-control over both programs and commercials."

KTSL Signs With DuMont; CBS Pacts WOIC, Wash.

Signing of interim affiliation contracts with other webs by two Mutual stockholder stations was announced yesterday. KTSL, Don Lee outlet in Los Angeles, signed with DuMont, and WOIC, Bamberger station in Washington, pacted with CBS.

WOIC is slated to go on the air in January, in time for the Presidential inauguration. According to the agreement, technicians, studios, cameras and other equipment to be used for web pickups will be furnished by WOIC.

DuMont shows will be fed to the coast station by Tele-transcription.

WTMJ-TV Sports Show Sold To Packing Co.

Milwaukee—Plankinton Packing Co. has signed with WTMJ-TV for sponsorship of a ten-minute "Sports Roundup" to be aired immediately following college and pro grid games. Program will be prepared by Jack Krueger, outlet's news editor. Four Notre Dame contests and five Green Bay Packer contests will be carried. Agency is Cramer-Kasselt.

Press-Time Paragraphs

TSN Would Build Two Stations

Fort Worth, Tex.—The Texas State Network, Inc., has submitted two applications for television stations, one for KFJZ, key station here of the web and the other for KABC, San Antonio affiliate. The TSN is seeking Channel 2 here with 14.2 kw. visual and 7.3 aural. The station would be built at an estimated cost of \$295,300. In San Antonio, TSN is seeking facilities on Channel 2 with 13.5 kw. visual and 6.9 kw. aural and outlet would be built at an estimated cost of \$345,100.

WSB-TV Signs For Newsreel Service

Atlanta—WSB-TV, the Atlanta Journal television station, has just closed with Telenevs-INS-INP for both daily and weekly newsreel service, becoming effective tomorrow, September 30th. Following the Telenevs-INS-INP sweep since January 1st, which has seen this video news programming established in major cities from coast to coast, the signing of WSB-TV marks Telenevs-INS' first newsreel appearance in a major Southern market.

U. S. T. Has New Console Model

A fifteen-inch television console model is now being produced by the United States Television Mfg. Corp., it has been announced by Hamilton Hoge, president. The new model is now in good production with shipments to be increased this fall. The complete unit is priced at \$1495.

(Continued from Page 1)

they have always gone all-out on coverage in the past on a sustaining basis.

Latest sale was announced yesterday by CBS, and covers sponsorship of returns on the TV web by Nash Motors, which is picking up the tab also on AM; with the price for both reportedly \$110,000. TV coverage will begin at 8 p.m. and continue without interruption until the outcome is definite. Video net will be comprised of WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR-TV, Baltimore, and WNAC-TV, Boston. Geyer, Newell and Ganger is the agency for Nash.

ABC's radio coverage is expected to be sponsored by an automotive concern. Kaiser-Frazer is bankrolling tele returns on both an eastern and mid-western web. According to an ABC source, the network will get around \$150,000 for both packages.

First network to announce the sale of election cover was Mutual, which signed with Curtis Publishing Co. early this month. Contract is said to have a price of \$75,000.

Sale of NBC's tele coverage to Life magazine was announced this week. Similar to the arrangement used for the political conventions last summer, deal is reported to have a price tag of \$50,000, and covers the east coast web: WNBT, New York; WPTZ, Philadelphia; WBZ-TV, Boston; WNBW, Washington; WBAL-TV, Baltimore; WTVR, Richmond, and WRGB; Schenectady.

Sponsor, if any, of NBC's radio coverage has not yet been announced.

Deal between DuMont and Newsweek, similar to the NBC-Life agreement, was in effect for the Democratic and GOP conventions and it is reported that a pact to cover the election returns is near the signing stage.

John G. Fuller To Head H-D Video Operation

John G. Fuller has joined Hile-Damroth, Inc., as director of the firm's newly established tele department. He formerly was with American Optical Co. and Walter H. Baker publishing firm.

Originators of the "Black Magic Board," used by NBC-Life during the political conventions, Hile-Damroth has begun production of completely packaged TV shows, including commercials, all of which are built around the board.

Record Firms Seek Meeting With Petrillo

(Continued from Page 1)

pany request but it is believed that he will readily agree to the meeting. Record companies represented at the meeting in New York yesterday were RCA-Victor, Decca, Columbia, Capitol and Mercury.

Indications are that the platter firms have decided not to dwell at great length over discussion of Petrillo's proposal for a trustee to administer a royalty fund but to present the AFM chief with one over-all package. This would contain acceptance of the proposal, pending government okay, plus demands for new contracts. Record companies seem to be little concerned with whether or not Petrillo's proposal is legal, since it's up to the government to say, but they've pounced on his offer as a possible open door toward making a deal.

Transcription companies are not included in the request for a meeting with AFM. Record and ET firms, for the most part, are going their own separate ways in dealing with the musicians union.

Armed Services' Praise Voiced At Coast IRE Meet

(Continued from Page 1)

section of the IRE, Maj. Gen. Spencer B. Akin, Chief Signal Officer, Army, Admiral Earl E. Stone, Chief of Naval Communications, and Maj. Gen. F. L. Ankenbrandt, Director of Communications, Air Force, jointly praised IRE activities, stating:

"The U. S. Army, Navy and Air Force salute you, the western members of the Institute of Radio Engineers at your 1948 western convention, and congratulate you on your outstanding professional achievements during the past year. Your work has resulted not only in a manifold expansion of the communications and electronics industry but also may become an important cornerstone in the structure of a permanent peace."

ANOTHER CHUMP Wants to Buy a Farm

Someone in radio must be stuck with a small farm that they want to get rid of. It must be approximately 40 - 60 miles from Radio City, have modernized farm house, at least 25 acres. An exotic brook that I could turn into another Lake George would be helpful. Give full particulars in first letter including final price (not stage money) and be quick as I might change my mind about the whole thing any minute.

Write Box 173,
RADIO DAILY
1501 Broadway
New York 18, N. Y.

COAST-TO-COAST

Broadcasts From Salmon Derby

Portland, Ore.—KEX, last Saturday, gave its listeners a full account of the doings at the Waldport Salmon Derby via a remote pick-up. Kay West, KEX women's program director, was toastmistress during the broadcast and was given an assist by Jesse Leonard of the station's announcing staff. Among those introduced and interviewed by Miss West were the Governor of Oregon, state officials, Hollywood celebrities and Northwest sportsmen.

Gets Scoop On Miss Amer. Inter.

Paterson, N. J.—Bill O'Toole, of the WWDX staff, recently scooped all other stations by being the first to air an interview with Miss America of 1948. This was done by recording interviews, prior to the finals with each contestant, under the supposition that she had won the coveted title, and then airing the appropriate interview immediately after the announcement of the winner.

Two Leave WKY

Oklahoma City, Okla.—Two resignations were received at WKY this past week. They are those of announcer Jimmy Byrnes who left to enter the University of Oklahoma, and the national sales manager, Harry Burdick, whose plans were unannounced. Replacing them, respectively, are Howard De Mere of WNAD, Norman, Okla., and Leo Howard, WKY commercial manager.

To Air "Berlin Journal"

Boston, Mass.—WBZ and WBZA inaugurated last night a series of six dramatic broadcasts based on station special events director Chick Morris' round-trip flight to Germany. Prepared and presented by Morris, the series, entitled "Berlin Journal," will include a graphic, chronological account of the highlights of his over-water hop, a description of his ride in an "Airlift Plane" loaded with coal and food for Berlin, the present feelings of the German people toward Americans and their hopes for the future. Programs will be aired each Tuesday night at 6:30 p.m.

Pub. Service Show Aired by WTOM

Bloomington, Ind. — WTOM, as a public service to its listeners, recently presented a special broadcast of its "To the Colors" program in which complete information relative to the Selective Service questionnaire was given in detail. "To the Colors" is a weekly program designed to keep WTOM listeners well informed about all branches of military service and features station promotion manager, Bob Carroll, who is also public information officer for Blommington National Guard units.

KWSC Loses Hayward

Pullman, Wash. — KWSC station manager, Frederic Hayward, will resign, effective October 9. Coming to this station in 1946, Hayward is well-known in Pacific Northwest radio, public relations and engineering.

KDFC Scores A First

Sausalito, Calif.—KDFC recently scored an FM first by taking its tape recorder backstage and recording first night interviews with singers and opera celebrities prior to the opening performance of the San Francisco Opera. This was the first time an FM station ever did an on-the-spot coverage of a major opera company opening. Handling the interviews was Ewell Labhard, station special events director and former opera singer.

Men's Store Buys KDYL Musical

Salt Lake City, Utah—London's Men's Wear of this city has purchased "Vine Street Varieties," a 52-week musical series on KDYL. The half-hour programs feature popular transcribed music by Ray Bloch, the Bloch Chorus, Tony Hames and Monica Lewis. Show is heard each Tuesday at 8:00 p.m.

WRNL Adds Martin

Richmond, Va.—American Broadcasting Company producer, Don Martin, has been appointed program director of WRNL. Martin, who was formerly with WFIL, Philadelphia and with ABC in New York where he produced such programs as "Right Down Your Alley," "One Foot in Heaven" and "The Man From G-2," will assume his new duties Oct. 4th.

NBC, CBS Int'l Sked To End Tomorrow

(Continued from Page 1)

some network shortwave personnel has shifted to "Voice of America" employment. CBS and NBC each have had about 120 employees on the SW payroll and about 70 of this number has or will be absorbed by the "Voice of America."

Networks are also absorbing some of their SW personnel in other departments although the exact number has not yet been determined. Last July NBC gave notice to all on the staff of the international division although some have already been rehired for other NBC duties. Ca. Abraham, manager of station relations for NBC's international division will become an assistant to William F. Brooks, veepee of news and special events and the international relations department.

Congress Probe a Factor

Edmund Chester, formerly SW director at CBS, moved into CBS-TV last July as director of sports, news and special events. John Hundley who became acting director of SW has not announced his future plans.

Congressional probings earlier this year into "Voice of America" broadcasts helped to bring about network decisions to turn over SW operations entirely to the State Department. Or Oct. 1 the network SW transmitters will be leased to the government or a cost basis.

recipe

A prominent food manufacturer.. long an advertiser on Evelyn Gardiner's HOME FORUM program heard over KDKA, Pittsburgh.. offered free recipes, available at two leading food chains.

Both chains, writes the advertiser, were *delighted* with the tie-in. Women by the score came in to ask for the recipe books mentioned by Evelyn Gardiner.

If you sell a product that women buy, and if you want to cook up more sales in the tri-state Pittsburgh market area.. be sure your recipe includes Evelyn Gardiner's program. NBC Spot Sales will quickly give you information on participations available.

50,000 WATTS
PITTSBURGH
NBC AFFILIATE

KDKA



WESTINGHOUSE RADIO STATIONS Inc

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

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 44, NO. 64

NEW YORK, THURSDAY, SEPTEMBER 30, 1948

TEN CENTS

TV GOING UHF; MAY FREEZE APPLICATIONS

Equipment Purchases Hit \$15,000,000 In '48

Washington Bureau, RADIO DAILY
Washington—About \$15,000,000 in transmitting equipment was bought by AM, FM and TV permittees in the first six months of this year, RMA said yesterday. Second-quarter sales alone amounted to \$8,099,780, and the six-month total was \$14,825,115. Transmitting equipment sales of all types—including Government purchases amounting to 67 per cent of the total—went to \$50,313,006 for the second quarter and \$80,346,321 for the year, RMA said. This figure does not include electron tube sales amounting

(Continued on Page 8)

Toscanini Returns Oct. 23 For New Season On NBC

Arturo Toscanini resumes his place on the podium of the NBC Symphony Orchestra on Saturday, Oct. 23, 6:30 p.m., EST, with Vladimir Horowitz, celebrated pianist, as first guest soloist of the 1948-49 season. Sixteen concerts will make up the Maestro's 11th series for NBC and will run Oct. 23 through Dec. 11 and Feb. 12 through April 2. Guest conductors Ernest Ansermet and Guido

(Continued on Page 2)

New CBS Promotion Kits Distributed To Affiliates

Columbia's fall promotion campaign got under way this week with the delivery of station promotion kits to affiliates on approximately 120 commercial and sustaining programs. The kits were prepared by Neal Hathaway, manager, and Charles Oppenheim, assistant manager of the CBS

(Continued on Page 2)

Plan TV Parties

Boston—Faced with the prospect of thousands of baseball fans being unable to get into Braves Field in Boston for the opening of the World Series on Wednesday, Oct. 6, Boston clubs are planning television parties for their membership and taverns are sending out invitations to selected customers to be on hand for the games. The prospect of televised World Series games here has stimulated the sale of receivers with table models moving in great numbers.

Scripps-Howard Seeks Station In Cincinnati

Washington Bureau, RADIO DAILY
Washington—The FCC was asked yesterday to okay the purchase of Baseball Commissioner Happy Chandler's WVLK, Versailles, Ky., by Scripps-Howard radio for a reported \$300,000. The sale would be conditioned upon the Commission's okay for transferring the station from Versailles to Cincinnati, in which city

(Continued on Page 5)

Chairman Of BBC Board Here To Study Radio-TV

Sir Ernest Darwin Simon, chairman of the board of the British Broadcasting Corporation, arrived in New York this week for a tour of the radio and television industry. While here Sir Simon will study network radio and television programming and will also visit governmental agencies in Washington including the Federal Communications Commission.

Announcement Of Move To Top Bands To Be Made Today By The FCC; Part Of VHF May Remain

Washington Bureau, RADIO DAILY
Washington—Today is UHF-Day for the television industry. FCC chairman Wayne Coy will announce this morning that the Commission has decided to move ahead to insure sufficient channels for the full development of a competitive TV system, it was learned last night. And yesterday the FCC released a schedule of upcoming hearings for AM and FM applicants—but pointedly ignored the TV applicants. As of yesterday some 303 TV applications were pending, with 86 construction permits out and 37 stations on the air. It was not known definitely what action would be taken with regard to those stations which have already invested heavily in transmission equipment for operation in the VHF bands (the current spectrum region), but it was assumed that some procedure similar to that followed in the case of FM would be adopted by the Commission. A few years of time passed before all FM stations on the low band were finally to be closed out of the 50 mc. area.

Petrillo Accepts Invite For Record Ban Confab

First real indication that the AFM record ban has a 50-50 chance of ending within the next several weeks developed yesterday when James Petrillo, union president, accepted an invitation to meet with disc representatives in New York next Tuesday afternoon, Oct. 5.

Optimism for a possible early resumption of record making is not based wholly on the fact that Petrillo readily agreed to the meeting, but because next week's negotiations will open on a far different plane from normal contract discussions. Summary

(Continued on Page 8)

Thomas Declares TV Aids Public Utilities

Pointing up that the increased use of electricity in the operation of television receivers will help public utilities, Eugene S. Thomas, general manager of WOIC, Washington, addressed the annual conference of the International Association of Electrical Leagues at the Mayflower Hotel in Washington yesterday.

"Tele already is producing a net

(Continued on Page 5)

Ware President Of FMA; Ten Resolutions Approved

Chicago—William E. Ware, manager of KFMX, Council Bluffs, Iowa, was elected president of FMA Wednesday at the closing session of the Second Annual Convention. E. Z. Jones, general manager of WBBB-FM, Burlington, N. C., was elected vice-president; E. J. Kodel, secretary, and Thomas F. McNulty, president of WMCP, Baltimore, treasurer. New board of directors consists of: for

one-year term, Marion Claire and Morris Novik; for three-year term, Matthew H. Bonebrake, KOCY-FM, Oklahoma City; Edward A. Wheeler, WEAW, Evanston, Ill.; Robert Wolfe, WFRO-FM, Fremont, Ohio; Lee McCanne, vice-president, Stromberg-Carlson Co., and Frank Gunther.

The convention closed on a highly optimistic note with delegates of the

(Continued on Page 5)

Salute To Grandma
For the second successive year, Kate Smith is sponsoring the campaign for an annual, national Grandmothers Day, to be celebrated the second Sunday of October—this year on October 10. Last year, through Kate's efforts, Grandmothers Day was observed by gubernatorial proclamation in 12 states. This year Kate has been in touch with all 48 governors.

Institutional
"Let Freedom Ring" is the U. S. Chamber of Commerce series that tees off on WJZ-ABC, Tuesday, Oct. 5 from 10:30 to 10:45 p.m., EST. With a complete revamping of the show's format, 13 weeks will be devoted to the views of management and to the benefits derived under the American system of competition made possible through free enterprise.

RADIO DAILY

★ COMING AND GOING ★



Vol. 44, No. 64 Thur., Sept. 30, 1948 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager, Marvin Kirsch, Vice-President, Val Adams, 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, 7-6638.

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

(September 29)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Mrs. Charles A. Myers

Dallas, Texas—Mrs. Charles A. Myers, author and broadcaster died at her home here. She authored the book "Sandra" a story of Texas and the Southwest and until last fall had been writing and presenting a weekly program over WRR since June 1943.

INS has served

Advertisement for KFOR Lincoln, Neb. featuring a calendar and the text 'FOR 12 YEARS'.

LUIS G. DILLON, vice-president of McCann-Erickson Corporation, is back in New York following a two-week trip to Cuba and Puerto Rico, where he visited his company's offices.

G. W. (TOM) HARKER, national sales manager of Fort Industry stations, leaving for Detroit to confer with top executives, then on to Chicago and Cincinnati, contacting agencies in both cities.

J. B. MAURER, sales manager of WHK, Cleveland, will spend next week in New York on station business.

E. Y. FLANIGAN, managing director of WSPD, Toledo, Ohio, back at the station after attending the NBC affiliates meeting held at Sun Valley, Idaho.

TOTTY WEHNIR, sales-service manager of WCBS, leaves tomorrow for Fire Island, where he'll spend 10 days.

DALE DRAKE, managing director of WRR, radio station of the City of Dallas, is in Chicago for the meeting of the FMA.

New CBS Promotion Kits Distributed To Affiliates

(Continued from Page 1)

program promotion division of the advertising and sales promotion departments.

Packed in rectangular wooden boxes the promotion folders are in three colors, blue for evening programs, yellow for daytime and russet for sustaining shows. Each kit contains promotion material including newspaper ads and mats, glossy prints of stars, announcements for air promotion, client and agency information and feature stories for the press.

The promotion campaign will work on a continuing basis with new material added as new shows join the network.

Berns Aids 'Movie Matinee'

Bill Berns has been appointed liaison between the Mutual network series, "Movie Matinee" and the motion picture industry. In addition to his WOR broadcasts, Berns will promote tieups and special events in conjunction with current motion picture releases.

Mary E. Brophy

Mary E. Brophy, 86, mother of K&E President Thomas D'Arcy Brophy, died suddenly in Butte, Montana, Sept. 27. She is survived by two other sons, John A. Brophy of San Francisco, and P. J. Brophy, Jr., Sacramento, Calif.

10 YEARS AGO TODAY

(From the files of Radio Daily) Empire State Network, newly formed regional group covering New York State, has set basic policies for operations and a basic rate of \$1,130 per hour during the 6-11 p.m. period daily. Policies include the provisos that the web can be sold as a group, individually, or in part, with client paying line charges if show originates in New York, but is not aired in that city.

ROY SHULTS and TOM DAWSON, of CBS Radio Sales, leave today for San Francisco, after which they'll visit Chicago and Minneapolis.

GERTRUDE GROVER, women's editor of WHCU, Ithaca, N. Y.; MARY SLATTERY, traffic manager of the station, and STEVE COLE, announcer, paid a call yesterday at the press information division of CBS, with which the station is affiliated.

MARGARET GORDON, manager of The Four Tunes, accompanied by the members of the quartette, is in Washington, D. C., for an engagement at Perusso's Lounge and a series of radio guest shots.

CLARENCE C. MOORE, program director of KOA, Denver, today is in Glenwood Springs, Colo., where he will be the principal speaker at the state convention of the Colorado Federation of Women's Clubs.

MILTON BACON, assistant to the general manager of WCBS, today goes down to Bay Shore, L. I., where he will speak at the annual dinner of District 8 Council, Boy Scouts of America.

Toscanini Returns Oct. 23 For New Season On NBC

(Continued from Page 1)

Cantelli take over four each during Toscanini's absence.

Mr. Ansermet marks his second season as guest conductor, while Mr. Cantelli, the 28-year-old Italian discovery of Toscanini and NBC's general music director, Samuel Chotzinoff, makes his American debut this winter.

Television plans await Toscanini's return from Italy, expected Oct. 12.

NAB Subscription Plan

Lawyers and engineers heretofore eligible for associate membership in NAB will instead be offered a plan of publication subscriptions as a result of a mail poll of the NAB board, it was announced Friday. Lawyers representing members, members of the FCC Bar Association and consulting radio engineers will be invited to subscribe to NAB publications, including the weekly reports and others.



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!"

All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous . . . and sometimes it's most enlightening.

Take radio in Baltimore. If you stare right straight at the naked facts, you'll discover that it's the independent station that's the buy in this big town.

It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this 6th largest city.

The smart time buyers don't use blinders . . . they know what goes on in Baltimore. That's why W-I-T-H heads so many lists!

WEVD advertisement featuring a large stylized logo and text: '5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA Send for WHO'S WHO Among Advertisers on WEVD'.

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

BUT NOT THROUGH ADVERTISING ALONE

MANY are the advertising men, sales managers and manufacturers who have come to WLW with problems. And many are those who have found help. *But not through advertising alone!*

For service at The Nation's Station goes much deeper than merely selling time on the air. Distribution, selling appeal, product and package must all be right if advertising is to be fully effective. And with a "know-how" peculiar to the territory it serves, plus facilities unequalled at any other radio station, WLW is often in a position to help all along the line.

For instance: The maker of a new proprietary product had virtually no distribution and only a few hundred dollars to spend. Through guidance from WLW, he was able to plot his outlets strategically. With the help of WLW's merchandising representatives, he gained the cooperation of dealers. By concentrating his promotion, he won quick public acceptance in this area. Expansion followed. Today, the product is on druggists' shelves throughout the nation and its name is a household word. (We'll tell you the name on request.) Such cases are not uncommon.

WLW-Land is a true cross-section of America. In this vast area are farm homes, rural communities, medium size cities and many large cities—cities dependent upon manufacturing as their principal economic structure . . . cities of equal size dependent upon the distribution of farm products. WLW reaches these towns with the same variance found in a network program—it is dominant in one city and less dominant in another.

The area, the conditions, and the degree of dominance all contribute in making WLW-Land an ideal proving ground for new products and new techniques. And WLW has, in its many facilities, the manpower and "know-how" to check accordingly the effectiveness of your advertising in this area under various conditions.

WLW SERVICE FACILITIES INCLUDE . . .

PEOPLE'S ADVISORY COUNCIL

to determine program preferences and for general consumer market studies.

CONSUMER'S FOUNDATION

to determine consumer reaction to products and packaging.

MERCHANDISING DEPARTMENTS

to stimulate dealer cooperation, check distribution, report attitudes, etc.

TEST STORES

to check potential buying responses, effectiveness of new packaging, displays, etc.

BUY WAY

monthly merchandising newspaper for retailers and wholesalers.

SPECIALTY SALES

senior drug sales force to help secure basic distribution or supplement current sales or distribution.



THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

LOS ANGELES



AGENCIES

THOMAS VELOTTA, ABC vice-president in charge of news and special events, left for San Francisco, Sept. 27th to visit network officials there. He spent the past weekend looking over Hollywood news operations.

Phil Harris and Alice Faye, return to the NBC Hollywood studios for their opening show October 3rd, and on hand to welcome them back will be Walter Tetley, Elliott Lewis, Anne Whitfield, Robert North and Jeanine Roose. Producer-director Paul Phillips will have as announcer William Forman, musical director Walter Scharf and the writers will be Dick Chevillat and Ray Singer.

Gail and Harry Ingram, radio writing-producing team, now working on a movie short based upon how they go about putting together a radio program.

Jack Benny starts his 17th consecutive year on NBC as star of the Jack Benny Program on Sunday. This is the all-time record for consecutive appearances on a single network.

The "Dr. Christian" radio show on October 3 will start its twelfth year on the air, starring Jean Hersholt as Dr. Christian, and Rosemary De Camp as his nurse, Judy Price. A new 52-week series of the program was announced this week by the Chesebrough Manufacturing Company, makers of Vaseline brand products, its original sponsors.

Glenn Ford will be guest star on the Louella Parsons radio show on Sunday night, October 3, on ABC.

Ted Bentley, well-known sports figure in Southern California, is now on the air over KFWB five days a week with a 5-minute sports round-up program of the tops in the world of sports today.

John R. Hurley, television editor and columnist for the Hollywood Reporter joins the Don Lee Hollywood organization October 4th as assistant to Pat Campbell, Station Relations Director, the latter announced this week.

H. A. "Terry" Hayward, former radio and account executive with Wade Advertising and Young and Rubicam, Hollywood, has joined the production staff of Don Lee Television.

Ed "Archie" Gardner arrived in New York from Europe aboard the Queen Mary, September 29. He'll fly to Hollywood immediately to get into rehearsals for the return of "Duffy's Tavern" October 6.

Windy City Wordage. . . !

● ● ● Tom Paro has left the Grain and Feed Journals Consolidated to join the Chicago sales promotion staff of Mutual. . . Hoagy Carmichael, famous song writer, is reported planning a syndicated column. . . James Fonda, who joins the CBS network programs staff October 15 to handle "Amos 'n' Andy" commitments, produced a number of network programs, including "Man Called X" and the "Philip Marlowe" series, during the time he was with Foote, Cone & Belding, in addition to supervising production, talent and story purchases on many other shows. . . Hal Smith, promotion manager of WMAQ, will address the Food Distributors Association of Illinois convention at Peoria on October 3. . . Dorothy Miller, WBBM director of education, will handle the station's participation in the annual School Broadcast Conference at the Sherman Hotel October 14, 15 and 16.

Chicago

● ● ● The NBC Chicago FM service, station WMAQ-FM, will begin regular broadcast operations October 14 and will air the program schedule of its sister AM station, WMAQ. Station will have an effective radiation power of 24 kilowatts, one of the most powerful FM signals in the city.

● ● ● WBKB, in co-operation with the Chicago area federal rent control office, is presenting a 15-minute public service television program each Wednesday morning as part of the "Woman's World" hour. . . Norine Freeman, public relations director of W. B. Doner & Co., ad agency, is one of the judges in the FM association's nationwide reporters' contest to discover best newspaper stories about FM, written and published between January 1 and September 1, 1948. . . Bob Wilson, Mutual account exec, out of the hospital and recovering from a virus infection. . . Bill Duane, WBBM's chief announcer, has been named in a co-operative arrangement with Northwestern University to teach advanced classes in radio acting and announcing in the studios each Tuesday night.

● ● ● Local video stations are finding commercial sponsors responsive. Last week WGN-TV signed Phillip Morris & Co., Ltd., Inc., Local Loan Co., American Tobacco Co. (Lucky Strike), and R. Cooper, Jr., for time. WBKB has Cook County Motors, the Sun-Times, Pass Time magazine, and Heerschner Needlecraft, Inc., and WENR-TV has signed Motorola, Inc., to sponsor boxing bouts from Rainbo Arena.

● ● ● Governor Dwight H. Green of Illinois launched his political campaign on the air this week with simultaneous television and broadcast coverage of his speeches on WGN-WGNB and WGN-TV each Monday night for six weeks. . . Mutual's glamor gal panel, "Leave It to the Girls," sponsored by Kyron, has added the Aloha network, Hawaiian Islands segment of MBS, to its lineup of stations now carrying the show. . . "Life Begins at 80," quiz show with moderator Jack Barry and a panel of octogenarians, made its bow to Chicago listeners last Saturday over WGN-WGNB. . . George A. Hormel & Co., Austin, Minn., sponsors of "Hormel's Girl Corps," all-girl band and choral group, announces addition of Mutual's southwestern group of 58 stations, placing the program on 105 MBS stations.

Stork News

Hollywood—Daughter, Shirley Marie, weight 6 pounds, 4 ounces, September 26th, to Mr. and Mrs. Marvin Beck. He's director of the "Bride and Groom" program broadcast over the American network.

Wedding Bells

Jimmy Blaine, ABC announcer and star of his own show, "Music and Mr. Blaine," was married last night, Sept. 28, to Miss Phyllis Fish, formerly secretary to Harry Wismer, ABC sports director.

AMERICAN EXPRESS CO. will switch the account of its Travelers Cheques Division from J. M. Mathes, Inc., to Benton & Bowles, effective next Jan. 1. Last season American Express sponsored "Vox Pop" on ABC, but currently has no network shows. Advertiser may use one-minute film spots on television under B&B direction.

ARTHUR PINE ASSOCIATES, appointed publicity-public relations representatives for builder Fred C. Trump, and his Shore-Haven Apartments project.

WALTER KANER ASSOCIATES have been appointed to handle public relations for the retired members of the Police and Fire Departments of New York City.

JACK GOLDSTEIN has just announced the opening of a New York office of advertising, public relations, national exploitation and specialized services in the motion picture, radio and television fields and has completed arrangements for representation in Hollywood, London and Paris; he still maintains his interest in the Sing-A-Tina Studios as vice-president of that organization. Goldstein, a veteran of 27 years in the industry, was formerly eastern publicity director for 20th Century-Fox Films; publicity and exploitation director for David O. Selznick Enterprises, and recently New York studio representative for RKO.

GENE KUMMEL, formerly advertising manager for John Hudson Moore, Inc., has joined the executive staff of William H. Weintraub & Co.

ROBERT W. HIGH, formerly with Wheeler-Kight & Gainey, Inc., Columbus, Ohio, advertising agency, has been named advertising and public relations manager for Prima, Inc., Columbus, ballet shoe manufacturers.

BLOCK DRUG COMPANY of Jersey City has announced that their Minipoo Dry Shampoo account has been placed with the Harry B. Cohen Advertising Company of New York.

BUDDY BASCH, publicist, has started a weekly column on radio, video and records in the New York hotel magazine, Gotham Life.

RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially trained Radio and Television technicians to the Broadcast Industry.

Our graduates have 1st Class Telephone License. We solicit your inquiry. Address Placement Manager, RCA INSTITUTES, Inc. 350 W. 4th Street, New York 14, N. Y.

W. H. Beechey says:
23 Years of SELLING SERVICE
1925 1948
WHBQ
MUTUAL in Memphis
—a mighty market—
Represented by
WALKER COMPANY

Thomas Declares TV Aids Public Utilities

(Continued from Page 1)
 increase in consumption of electricity in two ways: 1st, by the net new load produced by use of the television set itself; 2nd, by sale through television advertising of thousands of relatively big load building appliances," Thomas said.

Thomas declared that the television set uses four times as much electricity as the average radio set, keeps the family home more hours nights. He added the Edison Electrical Institute and several utility companies are conducting a survey to learn just how great a new load all the television sets are now giving the public utilities companies.

Mystery Thriller Returning

When the John Dickson Carr mystery program, "Cabin B-13," returns to the air at its new broadcast time, Sunday, Oct. 3, CBS, 8:30-9 p.m., EST, Arnold Moss will resume as narrator or the series. Directed by John Dietz, this thriller uses the gimmick of a luxury liner visiting a different port each week.

C-P-P Sponsors 'Miss Brooks'
 Colgate-Palmolive-Peet Co. begins sponsorship of "Our Miss Brooks" on CBS next Sunday, Oct. 3, at 9:30 p.m., EST. Show stars Eve Arden. Ted Bates agency handles the Colgate-Palmolive-Peet account.

Ware President Of FMA; Ten Resolutions Approved

(Continued from Page 1)
 opinion that FM will continue to make rapid progress. At the annual banquet Tuesday night, Miller McClintock, chairman of the board of Communications Research Corporation, characterized AM as "the antiquated medium" and asserted success of FM depends upon service it renders the public.

Maj. Edwin H. Armstrong, inventor of FM, told delegates that FM today is facing man-made problems which can be overcome far more simply than problems of nature, which have been whipped, and he sees steady progress. Highlight of banquet session was a coast-to-coast FM network broadcast via tape recording which greatly impressed delegates with its high sound quality.

The Wednesday morning session was devoted to highly technical talks on various phases of FM.

At the closing luncheon session Marion Claire, chairman, presented awards to winners of several contests. First prize winner for the best promotion was WHAM, Rochester, N. Y.; second to WPJD, Providence, R. I. Best daily newspaper story, first to Charles Spillman, Providence, R. I., Journal; second to DeWitt Carroll, Greensboro, N. C., News-Record. Best weekly newspaper story, John Boyd, Lowville, N. Y.

(Continued from Page 1)
 In addition to the usual thanks to speakers, officers and others, the following resolutions were unanimously adopted: Urging FM broadcasters to expand their programming to their projected maximum; requesting FCC to continue authorization of use of 152-megacycle band which has been of considerable benefit to broadcasters; that FCC take cognizance of the situation in which several FM stations have been denied the right to pick up non-commercial broadcasts from nearest network affiliates unless such pickup is accomplished by use of long distance telephone lines, and initiate such steps as may be necessary to correct the practice.

Ask Move Against Poor Sets

Also that steps be taken to establish minimum standards of quality to prevent manufacture and sale of inferior FM sets which retard acceptance by the public; go on record as favoring the use by stations duplicating AM and FM programs of the combination of station identification call letters; urging FMA board to expand membership to include as associate members dealers and other business organizations and individuals; urge RMA to encourage manufacturers to use uniform method of identifying stations by megacycles only instead of by channel and megacycles; urging

Scripps-Howard Seeks Station In Cincinnati

(Continued from Page 1)
 Scripps-Howard has long been seeking a more powerful radio voice.

The would-be purchaser now owns WCPO, Cincinnati, for which it has been unable to get a more powerful signal. WVLK is on the regional 500 band with one kilowatt, WCOP would go on the block in the event the WVLK deal is approved by the Commission.

Scripps-Howard also has TV and FM permits for Cincinnati, a permit for WEWS-TV, Cleveland, WNOX, Knoxville, and WMC and WMC-TV, Memphis.

Senators and Representatives to include in 1950 census questions concerning number of radio sets in use; urging FCC to adopt rule prohibiting filing of new applications for FM facilities to any person or corporation who within two years prior surrendered a permit or dismissed an application in such area; deploring practice of some manufacturers of advertising some television sets as possessing FM reception facilities while in reality using a fundamental FM circuit required to receive TV broadcasts.

At the Wednesday luncheon, Millard Faught gave an interesting talk in which he urged FM broadcasters to study their areas and learn the needs and wants of their listeners.

there's no Poole



like young Poole



Every once in a while, some irreverent rebel ups and dazzles the daylights out of the listeners. One A. G. did it. One H. M. did it. And now, one B. P. is doing it over WOR.

Bob Poole, that is. He oozes good old southern languor. He draws. He needles. He spoofs (but never, never, never, the sponsor).

He's O. O. McIntyre in knickers; the country boy who comes to the big city and just can't get used to them tall buildings. Bob Poole has chronic amazementitis about New York.

New York listeners love it; makes them feel superior. Non-New Yorkers love it; they're in awe of the big town, too.

Y'ALL BETTER drive your all surrey right over to 1440 Broadway and latch on to Bob Poole. Whether he's doing a live show or putting fizz into a record session ... this s-l-o-w talkin' boy does some mighty fast sellin' of products.

— heard by the most people
 where the most people are

mutual

WOR

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.

"NOTHIN' IN MY LETTER BOX"

KRAMER-WHITNEY, INC.
1650 Broadway New York City

A Great Rhythm Ballad
CONFESS

OXFORD MUSIC CORPORATION
1619 Broadway New York City

Climbing Fast!
"JANIE and ME"

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

LOVE SOMEBODY



KRAMER-WHITNEY, Inc.
1650 Broadway New York City

Boom Par-Rah Rah Tching Boom Boom

THE MATADOR

You've Gotta Get
With This Great New
Novelty From South of
The Border.

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—Back in 1915 two ambitious young songwriters pooled their courage and tremulously demonstrated a new song for Leo Feist . . . the number, "Down Among the Sheltering Palms," became an overnight sensation . . . Miller Music, in a special deal with Feist, will now revive the ditty, written by James Brockman and Abe Olman, the latter now General Manager of the Big Three (Robbins, Feist, Miller). . . ● Former radioriote Alice Remsen has written and is publishing two new numbers, "Sandman's Ridin'" and "Beyond the Blue Mountains," the latter with lyrics by Allan (Be Still My Heart) Flynn. . . ● Take a glance at the picture on page 36 of the October issue of Screenland and you'll see why it is Hollywood's newest collectors' item. . . ● Perry Como's Victorecord of the oldie, "If We Can't Be The Same Old Sweethearts" has swept the country, so Harry Link at Feist is reviving the ballad . . . originally published in 1915 by Feist, the number was penned by Joe McCarthy and Jimmy Monaco. . . ● Leonard Greene, Sam Fox Music exec, back in Gotham after a two-week business trip to Hollywood. . . ● Eugene West, Jimmy Dupre and Bert Mann have collabbed on a clever novelty titled, "He's A Carousel Cowboy," published by Adrienne Music. . . ● A natural folk song, "God Bless Our Home Sweet Home," written by Mana (I Love Life) Zucca, is starting to make a noise for BVC . . . same firm is readying a major campaign on "By The Way," penned by Mack Gordon and Joe Myrow for the Fox flicker "When My Baby Smiles At Me" . . . the second tune in this picture, "What Did I Do?" will be worked on by Triangle Music. . . .



● ● ● Peer International has a contender for the Hit Parade in Floyd Tillman's ballad, "I Love You So Much It Hurts" . . . ditty is in the "You Call Everybody Darlin'" groove. . . ● Edward G. Robinson stars in tonight's "CBSuspense" show, "The Man Who Wanted To Be Edward G. Robinson" . . . when asked how come he was selected to play the title role, Robbie answered, "they couldn't get Larry Parks". . . ● Lenny Herman's great little quintet opens Monday for a long stay at the Congress Hotel in Chicago. . . ● Busy little beaver is Buddy Basch . . . praise agent for Johnny Long Band . . . script writer for Television Screen Productions, disk jockey on WFMO, Jersey City and columnist for Gotham Life Mag. . . ● Charlie Lang and Dan Fisher are doing a fine exploitation job on the Roy Alfred-Marvin Fisher ballad, "A Woman Always Understands," for Fred Fisher Music. . . ● Art Green, who left Gotham last week to start a platter spinning series at WMIE, Miami, blew into town just in time to get blown by the 90 mile an hour hurricane (what a big wind—the storm we mean). . . ● The Bill Harringtons became parents of their third child Tuesday . . . the starlet's name, Teresa Ann. . . ● Georgeoff Music is starting work on a beautiful ballad titled "Come Back To Me My Love" . . . ditty is the first American composition by Ben Elliott, (Besnussin) who before the war was one of Vienna's foremost composers. . . ● Dave Kent is now with Walt Disney Productions to exploit the songs in Disney's "So Dear To My Heart". . . ● Jack Emerson guesting on Herb CBShriner program Oct. 8.



● ● ● ON AND OFF THE RECORD:—Margaret Whiting's Capitol waxing of her father's standard, "My Ideal," is made to order for deejays . . . Billy Butterfield's trumpet chorus adds flavor to the side . . . reverse, "Moonlight In Vermont" is a slow rhythmic ballad which rounds out a commercial platter. . . ● Cowboy star Claude Casey's debut on MGM label is an item which platter spinners and juke box operators will go for . . . Claude swings out with a vociferous vocal on an original, "Juke Box Gal," and with a complete change of mood offers a ballad, "I'm Living In Dreams". . . ● Easily one of their best efforts is the Korn Kobblers' MGM release pairing the standard, "Drifting and Dreaming" with a droll and tricky arrangement of "Kobblerumba" . . . Charlie Koenig's tuba solo on the ballad is a treat to the ears. . . ● Buddy Johnson's Decca pressing of two originals, "Far City" and "Li'l Dog" has already passed the 300,000 mark.

PLUG TUNES

On Records and Transcriptions
"RAMBLING ROSE"

LAUREL MUSIC CO.
1619 Broadway New York 19, N. Y.

Soaring Into Best Seller Class!
FOR HEAVEN'S SAKE

DUCHESS MUSIC CORPORATION

On RECORDS and TRANSCRIPTIONS
"I'M WAITING FOR SHIPS
THAT NEVER COME IN"

FORSTER MUSIC PUB., INC.
1619 Broadway New York City
216 S. Wabash Avenue, Chicago, Illinois

We have just acquired
"If There's a Girl for Every Boy
in the World"

by Buddy Kaye-Fred Wise-Dick Manning
MGM Record No. 10241
EMPIRE MUSIC, INC.
1674 Broadway New York City

#1 in the Juke Boxes
In the Country
"I'LL HOLD YOU IN MY HEART"

Till I Hold You in My Arms
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Avenue, Chicago 4, Illinois

Everyone Is "Dating"

LILLETTE

Jefferson Music Co., Inc.
1619 Broadway New York City

New Ballad Sensation!
"THE BRIDE WORE BLUE"

By Leonard Whitcup, Sy Lefco &
Dale Wood

CECILLE MUSIC CO., Inc.

1674 BROADWAY
NEW YORK CITY

TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, September 30, 1948—TELEVISION DAILY is fully protected by register and copyright

TV TO BE MOVED TO THE UHF BANDS

TELE TOPICS

HENRY LUCE has the TV bug, but good, insiders at Time & Life report, and has ordered Life editors to get up one yarn a week on the medium. He's also scanning the field from all angles in preparation for an active entry, perhaps via the program production route. . . . Another video glamour girl, incidentally, gets her face on the Life cover within the next two or three issues. She's Rita Colton, of the "Hollywood Screen Test" stanza. . . . Sir Ernest Simon, chairman of the board of BBC, in town for a look-see, is much impressed with the brightness of the video picture, number of stations and variety of programs. . . . David H. Jaines, former CBS staffer in New York, has joined the Twin City Television Lab in Minneapolis, becoming the fourth Gothamite the firm has lured from the big city.

BOSTON BRAVES and Red Sox sold 1949-50 TV rights to Atlantic Refining and Harragansett Brewing, through N. W. Ayer. The two alternating sponsors picked up the games on the cuff this season. Atlantic may farm out its pact to Goodall Co. next year. . . . Walter T. Shirley, one of the largest real estate agents in the country, planning a series of 30-second and one-minute spots on his L.I. developments for financing by New York stations in the spring. . . . Hile-Damroth is putting the finishing touches on three Jello commercials for Y&R to be used on "Author Meets the Critics" for the next six weeks. . . . Jerry Airbanks' "Television Closeups" film series has been completed for NBC with first sale of the 26-program group chalked up to WBAP-TV, Ft. Worth.

ABC is about to wrap up negotiations for the scanning of the Met Opera on a one-a-week basis, with Texaco all set to pick up the tab. . . . When George Denny pens the first regularly sked simulcast series of "America's Town Meeting" Tuesday night, he will be able to keep tabs on himself and members of the panel via a monitor set to be installed on the stage. The ABC co-op will be sponsored in New York on both AM and TV by Modern Industrial Bank, which has just completed filming of commercials with Dick Shepard handling the spiel.

Admiral Buys Wkly. Show Over NBC East Coast Net

"Welcome Aboard," weekly revue featuring ork pilot Russ Morgan bows over the NBC east coast web Sunday, 7:30-8 p.m., under sponsorship of Admiral Corp. Comics Dean Martin and Jerry Lewis will guest and the "Four Step Brothers" will guest on the opener. Web staffer Victor McLeod will script the series. Agency is Crutten and Eger, Chicago.

Announcement Expected Today From Commission Will Affect Tremendous Quantity Of Equipment; Video Applicant-Hearings Appear Tabled By FCC

(Continued from Page 1)

ent FM band to be ordered. Another possibility would be the setting of different time limits for the clearing of various of the present 12 channels, on the basis of the number of permittees to be affected. A basic factor is the pressure upon the FCC to release VHF spectrum space for other services—especially Government and industrial.

What was certain yesterday was that the Commission is either freezing the present applications pending the adoption of new standards for VHF transmission, or preparing to return these applications to seek instead new filings for channels in the high band. There were strong indications that the latter course has been determined upon.

Decision Made Suddenly

The decision came with unusual swiftness as the Commission moved to avert further large expenditures on receiving and transmitting equipment which might soon become obsolete. Present receivers are certain to be of value for some years to come, since it is certain that there will be stations in the VHF frequencies for some time yet. But whether present receivers will be convertible for quality reception in the UHF bands is another question—one which various set manufacturers have not been able to agree upon.

At least one manufacturer has already let it be known that he plans

to market shortly TV receivers designed to bring in both bands. Whether his designs will be changed to eliminate the lower part of the spectrum may depend upon the details of Chairman Coy's announcement this morning.

The shift within the industry is bound to be comparatively slow, with no likelihood of large-scale production of VHF transmitters for at least a year and a half. Before any construction permits can be issued it is likely that engineering standards will have to be adopted—a time-consuming operation.

Industry Moves In Doubt

Just what the industry can do in the meantime beyond maintaining status quo is something Coy will clear up today. One important question is "What will happen to the TV transmitting and receiving equipment now in the hands of dealers and manufacturers?" It was reported here that some conditions to keep this equipment from becoming a total loss will be announced.

Seven Buy CBS Spots

Orders for film spots on WCBS-TV, New York have been placed by Botany Mills, Inc., Fownes Brothers Co., Strauss Stores, Stephen F. Whitman & Son, Inc., Liggett & Myers Tobacco Co. and the Borden Co.; Phillip Morris & Co. has extended its spots for an additional 13 weeks.

N. Y. Set Ownership To Jump By 120,000 Within 6 Months

Sale of approximately 120,000 tele receivers in the New York metropolitan area within the next six months was predicted by W. L. Parkinson, technical service manager of GE's receiver division, at the closing session of the Town Meeting of Radio Technicians last night in the Hotel Astor. The three-day meet was sponsored by RMA and distributor organizations.

Parkinson, who is chairman of the RMA service committee, said that there must be an increase in dealer service facilities if this market is to be satisfied. "The problem is not how fast can we sell television receivers," he said, "but how fast can we, the service industry, install and provide service."

He added that "the time is not too far distant when the need for

factory supervised service will no longer exist. . . . However, no one in the industry can predict just when the service industry will be able to take over full responsibility for receiver installation and maintenance."

The present dimensions of the industry were outlined for the technicians by Jack Poppele, TBA prexy. He also envisioned other uses for video in the future, including department stores, theaters, industry, police and public service.

TBA distributed a questionnaire among the service men, asking their opinions on the effectiveness of present test patterns and tone signals. Their replies and suggestions will be embodied in a report to be issued by the telecasters' organization at a later date.

CBS Sports Package Sold To R. J. Reynolds

Package of 40 CBS exclusives on the 1948-49 Madison Square Garden sked—including rodeo, college, basketball and track—has been sold by the web to R. J. Reynolds Tobacco Co., for Camels. William Esty & Co. is the agency.

Deal goes into effect immediately, with a pickup of the 3rd World's Championship Rodeo tonight, 8:30-11 p.m.

Major share of the broadcasts will be concentrated on the upcoming hoop season. Sked includes 24 doubleheaders, two single games, National Invitation and NCAA post-season tourneys, and the East-West All-Star game.

Track events to be scanned are Millrose Games and the NYAC, National AAU, IC4A and the Knights of Columbus meets.

The fortieth event is yet to be selected.

Pickups will be carried by WCBS-TV, New York; WCAU-TV, Philadelphia, and WMAR-TV, Baltimore. Other outlets may be added.

Johnny Faulk will describe the rodeo, Russ Hodges will call the play-by-play in basketball, and Tom Greenwald will report the track events.

ABC Web Sells 'Stop Me' To G. E. For Full Year

ABC's first 52-week full TV network contract was signed yesterday by the General Electric electronics department for sponsorship of the weekly half-hour stanza "Stop Me If You've Heard This One" beginning the first week in January. Pact, which was placed through the Maxon Agency, involves an estimated \$125,000 for time.

Stations in additional tele markets will be added to existing facilities as they become available. Outlets which cannot be served by present relay systems will carry the show via off-tube recordings.

Cal Tinney, Lew Lehr and Benny Rubin will be featured in the comedy show.

Hub Dailies Plug WNAC-TV

Boston—Four local papers, Globe, Post, Herald and Advertiser, will run special TV sections Sunday to plug the formal opening of WNAC-TV. Yankee web outlet, managed by Linus Travers, has been on an informal sked since June 19, carrying CBS, ABC and DuMont network shows, plus local sports events.

Petrillo Accepts Invite For Record Ban Confab

(Continued from Page 1)
ming it up in a few words—both sides are eager for a deal. It's also no secret that from the standpoint of the record companies, the foot on the throttle belongs to David Sarnoff and RCA-Victor.

According to informed trade sources, the two sides will not sit down over cold turkey next Tuesday, but a special dish already heated up by the record firms. In short, the discs are likely to present Petrillo with a prospectus which, if he finds interesting, could lead to a settlement not too long in the making. In normal labor-management negotiations a whole series of preliminary meetings is held before any demands ever come forth, but a reversal of customary procedure seems in order for next week.

Delay Possible

There are two things, however, which could delay proceedings. The first of course is Petrillo, himself, and his reaction toward whatever offers he gets next week. The other is the fact that the writing of new contracts is loaded with several complicated angles which only legal minds can thrash out.

Petrillo's proposal for a royalty fund made two weeks ago did not state at what rate royalties would be paid, but it's unofficially understood that the rate would be the same as under the old plan. It's also believed that any demands from the record companies will include a lower recording scale for musicians than was stipulated in contracts which expired last Dec. 31.

Allen Returns To Air For Fall Season, Oct. 3

Fred Allen and company return to the air on NBC, starting Sunday, Oct. 3, 8:30 p.m., EST with the same program format as last year. The guest star policy remains unchanged, Henry Morgan set for the first show.

Allen's Alley will again have four characters: Minerva Pious as Mrs. Pierre Nussbaum; Parker Fennelly as Titus Moody, the farmer; Kenny Delmar doubling as Senator Claghorn and a new Russian, Sergei Stroganov; and Peter Donald last year's sputtering Irishman, Ajax Cassidy, will return to the Alley, but it is still not definite that Cassidy will be a tenant there, his role still undecided.

The music of Al Goodman and orchestra and the singing of the five DeMarco Sisters will provide the musical needs of the show. Howard Reilly is the producer.

Leases Legit House

ABC has leased the Playhouse Theater at 137 West 48 St., New York, for one year from owner Ben Marden. House will be used as a radio studio with the "Carnegie Hall" program originating there every Sunday at 7:30 p.m., EST. ABC owns the Vanderbilt Theater and leases the Ritz.

COAST-TO-COAST

WKJF-FM Adds Kreitzer

Pittsburgh, Pa.—New member of the WKJF-FM staff is C. F. "Chuck" Kreitzer, formerly associated with General Electric's publicity department, Muzak and WESA, Kreitzer will act as commercial representative for this city's first exclusive FM station.

To Promote Fire Prev. Wk.

Stockton, Calif.—KWG will go all out in its effort to promote Fire Prevention Week in this city from October 3-9. Station will air a series of announcements by Fire Chief Lyle Stevenson, a special tape-recorded broadcast from the main firehouse telling about fire prevention methods and explaining the workings of fire equipment and two interviews with Chief Stevenson and Fire Marshall John Elder.

Named To Press B'casters Assn.

Kansas City, Mo.—KMBC-KFRM managing news director, Erle Smith, has been named chairman of the executive committee of the Missouri Association of Associated Press Broadcasters. The honor was conferred upon Smith by the State Association which has authorized his committee to make a continuing study of AP radio news reports.

Cerdan Visits WPAT

Paterson, N. J.—An interview with Marcel Cerdan, newly crowned middleweight champion of the world, will be aired tomorrow at 12:35 p.m. on Joe Gootter's "Sports Page" over WPAT. Interview will cover such questions as to who his next opponent will be, a comparison by him of American and European fighters and his story of the fight with Tony Zale.

WBT Show Adds Half Hour

Charlotte, N. C.—Carolina Hayride, WBT's top talent attraction, will begin its fall season by adding one-half hour to its broadcast time. Heard each Saturday from 9:00-10:00 p.m., the program originates in a different Carolina city each week and features Arthur Smith and The Crackerjacks, The Johnson Family Singers, The Briarhoppers, Dewey Price, announcer Fletcher Austin and Ken Tredwell.

To Air Tulane Football Games

New Orleans, La.—All Tulane football games will be aired by WWL under the sponsorship of the Louisiana Coca-Cola Bottling Company. Handling the games will be local sportscaster Ted Andrews on the play-by-play and Bill Bregel with the color highlights.

CJAD's New Trans. Completed

Montreal, Canada—CJAD recently completed the erection of towers and the installation of its new five kw. transmitter. Northern Electric Co., Ltd. of Montreal furnished the equipment and installation. Operation on the increased power is expected early next month.

WNJR Airs Show For Inventors

Newark, N. J.—A new-type, half-hour audience show recently made its debut over WNJR. Titled, "Invention Convention," program features the presentation of new gadgets by their inventors. Chairman of the "Convention" is Paul Munroe. Radio star Lucille Manners in the first program's lineup of inventors with her new device for keeping the insides of women's purses in order.

To Lecture At Adv. Institute

St. Louis, Mo.—C. L. Thomas, general manager of KXOK and KXOK-FM, has been chosen to lecture at the Third Annual Institute of Advertising, conducted by the Advertising Club of St. Louis and St. Louis University. Subject will be radio advertising and facsimile.

To Instruct Speech Course

Hartford, Conn.—WDRS announcer, Don John Ross, is instructing an effective speech course for the Hartford Board of Education's night-time adult-education classes. It is the "professors'" second year in the local night school.

New WLW Tech. Advisor

Cincinnati, Ohio—Professor Harry Wright of Kent State University has been chosen by WLW as technical advisor for a new program in which the romantic history of showboats will be presented. Wright is one of the outstanding authorities on that era of Americana when showboats plied America's inland waterways.

In Honor Of NEPH Week

Washington, D. C.—WWDC and WWDC-FM, throughout National Employ the Physically Handicapped Week, October 3-9, will present daily broadcasts direct from the special demonstration headquarters being set up at the corner of Connecticut Ave. and K. Street, N.W. in this city. Broadcasts will be heard from 9:50-10:00 a.m.

Coming and Going At WKY

Oklahoma City, Okla.—WKY has said good-bye to one and welcomed two to its staff. The resignation came from Bill Hutt of the sales staff, who has joined the advertising staff of "The Farmer Stockman," monthly Oklahoma farm magazine, as national sales representative. Replacing him is O. C. Brown, Jr., formerly with KBYE. Other newcomer is announcer Ben Morris, an old WKY hand, formerly affiliated with KGO, San Francisco.

WSOU-FM Gets Power Boost

South Orange, N. J.—WSOU-FM, until this time broadcasting with 250 watts, has boosted its power to 1,000 watts and now is transmitting over a recently-completed 250-foot antenna on the Seton Hall College campus. Since last April, when it took to the air, the station has been broadcasting over a temporary antenna rigged atop the college gymnasium auditorium.

Equipment Purchases Hit \$15,000,000 In '42

(Continued from Page 1)

to \$13,515,095 during the first half of the year.

Sales to the Government by RMA member-companies totaled \$36,074,720 in the second quarter and \$54,128,689 during the first six months. Of these totals, Government radar purchases accounted for \$27,298,900 and \$40,174,086 in the second quarter and six months, respectively.

Buying For Tele Heavy

Sales of television equipment, including studio, antenna, and associated apparatus, aggregated \$3,277,300 for the second quarter and \$4,959,900 for the two quarters of this year. FM transmitting equipment sales totaled \$1,385,598 in the second quarter and \$3,000,802 for the half-year. All transmitting equipment sales amounted to \$716,707 in the second quarter and \$1,384,142 for the two quarters.

Studio and antenna equipment for both AM and FM broadcast stations totaled \$1,666,823 in the second quarter, and miscellaneous equipment added \$437,017 while another \$616,330 represented export sales of broadcast transmitting apparatus.

N. Y. Stations To Aid National VD Campaign

All-out participation by New York stations in the upcoming national educational campaign against venereal disease has been promised at a luncheon of station execs, called by local officials of the U. S. Public Health Service. Locally, the drive will get under way Nov. 8 and will run through Dec. 7.

Preliminary plans call for heavy airing of the VD transcriptions made for PHS by Columbia University, and for special programs to be built by each station. Foreign language outlets will carry talks and interviews by health officials in their respective tongues.

Speakers at the luncheon were Morris Novik, who is co-ordinating radio coverage for the local drive; Erik Barnouw, who produced the E series for Columbia, and William Blaisdell, of PHS.

Among those who attended were Eddythe Meserand, WOR; Peter Straus, WMCA; Jo Ranson, WMGM; Ben Briller, WNEW; Seymour Siegel, WNYC; Albert Grobe, WQXR; Sam Elford, WLEB; Thomas Morgan, an Arnold Hartley, WCV; Fred Earl, WWRL; John Neal, WINS; Charles Baitin, WHOM; Henry Greenfield, WEVD; Frank Johnson, WHOM, and Jack Banner and Ed Grief, who are handling publicity for the drive.

L. A. Mirror Radio Ed

Lou Larkin, who worked for ABC's Hollywood publicity office last year before taking over the television column in Hollywood Reporter, has been named radio editor of the upcoming Los Angeles Mirror, afternoon tabloid. Newspaper will have full page of radio and TV when it premieres about Nov. 1.