



Vol. 48, No. 59 Friday, Sept. 23, 1949 10 Cts.

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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. Messercau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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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)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/2	6	6 1/2	+ 1/2
Admiral Corp.	21 1/4	20 1/4	21	+ 1/4
Am. Tel. & Tel.	142 1/2	142 3/8	142 1/2	+ 1/8
CBS A	20 3/4	20 3/4	20 3/4	+ 1/8
CBS B	21	21	21	+ 1/8
Philco	29 3/4	29	29 3/8	+ 1/8
RCA Common	12	11 3/4	12	+ 1/4
Stewart-Warner	12 1/8	12 1/8	12 1/8	+ 1/8
Westinghouse	25 1/4	24 3/4	25 1/4	+ 1/8
Westinghouse pfd.	102 5/8	102 3/8	102 3/8	+ 1/4
Zenith Radio	27 1/4	26 1/2	27 1/4	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 3/8	12 3/8	12 3/8	+ 3/8
Nat. Union Radio	3	2 7/8	3	+ 3/8

OVER THE COUNTER

DuMont Lab.	Bid 13	Asked 14
Stromberg-Carlson	Bid 10 1/4	Asked 11 1/2

Kraft Buys NBC Time For Daytime Serial

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greater investment than Kraft's "Music Hall" show, formerly sponsored on Thursday nights over NBC, calls for a running drama on the problem of making a modern marriage work. The part of the mature wife, "Vikki," will be played by Teri Keane. The role of an immature husband will be taken by Staats Cotsworth.

Wedding Bells

Joanne Taggart, of the Lieber & Taggart flackery, was married in New York Wednesday to Arnold Stang, of the Henry Morgan show. They plan to leave on a honeymoon next week.

★ COMING AND GOING ★

HUGH MITCHELL, supervisor of McCann-Erickson's three European offices at London, Paris and Frankfurt-am-Main, Germany, has arrived in New York for a three-week business trip. He predicts increased economic stability abroad as a result of the currency devaluation.

HAROLD FELLOWS, manager of New England operations for CBS and general manager of WEEI, Boston owned-and-operated outlet of the network, has arrived in New York on business.

RALPH JACKSON, commercial manager of WAVE-TV, Louisville, Ky., in New York this week for the Petry meeting.

TOM McDERMOTT, assistant to the vice-president in charge of radio and television at Benton & Bowles, Inc., left yesterday for Hollywood on business. He'll be on the Coast for two weeks.

E. O. WILSCHKE, operating manager of Altac Service, is back in New York following a trip to San Francisco, Los Angeles, San Diego and Hollywood, where he attended the annual convention of the Theater Owners of America.

MERLE JONES, newly-appointed general manager of KNX, Los Angeles, is in New York on a brief visit prior to his departure for the West Coast offices of CBS to take up his new duties.

ROGER PRYOR, director of television for Foote, Cone & Belding, off to Boston for the Rheingold-sponsored telecast of Saturday's gridiron match between Boston College and Oklahoma.

DEAN MARTIN and JERRY LEWIS, principal in the NBC network program, tomorrow will arrive in New York from Hollywood. They have an engagement coming up at the Paramount Theater.

MONTY CLEBAN, general manager of KTRH, Houston, Tex., is in town for conferences at the headquarters of CBS, with which the station is affiliated.

PEGGY McNEARY, of the press department at NBC, planning a pleasure trip this weekend to Washington, D. C.

JOE HASEL, American network sportscaster, has left for Pittsburgh and Chicago, where he will be seen and heard on the ABC telecasts of the National League football games on Saturday and Sunday, respectively. He'll return to New York for his sports roundup on Tuesday.

JACK GREGSON, auctioneer on the new television series, "Auction-aire," sponsored by Libby, McNeill & Libby, will commute, starting today, between Hollywood and New York. The LM&L show originates here, but Jack has other commitments in radio on the West Coast.

Miller Expects Upset Of FCC Giveaway Edict

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with Sig Mickelson. WCCO's public affairs director, Miller voiced the opinion that the FCC has acted "arbitrarily" in the giveaway situation, and not in the best interests of freedom of communication.

The spotlight at the two-day conclave was on sales, with primary emphasis on ways and means of increasing the efficiency of day-to-day operations. The meetings, attended by more than 100 members, were presided over by John F. Meagher, of KYSM, Mankato, NAB district director. Feature of the opening session was a preview of BMB Study No. 2 by Dr. Kenneth Baker, NAB research director. The afternoon session was devoted to a slide film presentation by Maurice Mitchell, NAB national director, and an analysis of sales techniques of competing media.

Tuesday's sessions were opened by Richard P. Doherty, director of employee-employer relations for the NAB, with an analysis of station income as related to operating costs. In a late afternoon session 250 agency radio directors and time buyers were invited to hear Maurice Mitchell's pitch on radio for retailers.

Radio And TV To Support Chi. Community Fund

(Continued from Page 1)

Community Fund's 1949 campaign. Program managers indicated that top priority would be given to tell the Community Fund story, when the campaign to raise \$8,159,000 begins next month.

Radio and television programming will include spot announcements, movies, musical transcriptions, guest appearances, and special features on regular shows.

Preservation Of Freedom, Theme Of McMillan Talk

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of the Advertising Club at the Hotel Sheraton on Wednesday night.

The speaker called brand names the "keynote" of America's system of free enterprise, a system which he said is "the best civilization ever developed."

"Under the American system," he said, "the consumer has a wealth of products to choose from. Brand names are the insurance that means that each purchase will be as good or better than the last purchase of the same brand. These names are the public's insurance of the integrity of manufacturers who are proud to put their names on what they make."

McMillan called on all economic groups for renewed interest and faith in the preservation of the system that has made America "unique in the world." He described makers' brands as an evidence of the greatest freedoms of the freest people on earth—freedom of choice. So long as America preserves its faith in this freedom, so long will it lead the world, he said.

Two New Affiliates Will Join ABC Network

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watt station operating full time on 1150 kilocycles, will affiliate with ABC as a member of the network's Northeast Group on October 10. R. W. Mack manages the new ABC affiliate.

On December 1, WKOK, a 250-watt radio station operating full time on 1240 kilocycles will join the ABC network. Homer R. Smith manages WKOK, which is owned by the Sunbury Broadcasting Corp., of Sunbury, Pa.



The Pay-off

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

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

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

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

AM  FM

**W-I-T-H**

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed