FCC's Port Huron Decision Now Final

Nets Retaining Space For Demo. Convention

Four major networks are paying an estimated $1,000 a day for unoccupied rooms in Philadelphia hotels for the period between the GOP and Democratic National conventions.

The rooms include web headquarters in the Bellevue-Stratford Hotel where much radio and television gear is stored and other hotels where executive and technical staffs were quartered during the Republican convention.

Poll of the week yesterday revealed: 

(Continued on Page 2)

Philby Facsimile Station Now Signing Advertisers

Sale of advertising space to seven Philadelphia firms in the Facsimile edition of the Philadelphia Inquirer which will be broadcast over WPIL-FX, Thursday, July 15, from 3 to 3:30 p.m., was announced yesterday by Roger W. Clipp, general manager of the Inquirer stations. The Philadelphia station took steps to commercialize its operation following the recent FCC ruling which authorized: 

(Continued on Page 2)

Lux Summer Replacements Announced by Columbia

Summer replacement programs for CBS "Lux Radio Theater" were announced yesterday by the network. Going into the 9:30-10 p.m. slot beginning July 5, will be a situation comedy series titled "Mr. Dutt." The program, based on the Saturday Evening Post series by Arthur Train, will be written by Arnold Perl and directed by Tony Leader.

Beginning Monday, July 12, "Our..." (Continued on Page 4)

Gen. Ike To Speak

General Dwight D. Eisenhower will make his first air appearance since he stepped down as Chief of Staff, when he guests on "The Veterans Want to Know" over Mutual, 2:45 p.m. EDT. "Gen. Ike" will deliver an Independence Day address to the men and women who served under him during the war. The program is produced by the VA radio staff.

Uncle Sam Interested In Radio Show 'Gifts'

Internal Revenue department agents are investigating the cash value of the $20,000,000,000 of postwar programs, the Washington Post has learned.

It was pointed out, however, that the gifts cannot be evaluated until they are declared for tax purposes. Among the gifts received were a piano, accordion, an automatic clothes dryer, radio, piano, hard-wood, a radio and a 1948 Kaiser automobile.

Small Market Clinic Planned At Denver "U"

Denver—Advance reservations for the only radio unit devoted to small market radio station operation are running well ahead of last year, Russell Porter, director of the summer clinic at the University of Denver, announced in a statement released yesterday.

The clinic comprises five one-week sessions devoted to problems of man.

(Continued on Page 2)

Pres. Truman's Address To Be Broadcast Saturday

The address of President Harry S. Truman during the ceremonies observing the centennial of the Washington monument, in the nation's capital will be broadcast by the major networks on Saturday, July 3, beginning at 2 p.m., EDT.

Radio's Public Service Role Emphasized In A. C. Report

Public service announcements handled through the Advertising Council radio allocation plan amounted to $1,500,000,000, according to the sixth annual report issued by the Council.

Ad Council undertook to enlist voluntary advertising support for public interest projects during the year and of this it selected 15 for top priority. Fifty of the requests were turned down by the Council but all others got assistance.

Affirms Communications-Act Violation By WHLS, But Renews License; Three Dissenting Opinions

Durr, On Leaving FCC, Saluted By Colleagues

Washington—The FCC yesterday made final its controversial 'Port Huron' decision of last winter, holding that WHLS, Port Huron, Mich., was in violation of the Communications Act in refusing to sell political time to candidates in a local election after having sold time to their opponents. (Continued on Page 3)

Stars To Participate In WMAK Premiere

Nashville, Tenn.—Transcribed voices of such stars as Ella Shore, Kay Smith, Fats, Lewis, Jr., Francis Craig will be featured as guest time breakdowns on Colonel Bill Kirby's new station, WMAK, when the new 5,000 watt takes to the air from its studios in the Maxwell House on July 4th, as Nashville's MBS outlet. Associated with Kirby in the new... (Continued on Page 3)

Special Tribute to Marcus To Be Aired By WMCA

Special tribute to Col. David Marcus, commander of Israeli forces on the Jerusalem front who was killed shortly before the Palestine truce, will be aired by WMCA tonight, 10:00-10:30 p.m., with seven prominent speakers participating, headed by.... (Continued on Page 2)

New Quiz Program

"Who Said That," a new type of quiz show starring members of the NBC news staff and guests, journalists, will make its debut on the network tomorrow from 8:30 to 9:00 p.m., EDT. Subject of the questions will be quotations by persons currently featured in the news. The panel of reporters and commentators will also identify the quotations and their source.
COMING AND GOING

THOEDRE C. STREIBERT, president of WOR, leaves today for New York, where he will spend the month of July.

G. M. CARLTON, president of CBS, has announced his retirement from the post of president, and will be succeeded by J. M. Korn Advertising Agency.

EDWARD W. JACOBS, Jr., president of WINS, Inc., has been elected president of WINS, Inc., and will continue in that capacity.

PETER D. CONRAD, publisher of the New York Times, will be in Washington next week.

W. B. HOUSTON, president of the National Association of Broadcasters, will be in Washington next week.

Small Market Clinic Planned

A "Small Market Clinic" will be held in Denver, CO, on May 15th.

Financial

NEW YORK STOCK EXCHANGE

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Philly Facsimile Station

Now Signing Advertisers

(Continued from Page 1)

advertisers on facsimile broadcasts beginning July 15.

The Facsimile Edition of The Inquirer, which is an eight-page week

ly news review, will carry advertisements for the following clients: C. W. L. 

Cigarettes, Goldblatt's, H. J. Heinz Co., and Libby, McNeil & Libby.

IRENE MURPHY, telec, is back in town following a vacation at Lake Placid.

Networks Reclaim Space For Demo Convention

(Continued from Page 1)

ized that practically every actor on the program will be in Philadelphia on July 12 for the coverage of the Democratic National Convention.

INS has served

1935

WFM

WBFM

INDIANAPOLIS

Since 1935

10 YEARS AGO TODAY

(From the Files of Radio Daily)

The estimated gross billings on CBS for the first six months of 1933 totaled $14,500,000, a new all-time high.

In addition to the GOP Presidential nominee, the convention will be special-

ly broadcasted for the election, including Mayor William O'Day and A. D. N. W., of the Unite States.

Names of Secretary of War Robert Patterson, Gen. Thomas E. Dewey, and Thaddeus B. Koscielny will be recorded on the UN.

Special Tribute to Marcus

To Be Aired By WMCA

(Continued from Page 1)

by Gov. Thomas E. Dewey. Occasion for the memorial is the arrival in this country of Marcus' body for burial at West Point.

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(Continued from Page 1)

FCC’s Port Huron Decision Made Final; Three Dissent

(Continued from Page 1)

Stars To Participate In WMAK Premiere

(Continued from Page 1)

of his meeting should not be closed without an expression of appreciation on behalf of the Commission to retiring Commissioner Clifford J. Durr. Commissioner Durr has been a member of this body since 1941. During the entire period of his service with the Commission, he has wholeheartedly devoted himself to the task of giving substance and meaning to the statutory standards for the public interest under which the Commission administers the field of radio broadcasting, and he has done so with an imaginative sympathy for the needs and interests of the wide variety of groups which make up the public. An especially notable aspect of these efforts is his interest and work in fostering educational broadcasting.

"We value our association with him during the years of his tenure on the Commission, for we appreciate the conscientiousness and firmness of conviction which have always marked his thought and action, but which have never prevented him from giving the fullest and most patient consideration to all arguments and points of view before arriving at a conclusion. And we know that in his adherence to principles which he has carefully and thoughtfully worked out, he has not lost sight of the realities of fact in which ultimately all principles, if they are to be worth anything at all, must be capable of operating and bearing fruit. We also appreciate the gracious and friendly warmth which have permeated his associations with us and with the Commission's staff. In terminating his association with the Commission, he has not shown the characteristic of abandoning his unselfish efforts in the cause of the public interest, for we are sure that in whatever he undertakes as a private citizen, he will continue to make his dominant interest the fulfillment of those ideals which were his prime inspiration.

"This expression of our appreciation of his fellowship, our recognition of his substantial public services, and our esteem for his character and integrity shall be incorporated in the minutes of this meeting."
Windy City Wording...!

- WIND's reception desk continues as a glamour spot, blonde June Weber, who left to take up her residence in California, having been succeeded by Lois Polzin, a local lovely who formerly worked for the Models Bureau. . . Barring mishaps, Mrs. Kathryn Campbell of Krell, Texas, winner of the vacation contest on WGN-Mutual's "Queen for a Day," is due in Chicago July 2 with her trailers-caravan entourage, and will be accorded a royal welcome. . . Frank Doyle has been named as producer of WBBM's series "That Men May Live," replacing Skep Wall, who has been assigned to produce and make "Mine Music," which will be extended to a three-quarter hour show starting July 4 when it moves to a Sunday spot. . . New York choreographer Henry Le Tang is looking around for a Chicago dance studio, where, he says, he will train students especially for television.

- First issue of ABC's "Delayed Broadcast," new sheet of central division personnel, is out and filled with interesting chit-chat of the staff. A spoiling masterpiece reads: "Editor, Connie Rillard Kimble, in bondage to Ellis Henry, press publisher; Central stenos, poor things, correspondents; anyone with two hands and typewriter, some with two heads and no typewriter. Columnists: Curve Upchet, Chlorine Moley, Nate Large & Roy Overcoat, when you can catch them. Moscow Bureau, Yotta Samovar." The columnists' names are listed on a page in Irv Kupcinet of the Sun-Times; Nora Foley of the News; Nate Gross and Roy Topper of the Herald-American.

- Two Chicago video firsts were the AMA convention telecast of a Caesarian birth from Passavant Hospital on a closed circuit, and the introduction of television in a taxi. Taxi set designed by George Fyler, Motorelco engineer, tipped off cab driver Howard LeDuc and helped distract passengers' attention from the clicking motor. . . Dick Jurgens and his ork. Chicago favorites, will be heard in replacement for Spike Jones and Dorothy Shroy on the CBS "Spotlight Revue" beginning July 2 and continuing through September 24. . . Maroletha Dutton, of Maroletha Dutton Associates, radio publicists, is endeavoring to interest small town radio stations in making better use of their publicity opportunities—an idea that could be made valuable to the stations. . . James House, general manager of WUL, Cincinnati, has been added to list of station execs who will address the NBC-Northwestern U Summer Radio Institute. He will speak on "Public Relations" on July 20.

- Ted Toni Company continues to expand and has moved into new offices occupying 30,000 square feet in the Merchandise Mart and including a modern cafeteria for employees. Move was made to provide space for growing administrative force and to accommodate remainder of office staff recently moved to Chicago from St. Paul.

- Tom Clark, ABC exec, has resigned, effective June 30, to assume post of western sales manager for Popular Science Monthly on July 1. . . WLS has arranged area-wide coverage of the Freedom Train while it is in the four-state area of Wisconsin, Illinois, Indiana and Michican, with a number of remote broadcasts from the train during the week it is in Chicago. . . As a summer replacement for the "Boulevard" show on CBS, WBBM will present a new 10-minute sports show Monday through Friday, starting July 5, with John Harrington, Fahey Flynn and Dick Slade among those to be heard on the "Sports Review." . . Dr. Alexander Elliet, Zenith director of engineering research, recently received the President's Medal of Merit for his contribution to victory in World War II.

Lux Summer Replacements Announced by Columbia

(Continued from Page 1)

Miss Brooks," a comedy series starring Eve Arden, goes into the 9:30 p.m. portion of "Lux Radio Theater," Larry Berns will direct the series. "Lux Radio Theater" returns to the air on August 30 with Irene Dunne, Oscar Homolka and Barbara Bel Geddes playing their original screen roles in "I Remember Mama."
WHAT'S NEW IN PROGRAMMING?

This and Many Other Important Questions Will Be Answered in RADIO DAILY'S PROGRAM DIRECTORY of the

SHOWS OF TOMORROW

to be PUBLISHED

August 16th

Every station received a questionnaire covering basic questions on programming. Within a week's time over 650 questionnaires have been returned.

The RESULTS OF THIS SURVEY WILL APPEAR IN RADIO DAILY'S 9th ANNUAL EDITION OF THE

SHOWS OF TOMORROW

Advertising Forms Close July 20th.
WORDS AND MUSIC
BY PINKY HERMAN

- • • • TIN PAN ALLEY OOPS — With the general slump in the sales of sheet music, recordings, etc., and the wholesale dropping by publishers of content, there have been several new pubbies to be launched.
- • • • Lewis Music should see all out on the ball "I Was Waiting For A Dream" — ditty, cleft by Michael Fielding and George Pringles, was played for the fourth time on the "Album Of Familiar Music," and sounds like a click.
- • • • Al Polgari has bought out the ball interest in the Campbell Polgari firm from Nick Campbell — current song, "Someone Cares," is starting to climb.
- • • • B. W. Talented announcer Fletcher Austin, will be profiled in the August issue of Radio Mirror.
- • • • When deejay George Moneghhan was bidden recently with laryngitis, his wife, former British actress Nora May did such a bang-up pinch hit job that listeners wrote in and asked the WOR-Spieler to keep her on the show.
- • • • The Moneghans now are the earliest "Mr. & Mrs." team in radio.
- • • • MGM Recording artist Bobby Gregory has written a musical comedy titled, "Hillbilly," a satirical farce about professional Scoobusters, Cowpunchers and Mountainaires.
- • • • Norman Foley's lads at Miller Music doing a fine promotion job on the Naeco Herb Brown-Eddy Heyman ditty, "Takin' Miss Mary To The Ball," featured in the film. "Many An Island With You." 
- • • • Buddy Arnold has been signed to write the musical commercials for the Texaco Star Theatre Network.
- • • • George Adams Music has a corny but commercial ballad in "A Stranger's Always Welcome" (In My Home Town) — cleft by George Adams, Parry Stitt and Anita Smith.
- • • • New pubbity, Central Music, tosses off with a nostalgic ditty, "Home Sweet Home Polka," written by Art Berman and Leni Mason.
- • • • Two of this reporter's favorite Radiolites, Lawson Zerbe and Doris McWhirt, are now Mister and Missus.
- • • • The National Amputation Chapter No. 76 will hold its annual All-Amputee Baseball Game at the Polo Grounds July 22. for us, show-folk should attend this real ALL-STAR game between Arm Amputees (Broken Wings) and Leg Amputees (Flat Tires).

- • • • ON AND OFF THE RECORD — Margaret Whiting's ballad-dressing of the British importation, "A Tree In The Meadow," flipped with "I'm Sorry But I'm Glad," is labelled HIT! ... Frank De Vol's orchestra provides velvety musical support.
- • • • Paragon Records has a nitry item in the harmonious warbling of the Parolones of "Don't Leave Now," reversed with the oldie "Darling Nellie Gray" ... natural for jukes and deejays.
- • • • Bullet Records scores a Bob Creasy platter featuring "Till We Meet Again," ... flu-ever has the Crew Chieft's supporting Bob's warbling of "My Donna Joe," with Jerry Gray's Orchestra in the background.
- • • • Dick Jockeys will latch onto this one. 
- • • • Newcomer in the recording field, Trans Record, cleaning up with Clyde Bernhardt's vocaladehies with "I'm Crazy 'Bout The Boogie," backed with "Let's Have A Ball In The Morning." 
- • • • Capitol Records has signed former Freddy Martin Pianist Barclay Allen to a long contract...ladd's new band is currently at the Chase Hotel in St. Louis.
- • • • Deejays should grab Gene Krupa's latest Columbia release, pairing "Love" and "Green Eyes" ... easily one of the best plotters of the year.

- • • • SHARPE AND PLANTS — Roger Coleman, former KWY tenorollo, opens tonite at the Rendezvous Room of the Hotel Elittmore in L.A....he'll have his own network show in the fall. 
- • • • Paul Sparr and his Orchestra, after a record five-year run at the St. Regis Hotel in Gotham, open Tuesday at the Drake in Chicago with plenty of air time... Frank Keaton has discovered another Gershwin in Pianist-Composer-Arranger, Eddie Cooper... the lad has what it takes.
- • • • Handsome vocalied Jimmie Brown, formerly with Guy Lombardo's orchestra leaves for Hollywood Sunday to be screen-tested by a major studio.
WEBS PREP FOR “SHOWDOWN” RE THEA. TV

TELE TOPICS

by JIM OWENS

Associate Editor

Don Lee Gets Delivery

On $250,000 GE Order

Chicago—Extensive plans for an energetic promotion of the rapidly snowballing TV industry during the National Television and Electrical Living Show to be held at the Chicago Coliseum, Sept. 18-26th, were outlined here this week by the four broadcasters and directors of the Electric Association at a meeting in the Hotel Stevens, Representatives of NBC, ABC, WBBK and WGN-TV attended the conference which is expected to culminate in the most elaborate promotion yet evolved in the Windy City.

Initial plans call for a huge TV theater seating more than 3,000 persons to be the origin of a series of daily programs, schedules, with each station participating. Supplemented by the large theater, a large screen will provide “life size” reproductions and the same programs in another hall of the Coliseum seating about 500 persons.

Public service of the Dem. confab is considered to be the basis of the major aspect in this regard, the fact that all interests will be involved in actual reception of broadcasts from Philadelphia.

More to prevent further attempts of movie operators to point toward the promotion of the formal stage among the networks, and possibly take part in a meeting tomorrow of all reps in the viewing convention pool. Latter meeting was called specifically to discuss plans for the Democratic and Third Party conventions, but it is known that at least one web will release the question of the theater TV. Expected to come under scrutiny of the broadcasters is Farmount’s pickup last week of the Dewey acceptance speech—a move regarded by the broadcasters as “unauthorized.” Two of the reps in the pool were outwardly nettled at the fact that one of their number gave Para the green light to pick up its (the station’s) signal on the Dewey show.

Sheehan To Buchanan

John R. Sheehan, formerly associated with the U.S. Department of State broadcasting, has broken with the newly-formed sales service department. Betty Leffel has joined the staff and has been named assistant to Barrett.

KFI-TV Pushes Debut Date

Los Angeles—Video took a huge forward stride this week when KFI-TV took to the air with center at Chatsworth, on Channel 9. The pattern transmission, started earlier than planned, moved station’s debut up to the latter part of July, according to W. B. Ryan, general manager of the station.
Radio Artists Aiding WFUV-FM Anniversary

First anniversary of WFUV-FM will be celebrated by Fordham University today with an all-day program featuring several network personalities together with other industry figures and school officials. Rev. Robert I. Gannon, president of Fordham, will preside over a Critics Roundtable, 8-10 p.m. Participants will include including John McGaffey, WNBC; Eileen O'Connell, WBN; Pat Barnes, ABC; Mary Small, CBS; Sidney Myer, WJZ; Lula Misha, WNYC; Alma Dettinger, WQXR; Tom O'Brien, MBS, and Mullen and Ward, ABC, comedy team.

Kentucky Broadcasters Form AP Association

The organization was formalized following last week’s mid-year session of the Kentucky Broadcasters’ Association.

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REORGANIZE STATE DEPT. SHORTWAVE

Open UHF Channels, Craven Urges FCC

Washington Bureau, RADIO DAILY Washington—Because 12 channels are obviously insufficient, present FCC hearings on the relocalization of these channels represent "a waste of time," former Commissioner T. A. M. Craven, now Cowles' vice-president, told the FCC yesterday. Calling for opening up of UHF channels, Craven suggested that on the theory that more channels will be available for video 
(Continued on page 6)

Radio Correspondents Named By UN Assn.

John B. McVane of NBC and Bernard More of BBC were named as members of the radio-press executive committee of the United Nations Correspondents Association which was established at Lake Success yesterday to maintain and protect the freedom and prestige of press, radio and television correspondents covering the International organization. John G. Ferguson of the New York Herald Tribune was named president of the association.

CBC Gives Opinion On Dual Ownership

Montreal—CBC expressed the opinion yesterday that there is dual ownership of a newspaper and radio station, the operation should be distinctly separate one from the other. This was expressed by the board of governors in a statement made in connection with charges of Gordon S. Henery, former station manager for CICIA, Edmonton, that the station operated with restricted freedom and in a manner inimical to 
(Continued on Page 2)

NAB Names Liaison Group And Other Sub-Committees

Washington Bureau, RADIO DAILY Washington—NAB yesterday has named membership of five standing sub-committees for its board of directors, and at the same time announced appointment of 18 board liaison members to work with permanent NAB committees. Two board members were named to each of the standing committees. The sub-committees include the following:

- By-laws: G. Richard Shafto, WIS, Columbia, S. C., chairman; Campbell Arnoux, WTA, Norfolk, Va., and William B. Quarion, WMT, Cedar Rapids, la., 

- Convention protocol: Hugh B. Terry, KLS, Denver, chairman; Morency 

- Special AM-FM Set Being Sold Farmers

Name of Albert Frank, Gruenheber, Law Inc., an agency located in the heart of New York's financial district, is reported in trade circles as being one of the most active in the promotion of the sports, the Federal Communications Commission, which has been handling the agency's business for the past two years. Gruenheber Law Inc. is engaged in the promotion of the sports, the Federal Communications Commission, which has been handling the agency's business for the past two years.

GOP Scans Agencies To Handle Campaign

wife of the former robbery victim at about 10:30 p.m. when she was gunned down in the home. The woman, who was found dead in the living room of the apartment, had been shot in the head. She was identified as Margaret M. Johnson, 35, of New York City. 

ABC Programs Lead Current Evening Hooper

- NAB hit the Hooper jackpot on the report for June 15-61, with shows finishing one-two on the evening list for the first time. Walter Winchell was first with a 168 rating, followed by the Old Gold set of "Stop the Music," with 133. Other ABC men-

25th Anniversary Of WNYY Sked July 8

Headliners of New York stations will pay tribute to the Municipal Broadcasting System July 8, when WNYY enters its 25th year of public service operation. Mayor William O'Dwyer and other city officials will take part in the all-day celebration, which is under the supervision of Seymour N. Siegel, director of the city-owned outlet.

Two Ex-Chairmen of FCC Pay Tribute To Cliff Durr

Two ex-chairmen of the FCC, Lawrence Fly and Charles Demby, were among the leaders in radio who paid tribute to Clifford J. Durr, retiring FCC commissioner, at a testimonial 

Olympic Planning

Upwards of 70 broadcasts are being scheduled for CBS' coverage of the summer Olympic Games from Wembley Stadium, London, July 30 through August 14. David J. Howden, CBS Vice-President and Director of Public Affairs, announced yesterday, handling the reporting assignment will be Red Barber and Acting Chief London Correspondent Stephen Laidl.

No Paper Monday

The Fourth of July this year falls on Sunday, and will be celebrated throughout the nation on Monday, July 5. In observance, RADIO DAILY will not be published.
COMING AND GOING

HENRY J. TAYLOR, Mutual network analyst for General Motors, is in Lowell, Mass., where he will deliver an independent address under auspices of the American Legion.

LAWRENCE WEBB, on the executive staff of WWJ, Mutual network affiliate in Cleveland, Ohio, is in New York for conferences with official American Airlines.

VERA FRANCESCHI, young concert pianist, arrived in New York yesterday aboard the Magellan from her home in Union City, N. J. She will be at the Louisianda State concert July 7.

CLIFFORD EVANS, vice-president and director of public affairs at WHN, 1370 AM, is back at the station after supervising last summer's coverage of the GOP convention in Philadelphia.

NANCY CRAIG, women's service broadcaster on ABC in Atlanta, Ga., where today she will attend a Preview of "Cannon City," a documentary. She will broadcast from KVOD, American network outlet in Denver, and will interview the Governor of Colorado.

Two Ex-Chairmen of FCC Pay Tribute To Cliff Durr
(Continued from Page 1)

luncheon given by the radio committee of the American Civil Liberties Union at the Hotel Astor yesterday.

Among those attending the luncheon were Joseph Ream, CBS; Robert Switzy, Mutual; Abe Schecter, Mutual; Robert Sandzik, ABC; Seymour Siegel, WNYC; Nathan Strauss, WMCA; Ralph Well, WVOX; Elliott Sanger, WXQR; Morris Novik, Unity Broadcasting Company, and Ted Hefron of the National Council of Christians and Jews.

CBC Gives Opinion On Dual Ownership
(Continued from Page 1)

public issue. The report said there has been some undue influence in favor of the Edmonton Journal with regard to broadcasting legislation C-F-A.

The board said it will keep the broadcasting activities of the station under observation and review them carefully if the present license comes up for renewal.

Special AM-FM Set Being Sold Farmers
(Continued from Page 1)

among the potential listeners of the new Rural FM network, with headquarters in Illinois.

William Ensign, sales manager for the 50-station FM web, yesterday estimated that the network reached a minimum of 25,000 farm families who have FM receivers. He said the area served by the network is 92 per cent electrified and that battery sets are used only in remote sections.

Web Debut For Young Pianist

Cy Coleman, 18-year-old pianist and composer, is on his national radio debut last night, as featured guest pianist on Leonard Sillman's "News Faces of 1948." NBC's Cy Coleman is also the musical arranger for Gene Martin.

ABC Programs Lead Evening Hooper
(Continued from Page 1)

ions on the first fifteen evening list are the Spedel portion of "Stoop the Music," in fifth place with 8.6, and "Break the Bank" in 14th, with 10.6.

Also noteworthy on the report are the lightest for June 21, the evening night of the Republican convention. From 8:30 to 10:30 p.m., when all four webs plugged up the concave, the highest in the west coast was 10.0 and 7.4 for the 20-minute period. NBC had 5.4. ABC, 4.4 and 5.4; MBS, 4.1 and 3.8. During the 9-9:30 period, when ABC and CBS were airing the convention, MBS had 10.0 and 9.0, NBC the Telephone Hour, CBS 9.7 was high for the seg. From 10:00 to 11, NBC's convention pickup was high with 7.2 against Sweep. Two web players on CBS, Arthur Gaeth on ABC. Convention was also on Mutual, and Mutual.

Another audience pattern noticeable during the convention broadcast is reflected in the rating for non-news networks which, with the exception of Mutual, were not carrying the political hi-jinks. From 9:30 to 11 on Monday night, the highest of all ratings were scored by the indies.

With Bob Hope and Red Skelton off the air for the summer, the CBS sustainer "Studio One" (Tuesday, 10-11 p.m.) averaged 6.7, beating all network competition. Here again, however, the non-web rating was usually high, over 10.3 for the 10-10:30 seg.

First fifteen evening Hoopers, in order, follow: Walter Winchell; Stop the Music (P. Lorillard); Horace Heidt; Take It or Leave It; Stop the Music (Spiedel); Godfrey's Talent Scouts; Eddie Cantor; Jack Benny; Jimmy Durante; True or Consequence; Life of Riley; Milton Berle's Big Story; Break the Bank, and Hit Parade.


Housewives Protective League Division of CBS has named Edward W. Wood, Jr., as sales representative for New York and the eastern seaboard.
REPORT ON TELEVISION

OVER A MILLION...
NEW YORK'S TELEVISION AUDIENCE
Latest survey shows the New York area has 174,000 receivers in private homes with an average audience of five, and 12,000 in public places with an average of 20.

OVER HALF TUNED TO WABD...
A recent survey rated one program at an extraordinary high of 56.4, another 46.8! Both, of course, were origination of WABD, New York, key station of Du Mont Television Network.

TALK ABOUT AUDIENCE RESPONSE!
First time Du Mont Network's popular "Charade Quiz" was aired, it pulled 50 letters. Few weeks later the mailman staggered in with 12,000. This consistent response brings total to date to nearly a quarter-million!

TELEVISION'S FIRST THREE YEARS
As compared with the first three years of radio, shows television is coming up much faster than did its elder brother, radio, at a similar stage of development.

TELEVISION NETWORK

WABD - Channel 5
New York, N. Y.

WTTG - Channel 5
Washington, D. C.

WDTV - Channel 3
Pittsburgh, Pa.

For complete information about programs, costs and availabilities, write or wire Du Mont Time Sales Department.

DU MONT TELEVISION NETWORK
"The Nation's Window On The World"
515 Madison Avenue, New York 22, N. Y.
**Main Street**

**Los Angeles**

by RALPH WILE

"SUSPENSE" returns to the air on July 8th with a new sponsor, Auto-Line, and a new series of psychological chillers starring the most high-powered lineup of big-name film stars to be found anywhere on the airwaves this summer. Cary Grant tees off the top of these names who will grace the new show, which moves into the Dick Haymes time-slot-CBS, Thursdays, at 6 p.m.

Dick Haymes' first program-Auto-Line--started on July 1st. Grant will be starred in an original, "The Last Chance," story of a man given only one week to live.

Ida Lupino will be starred the following week in "Summer Night," another nerve-tangling original intended to give full rein to the actress' emotional range. Doug Fairbanks, Jr. is scheduled next for "Deep into Darkness," which has a revenge theme, to be followed by Agnes Moorehead in "The Yellow Wallpaper," an eerie story of the slow disintegration of a woman's mind.

After a very busy and successful year on the road doing clubs, theaters, and radio guest spots, Connie Haines has returned to her Valley home for a well-deserved rest.

KLAC Disc Jockey Al Jarvis has added a new segment to his "Make Believe Ballroom," which he calls "Peter Pan." He's asking for contributions for the famous Boys' Town. Listeners may request their all-time favorite record by enclosing a contribution to the foundation.

Construction on the building to house the Station KTTV television transmitter, located on the site of the existing KNX-FM station, has been started by CBS. The new 9000-ft. concrete building will be erected immediately adjacent to the present building and ready for installation with it. It will contain a main transmitter room, a terminal room, a shop, a generator room, a storage room and two smaller buildings. The installation will be completed in approximately two months and will cost an estimated $90,000 exclusive of equipment.

**Emerson Drug Renews 'Inner Sanctum' On CBS**

(Continued from Page 1)

28, the network announced yesterday. The mystery program aired Mondays, 8:00-8:30 p.m. EST with a rebroadcast at 12:00 midnight. Agency is BBDO, Inc.

**FCC Names Field Engineer**

Washington—London Herndon has been named assistant chief of the FCC field engineering and monitoring division, in Washington. Previously he had headed the Central States region for the Bureau of Engineering. He has been in radio engineering supervision since 1921, with the Department of Commerce before formation of the

**Main about Manhattan!**

- A well-heeled H'wood syndicate (headed by Nate Rubenberg of Universal programming) is drawing up blueprints for a chain of television theaters to cover key cities from coast-to-coast... Milton Bow to sew up a big beer account... Canada Dry making noises as it's going back into heavy radio billing... Cecil B. DeMille getting into video with both feet. He's going to set up his own factory... Don Richards claims that "That Step in the Music" contest must have been a phony. It was won by a New Yorker!... Movie houses in Chi slashing their prices and resuming vaude in an effort to revive ailing box-offices... DuPont Tele conducting closed-circuit stratification tests (relay teletyping from the air) from blimps.

- Kay Thompson being mentioned for the lead in a Broadway musical... "Happily Ever After," for the fall... Larry Parks installing a coming east for summer stock, despite objections from his studio... No rest for the weary: Ralph Edwards tees off his show with a classy dancing show this week in "Goodbye Again" at the El Centro Theater in Santa Fe, N.M. That terrific theme song on Ed Sullivan's video show, "Fort of the Town," was penned by Miha Beiss Lewis, one of the cleverest scripters in this radio biz of ours... Ed Begley observes that anything except a quiz show these days is out of the question in radio.

- **AROUND TOWN:** Young Andy Roberts, who less than a year ago was drawing a grease-monkey's pay in a garage, is bearing out Morton Downey's 6th in him. Roberts, currently singing with Skitch Henderson's ack at the Pennsylvania, is attracting important agency attention. **KNX** has taken on Ed Stanford in the Department of Progressive Education. (Abbreviated, the title spells DOPE)... NBC readying a fall show with the Irish Minstrel... Hal A. Salaman leaving for the coast this week on biz for Roseman Lighters and their "20 Questions" atr... Congrats to NBC for readying an all-colored show without any typed characters. New program is called "National Minstrel Show" and tees off July 7th... Coolest sipspot around N.Y. these days is the Roosevelt Raceway attracting plenty of Radio Row citizens.

- **LUV 'n KISSES:** Johnny Gurniere's fine quintet at the Claremont Inn... Eric Victor's dancing in 'Inside U.S.A.'—a great bet for video... Dorothy Danner's w slowly at the Carousel... Crooner Vinton Flair's Bobby-sock rendition of new and old favorites via WINS... The Sky-Kiders quartet on Leonard Skillman's "New Faces."... Symphony Sld's new all-nite jazz show on WMCA.

- **THE REVIEWING STAND:** New Adventures of the Thin Man (NBC Tues.) very cleverly overts the NBC rolling on no crime shows before 9:30 p.m. by its switch from mystery to situation comedy, rewriting, how ever, the old Thin Man flavor. It makes listeners hush their radios because it's so easy on the ear... Credit Danzy Seymour's astute scenario plus Lester Gottlieb's smooth production work with the click of CBS "Sing It Again." Seymour, incidentally, bowed in this week as another for the new Tex and Jinx stam... "County Fair" comes up to its 3rd ann July 10th. With the Junior Achievement promotion started, it looks like the biggest year yet for the show.

**TIP CORPORATION OF AMERICA**

Marion, Va. Tip Soft Drink, which is widely distributed throughout the South, has just transferred their account from Barlow Agency of Roaneoke to Courtland D. F. Kersey Inc., Washington, Baltimore and Richmond Agency, Robert M. Gamble, Jr. will handle the account. No new publications, trade papers will be used.

**NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.**

announces the appointment as public relations counsel to the society of Roy de Groot Consultants, Inc. Campaign to be planned and executed by the society will include newspapers, magazines, radio, television, publications and other media.

**Wedding Bells**

Roger A. Chase, WBN announcer, was married last week to Joan Johnston of Union City, N. J. The ceremony was performed in Yonkers, N. Y. on Saturday, June 26. The couple will reside in Manhattan.

Wedding engagement was announced yesterday of Miss Florence Rosenweig of Women's Wear Daily fashion staff to Jerry Simon, account exec with the Arthur II. Miller public relations firm. Wedding is scheduled for July 4.

**ARTHUR EDDY**

Public Relations — Publicity

812 Talf Building

Hollywood

Gladstone 3505 — Gladstone 9082
NAB Names Liaison And Sub-Committees

NBC And CBS Withdrawing From Intern'nal Shortwave

(Continued from Page 1)

and H. W. Slawick, WMG, Memphis.
Finance: Clair R. McCollough,
WGA, Lawrence, chairman; T. A. M. Craven, WOL, Washington;
Harry R. Spence, KXRO, Aberdeen, Wash.; John F. Meagher, KYSM, Mankato, Minn.; and Harold E. Fellows, WEEI, Boston.
Membership: Charles C. Caley, WMDD, Peoria, Ill.; chairman; Ed-
ward Breen, KFVD, Font Dodge, Iowa, and Gilmore N. Nunn, WIAI, Lexington, Ky.
Board liaison members named to the permanent standing committees of NAB were as follows:
FM executive committee: Everett Dillard, KOPI, Kansas City, Mo.; Willard D. Egolf, WBGC-FM, Bethesda, Md.
Legislative: McCollough and Banner.
Music advisory: Arnez and Slaw-

ic. 
Program executive: Fellows and Robert D. Enoch, KKIT, Oklahoma City, Okla.
Public relations executive: Michael R. Hannah, WHAV, Hhage, N. Y., and Quarron.
Research: Caley and George D. Coleman, WMII, Scranton, Pa.
Sales managers executive: Clyde W. Rimbett, KKLX, Dallas, Tex., and Spence.
small market stations executive: Meagher and William B. Smulinn, KTEM, Berkeley, Cal.

Prescott To Sub For McNell

Allen Prescott will substitute for Don McNell on the latter's ABC "Breakfast Club" of July 5. Once again McNell is off on a fishing trip, this time to Canada. Program is aired 9-10 a.m., EDT, Monday through Friday.

Sold Out From 12:30 A.M. to 3:30 A.M.
MUSIC... SPORTS... NEWS 24 HOURS A DAY
WINZ Florida's Big Independent
Primary Sign: GREATEST MIAMI... Way, Rich East Coast from the P人才 Dynamics to Coral Gables.
STUDIOS:
MIAMI, HOLLYWOOD, WINZ MAIN STATION: WINZ MAIN BEACH
WINZ SPORTS, HALLANDALE BEACH HOTEL 940 Kc. — FULL TIME
JONAS WEILAND, President

35th Anniversary Of WNYC Sked July 8

(Continued from Page 1)

when WOR sells WNYC with a special musical program under the baton of Sylvan Levin, musical direct-

ors of the WOR station.

Others who will be heard WNYC during the day include Jinx Ficken and Tom McGrath, of WNBC; Bill Leonard, WCCB; Eddie Sternbargher, WLIB; WVE*'s "Pride and Prejudice" stanza; Martin Bluck, WNEW; Bob Waldo and Alonzo Baruch, WMCA; Fred Robbins, Rosals Allen and Bill Williams, WOV; Joes Lacey, Al Seacant and Don Goddard, WEN, Ted Hesing, WHN; Vincent Lopez ook, and salutes from the United Nations and NBC.
NYC's experimental series, "Radio X," directed by George Wallach, will air a documentary based on the history of the station, with Grover Whalen and other officials participating. Included will be a reenactment of the first broadcast by the city station on July 8, 1924.

Jesse Gets Award

Herman Bess, manager of WLB, will be awarded a replica of the Bill of Rights of the 138th House of the American Revolution Sunday, for "outstanding public service." Presentation will be made by Gardner Osborn, director of the organization.

Smiling Cop" Death Recalls Radio Giveaway, Circa 24

Death of Oscar C. Hettler, 62-year-

old New York police officer known as the "Smiling Cop," brought to light the strong evidence that radio giveaways are almost nothing and that today's headlines are peanuts compared to 24 years ago.

Story was revealed last night by Lyle Van over WOR after news sta-

fers had learned that the officer's head was knocked out by yarh tipped to him by Hettler's obit in New York paper. Seems that in 1924, when WOR offered 400 prizes of $1,000 each, the Billy Jones-Erne Hare "Happy Boys" show over WOR. A contest was conducted among listeners to

Three N. Y. Retailers Dropping Commercials

Three New York retail advertisers—Barney's Clothes, National Shoes and Canadian Fur Corp.—will drop their commercial copy for the fourth of July in favor of the recorded cases for democracy. "Little Songs on Video Subjects." All clients of the Mood Group agency, which handles the jingles instead of plugs on several national holidays.

New York's favorite policeman.

Patrolman Hettler won. He was given a nice house in Forest Hills and $5,000 worth of appointments. The "Smiling Cop" died in the house early this week.

WDSU broadcasts 5300 watts from the French Quarter to the Gulf and South Louisiana listeners. WDSU was the first to use Direct Current and New Orleans Institutions WDSU has developed a high quality of integrity. WWDSU's program time is regularly and exclusively by the St. Louis Cathedral, the International House, Montana International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphony Association.
GOP Scans Agencies To Handle Campaign

(Continued from Page 1)

pamphlets, handle magazine space. In the past, because of a capital campaign time was booked by Ford Bond.

GOPers are still officially silent a week after their convention as to who will get the account. There has been no indication as to when an official announcement will be made. Several weeks ago the Demo-
crats named Bow to handle their na
tional account, same agency which handled it in 1944. Duane Jones rep
resented the Republicans that year.

Philadelphia a Factor

Albert Frank, Guenther—Law was one of two names turning up in trade circles yesterday. One source claimed that the Al Paul Leuton, Co.
with headquarters in Philadelphia, should be selected as a pos
sibility. It is felt by some that Phila
delphia may be the center of the Republican operation since the new
nominated chairman of the GOP national
committee, Hugh Scott, Jr., resides
there.

Radio Using Helicopter

For 4th Traffic Survey

Chicago—Motorists battling heavy holiday traffic on congested high
ways bordering Chicago area on MN
be can tune to WMAG for official traffic information from an expert who’ll view the congestion from a heli
copter hovering overhead.

A traffic expert from the Sheriff’s office will be a passenger in the air
craft as it flies over the suburbs. He will relay information on areas of least congestion, areas to avoid and alternate routes to the WMAG news
room where it will be broadcast, starting at 6:45 p.m., CDST, on the
John Holman news program.

TELEVISION

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ally well trained and qualified graduates who hav
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(Continued on Page 2)

soon, “it is not then illogical to as
sume that the communities which cannot easily support the costly early experimental operation do not actually need television channels today.” Particularly along the eastern seaboard, smaller cities might well release channels to the larger
metropolitan centers without in any
way depriving the populations of
other services. He added;

“The Commission knows that with
only 12 channels, it is not only im
possible to provide a nation-wide
viewing service on a proper com
petitive basis but, also, it is impos
sible to provide an equitable dis
tribution facilities to the states and communities. Consequently,

since the objective of the proposed channels is to provide popula
tion with the best possible 
ning limited which can come out of
this hearing is to continue to pro
vide both inadquate competition and insatiable distribution of television facili

ties to the states and communities which can support economically
the high cost of early pioneering in this
new development.”

“Obvious Solution”

Obvious solution, said Craven, is
for the FCC to announce at once that
more are available for commer
cial television at least 34 channels,
19 of which will be the present chan
nels and the remaining 15 for
above 480 megacycles; and that in
October, 1948, the Commission will
make specifications for television
channels above 480 megacycles in
precise terms.

“In this connection, it should be
stated that it is possible to pro
vide for television broadcasting between 480 and 920 megacycles, it
is possible to provide in peckish com

cast in 29 or multiple color 
vision on the present

modern. It would be possible to prode
uch highly

“Of course, simplicity sometimes
affects the most complex resistance.

The Commission would receive complaints from vested in

trests who have not planned for
the allocation structure.

Complaints will be received from
laborators and men of science who

cast in the band. The
The Commission will re

ceive requests to wait until field
test results have been undertaken in order

to make in the spectrum space.

The Commission will 

requests to postpone action until

an equipment ground

sale. Yet, some of the very persons
who make these complaints and
requests may be among those who
cast in the band before the war
to give the green light to television

even when, on the existing channels
7 to 13, inclusive, there had been no
field tests, no available transmitters,
and there was very little, if any, knowl
edge of propagation characteristics. In
card, less was known about these chan
nels than is known today about the
space which is reserved for television

broadcasting between 480 and 920
megacycles.

“In September, the Commission will
hold a hearing to deter

mine, among other things, no

increase the number of channels

immediately available for

commercial television broadcasting. How
ever, at this very moment, the Commis
sion has no assurance that
the number of such channels and that
the only spectrum space available for such expansion is between 480
and 920 megacycles. May I suggest
that the time to cut the Gordian knot

is September, October, November, and December.

“Harness Appoints Counsel

To FCC-Probe Committee

(Continued from Page 1)

nizational meeting of the committee. Other staff members will be named shortly.

Date for open hearings, is still to
be set, but preliminary work is to get under way at once.

Harness promised “a thorough, full

investigation.”

Bow said yesterday he hopes to be able to announce preliminary plans
within another 10 days.

A native of Canton, O., Bow told
told reporters of his own experience with
radio, including four years as a news

Canton, and a brief period in 1945 as

as correspondent for the Brush

Moores papers and the Ohio Broad

Bmaster of the Ohio State Rep

ducation Committee, Bow was as

assistant attorney general of Ohio from
1929 to 1933, and was vice-president of the Ohio Bar Association from
1940 until last year.

Riener Ups Interest In Baseball

Baseball fans outside of the U.S. are participating in betting for the major
All-Star Game for the first time this year through the efforts of sports

Riener told WABC listeners that “there are no other American listeners

Riener’s nightly broadcast, “Sports Page.” Ballots are already coming in from Latin America and

Riener suggested that the war was over and All-Star Game authorities for tabulation.
**TBA UNIT TO DRAFT INDUSTRY-CODE**

**VNAC-TV, Boston, Affiliates With ABC**

WNAC-TV, Boston, Mass., becomes "temporary" video affiliate of ABC, effective immediately. It was announced by Leo Jahncke, director of affiliation relations for the network. Negotiations for the affiliation were concluded between Jahncke and Arthur Pass, executive vice-president and general manager of the Yankee Network, which owns and operates WNAC-TV. The ABC network will begin feeding regular television programs to WNAC-TV, newest member of ABC's expanding Eastern TV network, this week.

A Boston Application Filed

ABC's AM and FM affiliate WQCP, which went on the air last September, has applied for a license to operate in Boston. The new affiliation with WNAC-TV, which will increase the number of stations available to the network in the area, will be an immediate benefit to the network. The move is expected to attract even more viewers to the ABC network in the Boston area.

**Crosley Appoints Three To Tele Staff Of WLW**

Cincinnati -- Effective this week, three new appointments have been made by the Crosley Broadcasting Corporation. Jay Zamora, executive vice-president, and R. E. Dunville, vice-president and general manager, have announced that Chester Herman, who has been an assistant program manager of WLW in loan to television, is now program director for WLW. Dorothy Kays, Crosley's Cincinnati affiliate, is now in charge of the WLW affiliate television operation. Rita Hackett Casey has been named director of television programs, and Ken Smith has been named a program director for WLW, replacing Chester Herman.

**Mills Leaves WGN-TV, Will Join NBC Tele Dept.**

Chicago—Edwin S. (Ted) Mills resigned Tuesday as program coordinator for WGN-TV, and he has announced that he will accept a position with NBC in Chicago in the network's television division. John Farahany, KON-TV traffic manager, has been appointed acting program director of the station. It was announced by Frank P. Schreider, general manager of WGN. Farahany will continue as traffic manager.

**CBS Supervising Construction Of L.A. Times' KTTV, FCC Told**

Washington, D.C., Radio Daily—Construction of KTTV, Los Angeles TV outlet owned 51 per cent by the Los Angeles Times and 49 per cent by CBS, is under way. The FCC was told yesterday, and Harry Wilt, acting general manager, is paid by CBS. This information was unearthed by opposing counsel during the lively San Francisco channel hearing yesterday. A session also saw the bulk of the presentation of Ed Paul's Televi-

**Comm. Will Submit Precept To TBA Dec. Meeting**

First concrete attempt to provide the vrushrooms video industry with a "production code" to guide it toward fulfillment of its "moral principles" will be made between now and December. A special committee has been set up by the Televising Broadcasters' Association and will be submitted to the full membership for approval at the annual meeting at that time. It was announced yesterday.

TBA committee, which was recently appointed by the board of directors to explore the problem of setting up an "official industry guide," is headed by Lawrence Scharf, president, vice-president of CBS, and includes: Noran E. Kerst, executive assistant to the administrative vice-president in charge of TV at NBC; Robert L. Coe, general manager of WPX, and Neil W. Swanson, executive vice-president and general manager of WLW.

This Code, as drafted by the TBA committee, will be mailed to association members in advance of the December meeting, thus permitting ample consideration of its merits before voting on its ultimate acceptance. The TBA membership approves the suggested guide, which is expected to set standards of ethics in programming, WRAL's "Principles of Good Television," etc., its felt the code will, in effect, govern the entire industry since approximately 60 per cent of TV broadcasting is TBA member.

For such a guide was first sounded by Jack Popple, president of WPX, the idea of a TBA convention in '46, although no action was taken at that time. Popple reiterated his stand at last year's meeting, and the membership voted to start the wheels rolling in this direction.

**Stasheff To Address Catholic Casters In Hub**

Edward Stasheff, educational director of WPIX, will add the annual convention of the Catholic Broadcasters' Association in Boston, tomorrow night. Stasheff will describe the importance of video in home and family life and discuss television as a medium for propagating religious ideas. He is the director of Television Chapel.
NEW STATIONS

KDFC Installs Equipment
Installation of KDFC's transmitter and antenna at its new site, which is expected by August 1. From Mt. Beacon, near Scarselio in Marin County, KDFC will radiate a 35,000-watt signal designed to serve nearly 3,000,000 people in the greater San Francisco Bay area. KDFC will be the newest FM broadcasting station in the bay area and will bring the number of FM stations on the air to thirteen. The station will operate temporarily during the hours of 3:00 and 10:00 p.m. from its transmitter building until suitable studios are located in San Francisco.

Atlanta Indie Sets Debut
Atlanta—August 2 has been set as the kick-off date for WBRD, which will broadcast at 1510 kc. Advance sales, spurred by a heavy promotion campaign, will see the crowd go on the air in the black, according to general manager Rich-ard A. Granville. Licensee is Radio Atlanta, Inc., Jesse Draper, president; Harvey E. Parkinson, Thompson & Baker, vice-presidents, and Harvey Hill, secretary-treasurer. Known as "The Independent Station," outlet is represented nationally by Joseph Hershey McGillivray, Inc.

Ohio Outlet Adds FM
Portsmouth, O.—Owned and operated by Southern Broadcasting Co., WPAY-FM has gone on the air with 7,000 watts at 91.1 mc, duplicating local and CBS programs of WPAY. Initial sked from 3 to 9 p.m. will be extended to match the 6:30 a.m.- 1 a.m. air time of the parent station. Two-hundred foot antenna atop 1055-foot Kentucky Hill provides coverage over 60-mile radius. Gerald F. Boyd, owner; Bob Farmer, WOAK, Floyd Jackson, program director; Maurice Myers, chief engineer; Carl P. Boden, promotion director; Jerry Grove, chief announcer.

Southern Outlet Set
Montgomery, Ala.—WJJJ, this city's fifth station, will go on the air late this month, Joe G. Mathews, president of Southern Broadcasting Co., announced. Outlet will operate with 10 kw, at 1,770 kc. Mathews, who owns a furniture store here will be in active charge of the station in association with his two brothers, E. J. and J. C. Mathews. Location is on the second floor of the Philco building, the station will employ about 20 staffers.

Penn. AM To Open
York, Pa.—This city's third station, WNOW, is about to begin operation, with 1,900 watts at 1,390 kc. York, with its long tradition of linking as an industry in competition with two network outlets, station will place emphasis on industrial music, local events and local sports, as well as local dramatics and an amateur hour.

COAST-TO-COAST

To Cover Golf Tournament
Pittsburgh, Pa.—Dick Price, talkie-walkie, will broadcast the description of the 4-day Dapper Dan Golf Tournament to be held in this city on July 27. The broadcasts will be heard on two stations in the city and those in the broadcast will be Herb Morrison, station news editor and an expert golf analyst. Along with Dick Price will be Frank Orr and other staff members. Kaufman's, Pittsburgh's largest department store, will sponsor the event.

New KRUL Transmitter installed
Corvallis, Ore.—A new 250-watt General Electric transmitter, replacing one bought during the war which was rebuilt by RCA, has been installed by KRUL. A G.E. engineer from San Francisco, assisted in the installation.

Namsed Asst. Station Mgr.
Morehead City, N. C.—Ray Cunningham, WMDL city manager and pro-gram director, has been named assistant station manager. New addi-tion to his broadcasts of the local base-ball games is a commentary with a change of voice, called "Lady of Sports."

Milton Q. Ford Substitutes
Washington, D. C.—Every member of the WWDC announcing staff will be given an opportunity to demonstrate how he thinks a Morning Show should be conducted while subbing for the vacationing Milton Q. Ford. For the coming week, the "Morning Men" will include Jack Lowe, Norm Gladney, Bill Cox, Felix Grant, Les Sand and Roy Hansen.

Gives Farm Programming Hypo
Albany, N. Y.—WROW has hyped its farm program by opening studios in the Administration Building of the Menands Regional Market. "Keep in close contact with the Northeastern Market Activities and to take advantage of interview opportunities with producers, consumers, etc."

At least one farm program a day will originate from that locale.

KVOA Engineer Receives
Tucson, Ariz.—KVOA engineer, Dick Nepple, WTPW, has left the station in order to take a position with the Allis-Chalmers Co. in Mil-waukee, Wisconsin. While working as a transistiarl engineer with the aforementioned station, Nepple was attending the University of Arizona, where he just received his degree as a mechanical engineer.

WBS Add Hillbilly Group
Atlanta, Ga.—WBS has added an entire new group of hillbilly entertain-ers to its roster, including Dink Embry, comedian, formerly of WSB; Old Crpy; Wayne Tilford, singer-comedian; Jerry Manore, guitar; Don Tilly and Gail D'Ambrosio, and Cotton Carrier, popular emcee of the WSB Barn Dance Party. They continue to be heard over "Her Plantation Gang, honored in an early morning show on the station.

WBRC FM Tower & Bldg. Completed
Madison, Ala.—WBRC has an-nounced the completion of its new 550-foot FM tower, located on top of Red Mountain, which is 1,460 feet above sea level. Station will operate on a frequency of 102.5 megacycles and will be on the air the last part of this month. A postcard reader, Jerry Hamann, says that WBRC-FM, with 546,000 watts effective radiated power, will be one of the strongest FM stations in the world.

WLW Staffers Wed
Cincinnati, Ohio—WLW actress, Mary Louise Lanti, and Bob Merr-ey, station announcer, were recently married at the home of the bride in the city. Merry has been with WLW more than five years as announcer and emcee and is heard on programs over the "Gus and Polly" and several other standards. Miss Lanti has been with the station since 1936 and acts on "Builders of Destiny." WLW has also been heard on several network shows including "The Red Skelton Show" and "Famous Jury Trials."

WLIZ Airs Polish Disk Show
Bridgeport, Conn.—George Karp-inski, who has been associated with the Polish record field for several years, has just made his debut on WLIZ as disc jockey on a new Polish record show which runs one hour daily over the station.

To Sponsor Boating Contest
Topeka, Kas.—WIBW with the Nemaha County Soil Conservation District, assisted by the Nemaha County Farm Bureau, Soil Conserva-tion Service, Kansas State College, Extension Service, Nemaha County FMA, Nemaha County Implement Manufacturers Association, and the County Conservation Clubs, is sponsoring the 1949 Kansas State Pow-Wow Fishing Contest which will be held at the state fairgrounds on the fourth of next month. Contest will be held on the Lawrence Hol-tom Beach Farm, three miles north of Centralia and prizes will be awarded for both junior and senior plowmen competing in their own group.

WLAW Staffer Becomes Columnist
Boston, Mass.—WLAW woman's program commentator, Eileen Kees-ler, has joined the ranks of newspaper columnist with the publication of her weekly article of fashion and foods in the Lawrence, Mass. Evening Tribune. Articles are by-lined and contain editor's note that Miss Keesler is heard daily on her own program over WLAW.

New KOOL News Commentator
Phoenix, Ariz.—Effective July 5, former Phoenix mayor, Ray Buese, will assume the role of KOOL news commentator. His program will be aired five times a week. Listeners will have been following him on similar tills for this show, with the best answer getting a $100 cash prize.

"Good Neighbor Mike"

Through the medium of Good Neighbor Mike, character symbolizing good neighborliness WBBF, of Can-ton, Ohio, speaks up on that station's latest promotional material, captured at a speakers' table, Good Neighbor Mike carries the theme of postcard developed by the station's publicity department to call attention of 500 dealers in the area to the Brewing Corp. of America's spot campaign on behalf of their product, "Carling's Red Cap Ale."

National Association of Radio Station Representatives has endorsed the production of the forthcoming movie on radio, known as the "All-Radio Presentation," and is encouraging its entire membership to partici-pate. Resolution was passed at the regular July meeting.

All About Sub-Asssemblies
A comic-page four-page illustrated booklet (No. CD16) devoted to a description of G.E.-permanent magnet sub-assemblies has been issued by the General Electric Company's Metal- lurgy Division. The booklet describes how these magnetic sub-assemblies eliminate assembly line defects, the high cost of test equipment, breaking and chipping losses, and the expense of shipping semi-finished magnets.

Oil Company Signs Godwin
Arabian-American Oil Company has signed commentator Earl Godwin for an ABC Sunday show, 6:30-6:45 p.m. EDT, starting July 4. Kudner Agency handles the account.

Send Birthday Greetings To
Barry Gray July 2
Alam Grant George C. Castlemen July 2
Dolores Craig July 4
Mary Loyd Dorothy Kluglen July 4
Jerry Vogel John Lake July 4
Jo Lyons Ruby Sheppard July 4
John E. McMillin July 4
Alec Templeton John F. Royal July 5
Irving Caesar Adele Kleinn July 5
Julie Mckinsey John F. Royal July 5
Pat Alcione Bergman July 5
Michael Gray E. smiling, Garfinkle July 5
Milton Blow Don Dunphy July 5
Thomas K. Neely Howard N. Conn July 5
Lawrence Kennedy July 5
Don Mersenne La Verne Andrews July 5
Clark Ocees Red Evans July 5
Estelle M. Bernberger July 5
Arloa Harris David Ross July 5
Hal Shenker venne Smith July 5
Everett West July 5
DENNY'S PROMOTION AT NBC CONFIRMED

Miller, 10 Station Men Will Discuss Defense

Washington Bureau, RADIO DAILY
Washington—Ten broadcasters designated by NAB President Justin Miller to form an advisory panel on civil defense will meet here Friday, to discuss with Secretary of Defense Forrestal the possibility of taking a hand in the development of public service stations of the armed forces for any time in the future.

Chosen to represent AM, FM, and television, in an over-all group touching all parts of the broadcasting industry, the committee will meet with Herbert Schroll, communications adviser.

(Continued on Page 5)

Sarnoff Announces RCA Advancements

Glen McDaniel, vice-president and general attorney of RCA Communications, Inc., was elected a vice-president of the Radio Corporation of America, following a meeting of the company's board of directors, Brig. Gen. David Sarnoff presiding as chairman of the board announced August 21. Mr. McDaniel will serve on the president's staff.

The meeting announced the election of David C. Adams, assistant general counsel of NBC, as

(Continued on Page 2)

To Swear Miss Hennock As FCC Member Today

Washington Bureau, RADIO DAILY
Washington—Commissioner Frola Hennock will be sworn in today as a member of the FCC, with microphones and newscast cameras to be on hand as she takes the oath as the first woman member of the Commission.

Web Leaders Discuss Code And Suggest Some Changes

How set up last week by the major networks that NAB had failed to fix a uniform starting date for the code, which would be applicable to all advertisers alike, has resulted in an agreement that "certain required changes in program preparations" by the "code will be completed by Jan. 1, 1948." Major portion (based on word count) of the Standards of Practice is being carried out by the networks now but "Time Standards for Advertising Copy" is still to be put in effect across the board.

Code's effective date had been set for July 1, 1948, by the NAB board at the Los Angeles convention.

Following a special meeting last Thursday night in New York attended by Justin Miller and the four network presidents, NAB issued the following statement:

"Standards of Practice for broad-

(Continued on page 6)

Born In 1920

www.americanradiohistory.com
Sarnoff Announces
RCA Advancements

(Continued from Page 1)
vice-president and general attorney for RCA Communications, Inc. Before joining NBC in November, 1947, Adams was a member of the legal staff of the FCC in Washington.

Kaiser-Frazer Co. Buys Block Of CBS-KNX Time

(Continued from Page 1)
programs are for eight weeks and remaining two are for thirteen weeks. Deal established a summer-time sales record for KNX. William Weintraub, New York, is agency on deal.

Hit Md. Bill Restricting Radio-TV Court Reports

Baltimore, Md.—United opposition by Maryland broadcasters to proposed
new state rules restricting radio and press coverage of crime and court news was called for this week by Joseph L. Brechner, manager of WOGY, Silver Spring, Md. Brechner
told copies of the new regulations to all state licensees, along with a cover-
ning letter calling for "widespread publicity on the proposed rule and its
implications" with regard to freedom of speech.

The proposed regulations would provide contempt proceedings for broadcast of "news or telecast of "act or matter which may prevent a trial, improperly influence the court or jury, or tend in any manner to interfere with the administration of justice."

Also punishable would be:

1. The making of photographs of the accused without his consent.

2. The making of any photographs by radio or television broad-
cast, in any court room over which the judges of the criminal courts of
Baltimore City or the Judges of the circuit courts for the counties of this
State, are presiding or control, nor so close thereto as to interfere with the proceedings or decorum of such court while said court are in session, or at any other time when court officials, parties litigant,
members of the press, or others connected with pro-
occeedings pending therein are present.

3. The issuance by the police or other duly constituted authorities, of the state's attorney, counsel for the
defense, or any other person having official connection with the case, of any
statement relative to the conduct of the accused, statements or admissions
made by the accused, or other matter bearing upon the issues tried.

4. The issuance of any statement or forecast as to the future course of action of either of the prosecuting au-
thorities or the defense relative to the conduct of the trial.

45th Station Joining
Don Lee W2O On Coast

(Continued from Page 1)
work as the web's 45th affiliate, according to Don Lee's station Director
Pat Campbell. Station personnel includes James B. Hatfield, president; R. B. Sutton vice-president and chief engineer; Fred J. Scherer, station treasurer, and Mel G. Cauner general manager.

CBC Buys 2nd Building
Adjoining The Ford Hotel

Montreal — Besides the Ford Hotel, in Montreal, the Canadian Broad-
casting Corporation has also purchased the building next to it, Hon.
James J. McCann, minister of na-

tional revenue, disclosed in the Can-

ada House of Commons last month. During debate on the CBC estimates, the minister explained that in addition
to buying the Ford Hotel at a cost of $2,050,000, the CBC is also buy-
ing the adjoining building for $50-

000 from the same owners to provide

20 possible expansion in the years to

come. "In order to take care of the leases which are held by tenants at
the present time," he said, "The Ford Hotel people are looking after them and we are compensating them to the extent of $100,000."
The total cost of the whole project, including $800,000 for transforming the hotel into suitable office and studios, would thus amount of $2,000,000.

AFRA Board Members
Announced in New York

The nine members of the New York
AFRA local elected to the union's Na-

tional Board in an election held last month were announced over the weekend. New York representatives on the Board number 17 with terms of

eight members expiring this year. Elected were: Nelson Case, Karl

Swenson, Ben Reisman, Roy Magn-

ton, Ted Osborn and incumbents
Clayton Collyer, Minerva Pious, Vir-

ginia Payne and Alan Buncy. They will take office in August.

Spotlight

There's a gang of skaters on
that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spot-
lights . . . we still feel pretty good
every time smart time buyers ask

"How about that independent station
down there in Baltimore?"

They could only be talking about
W-I-T-H, the successful inde-
pendent in this big town. And
the reason could only be that
W-I-T-H produces more listen-
ers - per - dollar - spent than any other station in town.

That's a big fact to keep in mind at budget time.
Another Big Mutual Show—
Of Course You've Heard It

It's the new full-hour music-and-money sensation...

"THREE FOR THE MONEY"
(Saturday 9:00-10:00 p.m. New York Time)

It's big...it's bright...it's double-barreled—with a bang and action and entertainment in each part of the show...

1. It's the big money give-away; and it's simple. Listeners are asked to name the order in which three tunes will be played. Prizes range from $100 to $300 and up to $800. The jackpot starts at $5,000 and builds up $50 each week—until won or until the limit of $50,000 is reached.

2. It's one of the fastest, most exciting dance music shows ever put together—with the Mark Warnow orchestra; with Mary Small whose air record is long and brilliant; with Russ Emery, radio's next "swoon-bait" and with The Stardusters, one of the air's finest quartets. Bud Collyer ("Superman") makes a great Master of Ceremonies.

Combine these two elements and you get a show that made a hit on its first broadcast. For the advertiser, two points stand out to make "Three For The Money" a powerful commercial vehicle:

1. Give-aways reach high ratings faster than almost any other type of program. You build your audience in a hurry. The records prove this—and "Three For The Money" is building fast.

2. Because all prizes are cash—and only cash—there isn't the problem of the sponsor's product and commercials competing with mentions and plugs of products given as prizes (as in most shows of this type). The sponsor has the field to himself.

We'll be glad to give you the whole story. Just call our Sales Department.
California Commentary. . . !

- G.E. House Party originates at the San Francisco Civic Auditorium this week with emcee Art Linkletter doubling there each night as master of ceremonies of the stage show at the Bay Area Industrial Exposition. Aiding Linkletter will be announcer Jack Slattery; producer Bob Dwan, substituting for vacationing John Guedel; production supervisor Martin Hill; pianist Con Madfe and Gene Le Plaque; Young & Rubicam supervisor Charles Henry, and CBS engineer Harold Linquist. John Galvin of General Electric appliance and merchandise division publicity department, and Walter Chamberlin of Young & Rubicam's New York merchandising department, will be in San Francisco for the broadcasts. . . Don Sharp, producer of ABC's "Front Page," which stars Dick Powell, hailed with two prospective sponsors last week. "Front Page" has been sustaining since May. . . Phil Baker has returned from San Francisco, where he resided in the Junior America's Red Cross drive and was made an honorary member.

Hollywood

- As the first of a series of open air Encino Little Theater productions by the Encino Community Theater, Producer-Director Ashmead Scott, well known in radio, staged "Hope For Harvest" June 29 and 30 at the outdoor amphitheater on the Herderson estate in Encino. Proceeds from the series will benefit the Tom Brennan Memorial Fund. "Lum and Ahl," Chet Lauck and Norris (Tuffy) Goff, have filed their entries for the National Skeet Club championship, which will be held at Las Vegas, Nevada, for one week, Sept. 19th through 25th. . . Ray Noble drove to San Francisco for a short stand in the Bay City with his orchestra. He'll return in plenty of time to prepare for the NBC Sealtest show with Irene Woods, which hits the airways July 15th as the summer replacement for Jack Carson. . . George Jessel has been set as emcee for the new Don Davis show, "That's My Kid." The show was auditioned by Mutual recently and several Eastern sponsors are said to be interested.

- Ann Whitting, 9-year-old radio moppet, is being considered for a role in the new Bob Burns program, "Country Editor." . . . Pianist George Tibbles and guitarist Ramey Idries, members of the orchestra of CBS' "Joan Davis Time," are composers of the current jule box hit, "Woody Woodpecker." Taking the tune of the trumpet call used to round up木pions for rehearsal, Tibbles and Idries added a sappy laugh to the melody and put lyrics and music together in half-an-hour. They sang it over the phone to Producer Walter Lentz, whose animated cartoon here, Woody Woodpecker, also uses the laugh and then rushed it to a publisher. Recorded just before the first of the year but issued only four weeks ago, the song is now among the nation's most played tunes.

- Walter Bazuik has been appointed acting station manager of KERN, CBS affiliate in Bakersfield. He replaces Hal Brown, resigned. . . Dick Smith, of Smith, Bull & McCready, has bought a new home in Coldwater Canyon, while Walter McCready, of the same agency, has returned from San Francisco after staging the inaugural press party for "Ice Follies of 1948." . . . Edward Buckalew, CBS Western division station relations manager, left Hollywood yesterday for a month-long swing around five Western states. He will visit CBS affiliates in Los Angeles, San Diego, Colorado, Montana, Washington, and Oregon. . . Ben Gage, announcer for "Joan Davis Time," has only a few more air hours to gain before he earns his pilot's license. Then he and his wife, Esther Williams, screen star, can fly their own plane on their weekly commuters' trip from Los Angeles to their new home in Acapulco, Mexico.
Denny Promoted To Key Post
As General Manager Of NBC

(Continued from Page 1)

Frank E. Mollen, who resigned recently to become President of the Good Will Industries.

First announcement of Donny's promotion was carried exclusively in "Radio Daily" in the issue of last Wednesday, June 30th.

Denny's rise to the second ranking executive position with NBC has been rapid. He was named as chairman of the Federal Communications Commission last November to accept the post of v.p. and general counsel of the network. Since then he has been taking an active part in the planning and operational affairs of the network.

The new general manager of NBC was born in Baltimore, Md., April 11, 1912, and was graduated from the University of Maryland in 1933 and Harvard Law School in 1938. From 1933 to 1938 he practiced law in Washington and from 1938 to 1942 he was in the legal division of the Department of Justice. He also served as a legal assistant to the Attorney General.

Denny joined the FCC as assistant general counsel in 1942 and was elevated to general counsel in the same year. He had supervised a staff of more than 60 attorneys and had conducted many hearings as well as serving as general counsel. He was appointed a member of the FCC in March, 1949, and served as chairman since February, 1946.

Margot Sarnoff, wife of NBC's president and chairman of the board of NBC, also made a statement:

"Radio and television, because of their close alliance with science and the arts, are young and rapidly expanding industries. Youth is essential for industrial growth and progress. The challenges and problems that continue to fascinate us for well-trained young men with energy and initiative, and a record of accomplishment even at an early age."

DENNY

Margot Sarnoff, who is thirty years old, has represented NBC at many hearings before the FCC and other governmental bodies in Washington.

General Sarnoff's Comments

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Leaders Discuss Code
And Suggest Changes

(Continued from Page 1)

NATIONAL ASSOCIATION OF BROADCASTERS *
(Continued from Page 1)
* CBS and NBC seeking international broadcasting after State Department urged to make the 260-band radio service available to nations seeking world readership.


the Voice of Kansas

WIBW

Applicant Amends Plans
Other Activities at FCC

(Continued from Page 1)

When WIBW Speaks

Kansas People Listen

and Buy!*

Gassheimer, has taken a leave of absence to visit a relative in Stork in September.

To Announce Winners

Winners of a letter-writing contest on how to make Democracy Live sponsored in Italy by Drew Pearson will be announced at a dinner at the Waldorf-Astoria Wednesday night broadcast over ABC, 10:30 p.m.

Applicant Amends Plans
Other Activities at FCC

(Continued from Page 1)

Director Mitchell will assume some of the operational responsibility which Capt. Eddy has carried on this time, leaving more of Capt. Eddy's time for program and development work.

Mitchell, a native of Indianapolis, began his Balaban & Katz career in the advertising department. He entered B. & K. as the Manager of the Paramount Theater in Hammond, Ind., and the Western States, a B. & K. affiliate, he has directed a number of movies and central Illinois theaters before becoming district manager.
TELE TOPICS

By JIM OWENS
Associate Editor

NATIONAL ASSOCIATION OF MFRS.
expanding its radio department, to include
live—with G. W. (Johnny) Johnstone as
man. Johnny’s been directing radio in
NAM since Feb. of 46. . . . Theater
tendance was off 20-25 per cent the night
of the Louise-Walcott fight. . . . U.S. Rols
switches its NBC time slot 8 p.m. from
Fri, to Thurs. this week. . . . Ray
expects to hit the full-production
pace on its AC-DC video model this month.
Now that the Calumet store has been
opened, Edmund L. Dorrman, formerly with
United World Films, is getting in rolling in his
week shop this week in H’wood. On the
next week of films, he’ll be seeing a lot of
TV.

NEB, San Francisco Chronicle’s stunt, of
and NBC stiff, will be on the air
patterns by late Aug. . . . That burn
(if not irritating) question asked by
more than a few of the boys in the trade
June 1. Now Big Bill Whittington
an NAB sales promotion piece. But
consists of a sports action picture
shown in five different receiver screen sizes.
It’s taped together, and progressively larger
than the other. It’ll make it easier for a
dealer to show a puzzled customer what’s
been the word “hit.”

HANDWRITING-ON-THE-WALL-NOTE:
Many of radio’s busiest (and best-paid)
carriers are heading for the telly and some
their stock as of now. They feel they need
the experience of these preliminary “Live
Audience” instead of a cold milk—what with
radio’s former ratings under the eye of
Richter, who turned in a laudable job in
the Life-NBC job on the GOP, will do
repeat for the Demo next month. The
Hak-Damore scoreboard will also be
over the job for Life and NBC.

WSPD-TV, Fort Industry’s outlet in
Tulelake, has placed with Publisher’s
Syndicate of Chi, for all tv rights to their
daily and Sunday comic strip “Kerry
Drake.”

Howard Doedy, now has 60,000 “Presiden-
tial” votes in his pocket. . . . Harriet
Kenny, the lassie of the Hotel New
Yorker’s Terrace Room ice show, pipping
up for a series of film commercials for
TV.

ABC Debuts Two Shows
ABC accelerates its web programming
activities this week with additional
hours. The new shows are “Saville" and
Stylist Gabrielle debuts in a 15-minute
show and “Three About Town” on
probes on the web Thursday as a
regular. Larry letter from Bill Har-
ington and Phyllis Wood at the key
stations, with Betsy Allison handling

The Week in Television

Broadcasters Set For Thea. TV Showdown
Issue of theater TV tieups grow more controversial, set off by movie
houses in Phase, and Boston attempting to make the NBC-Waltco fight. With
obtained injunctions, but theater execs predicted they’d fight the issue.
Matter was further emphasized when the reps of the political convention
pool met to discuss Paramount (N. Y.) Theater’s airing of the Dewey
nomination speech.

TV equipment manufacturers feeling the high production stage,
with lead-in firms delivering new models. WADD-DuMont flagships,
in a wave of new CBS, enticed four accounts, whose combined millions
will up station’s income a quarter-million this year. . . . Chicgao Electrical
Exposition in fall will highlight TV advance, to be participated by all
stations, according to R. C. Lane, Midwest retail manager of NBC.
FFC re-opened San Francisco channel hearings . . . CBS realigned higher-
echelon TV structure, named four execs to newly-created posts.

TELEVISION-DAY

daily section of RADIO DAILY, Tuesday, July 6, 1948
TELEVISION-DAY is fully protected by registerer and copyright.

BAN THEATER TELE OF DEM. CONFB

Skouras Sees Video ‘Economic, Feasible’
Washington, D.C.—Television now ap-
pears to be “economic and feasible,”
spokes P. Skouras told the FCC Fri-
day. Appearing to further the Fox bid for one of the remaining video
channels in San Francisco, Skouras
ventured that the day is almost at hand
when a licensee “might make
money from the start.” The Fox proxy
emphasized the word “might.”

In an effort to dispel FCC’s ques-
tioning of attorney Karl Smith for
Paramount, Smith drew from Skouras
the admission that a major factor in the
withdrawal of all TV applications
just after the war was the con-
vention that TV could not be a mone-
ymaker. In spite of the fact that it has not
yet been accepted for the record,
mandated cost figures for their pro-
spect San Francisco TV operation were
offered last week by others
Century-Fox. Heard in tes-
timony were several Fox witnesses,
headed by Charles P. Skouras, head
of the Affiliated National Theaters.
An important change was the addi-
tion of a studio in Oakland, with
estimated cost at $45,000. Attorney
Andrew Haley for Ed Pauley’s Tele-
vision. California raised the question
of when it had been decided to have
an Oakland studio, developing that
Pauley’s oral application—sub-
mitted June 1—called for a Berkeley
studio. The meeting of the 20th
Century-Fox-California board which
authorized an Oakland station had been
June 1. It was claimed, however,
that the decision to build an Oakland
studio had been made earlier.
Fox proposed salaries of $40,000
per year for 5 people—inc luding

WARN Paramount Against Pickup On Screen

Specific action to prevent "unau-
thorized" pickups of video coverage of
the up-coming Democratic Nation-
al Convention in Philadelphia was
taken over the week end by the Tele-
vision Committee for Coverage of
National Political Conventions.
Committee, which represents all
broadcasters, was among members of
the pool to feed convention pro-
cedings to stations on the eastern
network, discussed the matter at a
special meeting Friday and voted to ad-
vice the Paramount Theater (New
York) that it "will act where whatever
steps may be necessary to prevent a
reoccurrence" during the forthcoming
Democratic meeting. Paramount,
which has been staging successful ex-
pediments with its film recording
process for projecting images directly
on the theater screen, picked up the
Democratic National Convention at
a local outlet, an act alleged to be "un-
authorized" by the full pool. This
was the point discussed by the broad-
casters at last Friday’s meeting, which
resulted in a letter sent to Paramount
officials.

No Comment from Para.
Para officials offered "no comment" Friday, nor were the contents of the
broadcasters’ letter divulged. It’s
re-ceived, however, that “certain steps” toward preventing the pickup are
outlined in the letter, steps de-
scribed by a trade source as "being
shaken up in the corner." While
the warning was directed specifically at Paramount, it’s under-
stood to be all-inclusive in that any
and all establishments charging ad-
mision for entertainment, etc., will
necessarily come under the so-called ban.

WJAR-TV An NBC Affil.
Providence—WJAR-TV, now under
construction here with operation
scheduled to begin in September, has
affiliated with NBC. It will be opened
over the weekend. Contract was
signed by Mortimer L. Burbank, pres-
ident of the Outlet Company, which
owns the station, and Easton C.
Woolsey, director of stations for the
network.

Miss Cleary Upped
Lynn Cleary has been appointed a special assistant in charge of com-
mercial continuity, literary rights and titles, and special handling of co-op
programs for WABD, DuMont flag-
ship. Miss Cleary has been with the
web for the past year.
ELI WHITNEY
inventor of the cotton gin ... 1793 ... illustrious member of the American Hall of Fame ... outstanding contributor to a better American Way of Life.

first
IN POWER AND RESULTS
MICHIGAN'S GREATEST ADVERTISING MEDIUM
WJR
50,000 WATTS

THE GOODWILL STATION
FRANK E. MULLEN
Pres.

AND
WJR-FM
FISHER BLDG. DETROIT
HARRY WISMER
Asst. to the Pres.
AUSTRALIA'S RADIO

'Ladies Day' At FCC; Miss Hennock Sworn

Washington, D.C., Washington DAILY
Washington—History was made at the office of the Postmaster General yesterday as Frieda B. Hennock, Democrat of New York, became the 34th member of the 14-year old FCC. She was given the oath for a seven-year term by Justice Henry Schwartz in front of 200 spectators—mainly FCC employees, women attracted by the novelty of seeing a woman sworn into such a post, and leading members of the Truman administration.

Miss Hennock pledged her commitment to the FCC's mission.

(Continued on Page 5)

Motorola Profits Rise; Tele Sales Prospects Good

Chicago—Company sales for the six-month period ending May 29 were nearly $26,000,000, $5,000,000 more than the comparable period last year, announced Paul V. Galvin, president of Motorola Inc. Net profits were up from $3,72 per share for common stock, last year's rate, to $134 per share. Mr. Galvin told the stockholders that the brightest prospect in the industry is the tremendous growth of television.

(Continued on Page 2)

Directional Antennas Discussed Before FCC

Washington, D.C., Washington—A detailed discussion of directional antennas offered by WTOP, Washington, was deferred until later by Commissioner Rosel H. Hyde here during the FCC's television channel reallocation hearings. In the meantime, objections were registered by the city of Frederickburg, Va.

(Continued on Page 5)

Commission Alerted

The FCC has been asked to guard carefully against licensing any group representing the Ku Klux Klan for radio or television, with the non-sectarian Anti-Nazi League forecasting that Klan applications may yet be filed. It has been reported that Klan groups in Mansfield and Columbus, Ohio, may be filling applications. The League reported that the new Klan charter granted last week by Judge T. Hicks Foote authorities entry by the Klan into broadcasting and television.

MBS Sport Sponsors Announced Yesterday

Sponsors of two major sports events to be broadcast over Mutual next week were announced yesterday. Lightweights championship bout between Ike Williams and Ben Jack, Monday, 10:15 p.m., will be sponsored over more than 60 stations by Peter Ballantine and Sons, through J. Walter Thompson. Fight will be held at Shibe Park, Philadelphia, Russ Hodges.

(Continued on Page 2)

Beness Files FCC Petition For Dismissal Of WOV Bid

Petition for dismissal of the Ralph Well-Arnold Hartley bid for WOV has been filed with the FCC by attorney Arthur Richenthal on the grounds that it does not compete with the original application of his client, Herman Benes.

(Continued on Page 5)

AFN Observes 5th Birthday With Review Of Operations

Hoechst, Germany—The fifth anniversary of the American Forces Network was marked in the U. S. Occupied Zone of Germany, July 4, with a recapitulation of the war and peace accomplishments of the GF web.

Originally set up with five 50-watt transmitters and BBC studio facilities in London, the AFN now operates five studios and seven transmitters ranging in power from 300 to 100,000 watts. Studios are located in Frankfurt, Berlin, Munich, Bremen and Stuttgart. Each station has its own transmitter, with two additional plants in Bayreuth and Bremen. During the war, there were 14 stations over 70 transmitters in simultaneous operation.

Although intended primarily for the entertainment of occupation troops, AFN shows have enjoyed great popularity.

(Continued on Page 8)

Dearth Of News Print Diverts Accounts To Australian Indies And Webs, Visiting Newsman Reveals

Inter-Amer. B'd'cast's Get Gov't Radio Issue

Members of the Inter-American Association of Broadcasters meeting in Buenos Aires have been asked to aid in the protest of the Puerto Rican Association of Broadcasters against the island's Communications Authority operating WPRI, 10,000-watt AM, as a commercial station. Jose Ramon Quintino, owner of WPAB.

(Continued on Page 2)

Leighton Names Duncan As Associate At WSNY

Winslow Leighton, president of the Western Broadcasting Corporation, yesterday announced that he was taking over the general management of WSNY, Schenectady, following the resignation of George R. Nelson as general manager and commercial.

(Continued on Page 2)

Texas AM And FM Outlets Announce Merger Plans

Wichita Falls, Tex.—The merger of the AM and FM outlets of the Times Publishing Co., and Texoma Broadcasting Co., has been given FCC approval. The Times sells its FM.

(Continued on Page 2)

Station Popularity Rated In Cleveland

Cleveland — WQAR walked away with the Cleveland Press' third annual local radio poll, conducted by columnist Stanley Anderson. Finishing on top for the second successive year, the CBS affiliate piled up 44 points. WJWO was second with 31 points, and WJW and WITM were tied for third with 11 points. WHK was close behind with 10.

(Continued on Page 8)

New Company Formed By Rosen In Philly

Philadelphia — Raymond Rosen & Co., communications firm that installed the sound system for the major political conclave at Convention Hall here yesterday announced the formation of a new wholly owned.

(Continued on Page 5)

Madeup Milestone

Borden's "County Fair" celebrates its third anniversary over CBS Saturday, 1:30-2 p.m. EDT, by bringing back some of the zany stunts which have kept the XE slipping bureau on the go. Included in the plans are Allen La Fever, and his dog, Phoebe, for the “liftin' a call” stunt, and the huge paper boy which for 21 weeks withstood the onslaughts of famous pupillites.
COMING AND GOING

CHARLES "BUD" RARRY, vice-president of the American network in charge of programs, is back at his desk in the RCA Building following a two-week vacation.

OSCAR KATZ, director of research at CBS, left Saturday by train for California.

HARRISON WOOD, Sunday commentator on ABC, is spending two days in Washington, D.C., on business. He’ll return Saturday and will attend a meeting of the Democratic National Committee, and will air his program from that point.

KARL SCHULINGER, manager of the Italian department at Pedlar & Ryan, has arrived in Hollywood in connection with the coming traffic for the Jack Smith show, which will emanate from Hollywood starting August 24.

IRA MARION, American network staff writer, is coming back to Washington, D.C., on a month’s vacation and pleasure on a motoring trip to the West Coast. He’ll be gone a month.

JACK DRAGHOMEN, president of WSHS, Nashville, Texas, a recent visitor at the New York office of the American network, with which WSHS is affiliated.

E. POWER BIGGS, organist hired on CBS, is spending three days in St. Louis attending the convention of the American Guild of Organists.

GERALD MOREY, president of WSLC, New York City, says the network’s program on NBC, "The American Network," is an outlet of ABC.

Texas AM And FM Outlets Announce Merger Plans

(outline begins here)

On Guard

Have you ever watched a sheep dog work? It’s an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He’s always on guard . . . and don’t you think he’s a beauty up there in that picture?

Sometimes we wished there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all, knowledge of what’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—dollar spent than any other station in this big town. W-I-T-H is on the smart lists. On Yours?

Simon Leaves WKBW

Arthur Simon, executive vice-president of WKBW, has announced that the station has been sold to the WKBW group.

Grover Whalen On WCBS

Grover Whalen, vice-president of Wanaamaker’s, will be heard on WCBS when he appears as a guest of Bill Leonard on "This Is New York."
Central New England Listeners, in Worcester and fifty-four surrounding cities and towns, express their preference by quarter-hours, sign-on to sign-off, Sunday through Saturday.

**WTAG**

407 QUARTER HOURS

81%

Figures are from just-released Benson & Benson Diary Study. Your nearest Raymer man will gladly show you the complete study. It's amazing!

Double Barreled! .. The latest Hooper figures, Worcester city only, show the same, consistent WTAG domination of audience — morning, afternoon and night!

When You Buy Time — Buy an Audience

**WTAG**

Worcester

580 KC  5000 Watts

PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.
SWiNTHWEST

RAUL A. CORTZ, owner and operator of KCOR, San Antonio, has been elected president general of the League of United Latin-American Citizens at the group's annual convention held last week at Austin, capital of Texas.

With the State Fair of Texas opening its seventh summer season of summer operations, listeners will each week hear a preview of the forthcoming show and its operation in a series of programs to be heard each Saturday over WFAA and WFAA-FM, Dallas. Opening program featured Kenny Baker and Laurel Hurley, stars of the first presentation, "The Great Waltz," John Rosenfield, amusement editor of the Dallas News, interviewed the stars and Charles R. Meeker, managing director, Roger Gerry, stage director, and Arthur Lief, musical director of the operetta. Airings are announced by Dick Proverson of the WFAA staff.

Mark Perkins has made application to the FCC for permission to operate a new station in Dallas, contingent upon KMCA here vacating its facilities. Outlet would operate full time with 250 watts. KMCA is reported to be expected to increase operating power and move to 600 kilowatts.

W. H. Roberts, commercial manager of KRLD, Dallas, has been elected president of the Dallas Advertising League. Roberts is the first radio man to hold this post. Richard L. Kanatzar of KSII, Dallas was elected director of the group.

Jack Holmes has joined the commercial staff of WBAP, Fort Worth. He was formerly with the James McBride Advertising Agency in that city.

Gimbels To Chair Dem. Meet

Benedict Gimbels, Jr., president and general manager of WIP and WPBM, has been appointed chairman for the Democratic National Convention and the Chamber of Commerce for a celebration to be held on Sunday, July 11th.

Gimbels will also be chairman for the Democratic Executive Dinner on July 9th, which will consist of President Truman's cabinet members.

Mainly About Manhattan...!

- Look for a big rhubarb to develop over the old Red Skelton time slot (Tues., 10:10 p.m.). Time is owned by Russell Seeds agency, who haven't come up with a show to fill in as yet... John Sims, of the Ziv company, all for the West Coast to discuss a television-picture deal... Will the FCC make the music-quiz giveaways face the music?... Looking over last year's surveys, Lex led the league more than any other show and what's more topped every Nielsen report... At least three movie studios and one video producer want to do a film based on the life of the late Earl Carroll... CBS' fast-climbing comic Robby Lewis, will bat for Arthur Godfrey in August... Now that the Ford Theater is going to air via CBS, and with the big name slant, what's gonna happen to the web's "Studio One" sitter? Speaking of dramatic aires, it looks from here like those wannabes that lean heavily on radio versions of screen stars are in for a mighty lean year. Not too many pictures have been made due to financial headaches... Deal cooking for an air stunt to be built around Mill Caniff's "Steven Canyon"... Television News interest in reports that Mexican film factories are in a position to make video films much cheaper than here.

SUCCESS STORY: (Or from page boy at NBC to manager of WNBC in 14 years). That's the story of Thos. B. McFarren, who on June 15th was names manager of WNBC when Jim Gaines relinquished the job to concentrate on his other two posts—director of NBC a & o's and as to Harry Koot, weeps in charge of sales and station relations. Tommy's rapid rise in the organization could mean to Horatio Alger worn green with envy. A page boy in 94, he became a news writer the following year. He spent '37 and '39 as newscaster at WRC and WGY. Rose to captain during the war and returned to and rejoined WNBC in '46, joined WEA in 1947 as director of news and special events. On May 21st, 1947, he was named asst. director of WNBC under Jim Gaines, and now, a little over a year later, is boss man of NBC's flagship.

Top air entertainers doing a terrific turn over the heavy influx of giveaway shows which are cutting in so sharply on the rat- ing charts. You can look for them to take their organized beef to the network bigwigs and threaten to either "do a Crosby" or else return to the theaters.

SID-BITS: Nancy Simonov opens at the Versailles tonite... Mariel Kirkland (Mrs. Santos Cotizal), in "Private Life" at the Bank- shire Playhouse in "Intimate Strangers"... Less Truman raises a nod for his emoting on CBS' "Romance" Monday night... Nat Abramson's Camp Loyalhanna, a new non-sectarian camp for underprivileged boys, slated to open today, up in Hunter, N. Y. Video givng "Sportsball" a big play. Game was first tried at the Grisswold Country Club in Con.

THE REVIEW STAND: The June Pickens (some picc's) show bowed in over the WNY web July 4th and proved a welcome addition to the hot weather lineup. Jack Kilty, who handd the male vocal chores, plus Norma Cloutier's musical accompaniment were first rate.

TIME BUYERS ARE PEOPLE, TOO!

DRAwN BY
BASIl WOLVERTON

TOMY MATTES
Standard Oil Company of California
San Francisco

A transplanted New Yorker, J. Anthony 'Tony' Mattes, advertising manager of Standard Oil of California, first came to the Pacific Coast at the age of six. He went East to earn his diploma at Colum- bia, and then entered upon a brilliant advertising career in the agency and department store fields. During the war the OWI pressed him into service as Regional Director. Then—and now we quote Tony himself: "the gods were with me, making it possible to come back to my first love, the Pacific Coast, where I hope to spend the rest of my life." To which we can only say "glad to have you with us, Tony!" The Pacific Coast is becoming an increasingly more competitive field for advertising men and advertisers. An oil company advertising manager should be interested, for example, in the fact that California's 1947 tourist income was $150 million; an increase of 25% over 1946. And if you don't mind a parting pun, Tony, we might add that in the Pacific Northwest KGW continues to be the "standard" by which radio stations are judged.

KGW
PORTLAND, OREGON
AFFILIATED WITH

REPRESENTED NATIONALLY
BY EDWARD PERRY & CO.

FRENCH RESTAURANT LUNCHEON from $2.00 DINNER from $3.00
Cocktail Bar

Famous French candies
13 East 52nd St.
Air Conditioning
Dollar Crisis In Australia
Boon To Radio Broadcasters

(Continued from Page 1)

and network broadcasters. Currie, who has been in radio for 20 years and is often referred to as "The Walter Winchell of Australia," in an interview yesterday gave an interesting analysis of radio operations done under...
NETWORK SONG FAVORITES
The top 32 songs of the past week printed below, are based on the copyrighted Audience Coverage Index surveys of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

**Survey Week of June 23-July 1, 1948**

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Fellow With an umbrella</td>
<td>Felst</td>
</tr>
<tr>
<td>A Tree In the Meadow</td>
<td>Shapiro-Bernstein</td>
</tr>
<tr>
<td>Baby Don't Be Mad At Me</td>
<td>Paramount</td>
</tr>
<tr>
<td>Beyond the Sea</td>
<td>ChapPELL</td>
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<tr>
<td>Blue Shadows On the Trail</td>
<td>Sammy-Joy</td>
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<tr>
<td>Bride and Groom Polka</td>
<td>George Simon</td>
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<tr>
<td>Dolores</td>
<td>Famous</td>
</tr>
<tr>
<td>Don't Blame Me</td>
<td>Harry Warren</td>
</tr>
<tr>
<td>Dream Girl</td>
<td>Famous</td>
</tr>
<tr>
<td>Haunted Heart</td>
<td>Williamson</td>
</tr>
<tr>
<td>I May Be Wrong</td>
<td>Advanced</td>
</tr>
<tr>
<td>I Want You to Be Mine</td>
<td>Berlin</td>
</tr>
<tr>
<td>It Only Happens When I Dance With You</td>
<td>Wilmar</td>
</tr>
<tr>
<td>It's Magic</td>
<td>Remick</td>
</tr>
<tr>
<td>It's You or No One</td>
<td>Leeds</td>
</tr>
<tr>
<td>Little White Lies</td>
<td>Bregman-Vocco-Con</td>
</tr>
<tr>
<td>Love Of My Life</td>
<td>T. B. Harris</td>
</tr>
<tr>
<td>Love Somebody</td>
<td>Kramer-Whitney</td>
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<tr>
<td>My Folks</td>
<td>United</td>
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<tr>
<td>My Happiness</td>
<td>Blasco</td>
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<tr>
<td>Nature Boy</td>
<td>Buile and Van Heusen</td>
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<tr>
<td>Now Is The Hour</td>
<td>Leeds</td>
</tr>
<tr>
<td>Put 'Em In A Box</td>
<td>Remick</td>
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<tr>
<td>Rhode Island Is Famous For You</td>
<td>Crawford</td>
</tr>
<tr>
<td>Serenade (Music Played On a Heartstring)</td>
<td>Duchess</td>
</tr>
<tr>
<td>Stoppin' Out With My Baby</td>
<td>Berlin</td>
</tr>
<tr>
<td>Tootie Ootsie Doozie</td>
<td>Chas. K. Harris</td>
</tr>
<tr>
<td>Woody Wadepecker</td>
<td>Leeds</td>
</tr>
<tr>
<td>You Can't Be True Dear</td>
<td>Billmore</td>
</tr>
<tr>
<td>You Were Meant For Me</td>
<td>Miller</td>
</tr>
<tr>
<td>Yours</td>
<td>E. B. Marks</td>
</tr>
</tbody>
</table>

Second Group

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>At A Sidewalk Penny Arcade</td>
<td>Robbins</td>
</tr>
<tr>
<td>Baby Face</td>
<td>Feist</td>
</tr>
<tr>
<td>Better Luck Next Time</td>
<td>Remick</td>
</tr>
<tr>
<td>Bye Bye Blackbird</td>
<td>Remick</td>
</tr>
<tr>
<td>Crying For Joy</td>
<td>Manouche</td>
</tr>
<tr>
<td>Doin' What I Love For</td>
<td>Encore</td>
</tr>
<tr>
<td>Dickey Bird Song</td>
<td>Robbins</td>
</tr>
<tr>
<td>Dream Peddler</td>
<td>Southern</td>
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<tr>
<td>Evelyn</td>
<td>Melrose</td>
</tr>
<tr>
<td>Heartbreaker</td>
<td>Leeds</td>
</tr>
<tr>
<td>I'd Give A Million Tomorrows</td>
<td>Oxford</td>
</tr>
<tr>
<td>Laro Laroo Lill Bolo</td>
<td>Shapiro-Bernstein</td>
</tr>
<tr>
<td>My Guitar</td>
<td>Bourn</td>
</tr>
<tr>
<td>Old Ferris Wheel</td>
<td>Guldmine</td>
</tr>
<tr>
<td>On The Little Village Green</td>
<td>Bourn</td>
</tr>
<tr>
<td>Spring Comes</td>
<td>Republic</td>
</tr>
<tr>
<td>Take It Away</td>
<td>Pemboa</td>
</tr>
<tr>
<td>Takin' Miss Mary To The Ball</td>
<td>Milt</td>
</tr>
<tr>
<td>We Just Couldn't Say Goodbye</td>
<td>Words and Music</td>
</tr>
<tr>
<td>What's Good About Goodbye</td>
<td>Melrose</td>
</tr>
<tr>
<td>You're Too Dangerous Cherie</td>
<td>Ho ms</td>
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</tbody>
</table>

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FCC TO RETAIN CHANNEL NUMBERS

Re-Allocation Plan Won’t Affect NCS, Coy Tells RMA

Washington, June 28, RADIO DAILY

Washington—Despite the deletion of Channel No. 1, and the recently proposed rule revising video channel allocations, the FCC has no intention of renumbering the present 12 TV channels, Commissioner Wayne Coy assured RMA this week.

Commenting on a resolution adopted by the RMA board last month urging that the current TV channel numbers be retained despite the deletion of Channel 1, Coy, in a talk to RMA executive vice-president Bond Geddes said:

"Neither the report and order deleting Channel No. 1, nor the proposal to redesignate and renumber television channels change or contemplate the changing of numbering of the remaining 12 television channels. Furthermore, the Commission has not received any petitions or requests to change the numbering of the remaining 12 television channels, and the Commission itself has not proposed a change.

"If the Commission were to change the numbering of the remaining television channels, adequate public notice would be provided to all interested parties, and their views and comments would be requested before the Commission would adopt any such change."

TELE TOPICS
By Jim Owens
Associate Editor

CROSSLEY, INC., the research outfit, has co-sponsored with Sam Hunsaker Productions a 15-minute film airer based on the Crossley presidency, on the Texaco Series. The first in a 13-week series, will feature Arch M. Crossley charting week-to-week trends in the coming election campaign, using fact and figures obtained in nationwide opinion research. Crossley has called every election since 36... CBS said to be hedging with Apex Pictures a 24-page photo spread, with General Artists Corp. carrying the ball. Although the web see it dumme, Bill Paley is reportedly the man sparking the project.

CURRENT FOODS' new NBC seg, "Try and Do It," made a happy debut Sunday night, nicely paced by the aptly-named "Jack and Jill," a "monkey" angle of being something new & different—a quality bizarre, rare in a still medium... Film companies' interest in Zenith's "Phonovision" holds promise of early and wide-scale adoption of the system, Eugene F. McDonald tells stockholders in his annual report. He sees his company will make provision for the pay-as-you-go system in all new receiver models—to hit the market by fall... Video player John Tillman psyched by Dubeley to cut ETS's on the new Eisenhowe.

CURRENT ISSUE of Look mag echoes the prediction that TV will take 65-million audience within two years. Piece also sees only one American in 10 has seen video sports; next, sports will be as inexpensive as the Goph, with Life again culling on behind-the-scenes stuff... Wouldn't Phil Spitalny's terrific orch dress up TV in several ways... Will Adams, a bandleader and pubbel exec in Phil & Washington, teams up with the Barnell L. Sackett Agency in The Quaker Town as script ed... Evelyn Lawson, an able gal with a typewriter, putting the finishing touches to a novel she is writing, is set for full publication. It's her version of life around the Grand Central Under Belt.

ABC Signs WAAM, Now Has 12 Affiliates

With the picting of a two-year affiliation agreement with WAAM, Baltimore, this week, ABC has stretched its affiliates structure to 12 and cemented its east coast network.

Negotiations were handled by Lee Jahncke, ABC's station relations chief, and Norman C. Kal, general manager of WAAM. Outlet will air test patterns next month and plans regular programming by September.

Chester Named To Direct CBS News, Spec. Events

Edmund Chester, director of shortwave broadcasting and Latin American affairs for CBS since 1940, has been appointed director of news, special events and sports for the CBS television network, it has been announced by J. L. Van Volkenburg, vice-president and director of television operations.

Chester, a former director of the Latin American Department of the Associated Press and vice-president of La Prensa Asociada, Latin American subsidiary of the Associated Press, will assume his television duties immediately and coverage of the Democratic Convention in Philadelphia will be his first major television duty.

Sports Top Pulse Poll

Baseball headed the top 10 video shows during the month of June, with the Yankees-Washington game (WABD) registering a 76.0, according to The Pulse. Du Mont flagship had the first three places in the survey, with "Doorway To Fame," and Yankee-St. Louis game each garnering a 36.0.

TV Lab Expanding

Minneapolis—Twin City Television Lab is expanding operations beyond the grace period. At stage, now a current feature to include building of package programs.

Two Apps To FCC

Washington—The FCC has received commercial video applications from the Fresque Island Broadcast Company, Erie, Pa., and from WSNX, Nashville, Tenn.

Spark Plugs No Plug For Tele

Television reception interference caused by auto ignitions can be corrected or minimized if manufacturers equip their cars with proper suppressors on spark plugs, distributors, etc., a series engineering department, in co-operation with the Society of Automotive Engineers, has demonstrated. Tests using a car equipped with proper suppressor indicated that interference can be reduced to a minimum if not eliminated by use of the suppressor.

Million-Dollar TV-Film Plant For San Antonio

San Antonio, Tex.—In the first move to establish extensive television facilities outside of Hollywood and New York, Ralle United Motion Picture Co., has revealed plans for a million-dollar film and video studio to be constructed here. According to Ralph A. Ralle, production chief, project will mark the first studio to be completely designed for the dual function of making theatrical entertainment and television films. Local and Hollywood interests will jointly finance the project.

Andrea’s New TV Line

Andrea Radio Corp., yesterday unveiled its new ‘49 video line, first models of which are expected to be in dealers hands the end of this month. Company has turned out three new models, ranging from a table set at $289, including AM and FM to a combination credenza-console, at $1235. Table model has a 12-inch picture tube.

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Fort WSPD-TV Start Set

Toledo, O.—WSPD-TV, owned by the Fort Industry Co., and this city’s first video outlet, will begin its official program schedule on July 19, according to J. Harold Ryan, vice-president. Station will air regular programs this week in preparation for the opening.

Initial program fare will include newswboy, features and educational films, to be augmented by mobile unit for special events and sports.

Miller To Head ABC Oper.

David J. Miller, Jr., for the past two years chief engineer of WPIL-TV, Phila., has joined ABC as TV operations supervisor. He’ll be in charge of all technical operations in the New York area under George O. Miller, net’s director of technical operations. Network also announced appointment of Herbert Bachem as manager of television research.
**Station Popularity Rated In Cleveland**

(Continued from Page 1) points, and WSNR got one point, scored by instrumentalist Wall Trim mer. Results of the popularity poll follow:

**Best Program**
1. City Club, WJER.
2. Ohio Story, WCN.
3. Here’s Howie, WJCR.

**Best Performer**
1. Gene Carroll, WJCR.
2. Howie Jankel, WJCR.
3. Henry Brown (WJCR) tied with Pop- py Howard (WJCR).

**Children’s Program**
1. Fairytail Theater, WAGAR.
2. Music Tuneside, WJCR.
3. Hisanix Knut’s Knering, WJW.

**Public Service**
1. City Club, WJER.
2. Ohio Story, WCN.
3. You’re in Town, WJCR.

**WAGAR’s Promotion Schedule**
- Here’s Howie, WJCR.
- Two of O’Dell’s Tunes, WJCR and WJAR.
- Morgan’s Musical Muses (WAGAR) and Wenda’s Wax Works (WJCR).

**Live Music Shows**
- Banne Riders, WJCR.
- Bob O’Dell, WJCR.
- Say It With Music, WHK.
- Whirlwind Theater, WJAR.

**Female Vocals**
1. Jessie Merriweather, WJCR.
2. Dick Olier, WHK.
3. Edith Edward, WHK.
4. Female Vocals.

**Judy Decker**
- Judy Decker, WJCR.

**Betty Duvek, WJCR.
- Kendall Sisters, WAGAR.
- Instrumental Soloist**

- Henry Pilgrim, WJCR.
- Ernest Emerson, WJCR.
- Walt Trimmer, WHK.

**Spartan Star**
- Jimmy Onley, WJW.
- Bob Noell, WJCR.
- Jack Gamble, WJCR.

**WGMT Additions**
- Jo Di Bonn, former with the Eastern Carolina Broadcasting Co. at Goldsboro, N. C., who has joined the station’s technical department, and John W. Evans, recently with WOLX, Florence, S. C.

**New WCSI-FM Remotes**
- Columbus, Ind. — WCSI-FM is starting a series of remote broadcasts from Bean Blossom, Indiana, of this state’s Brown County Jamboree, classified as one of the top hillbilly shows in the country. Program originates from the Brown County Barn Auditorium with the 7:30-8:00 portion of the show, which is to be heard in length, broadcast over the station.

**Clark Joins KROW**
- Oakland, Calif. — New addition to the KROW announcing staff is Jack Clark, who will handle vacation relief shifts. Clark, formerly with KSFM-FM, San Francisco, also did microphone work with the University of California Radio Workshop.

**To Vacation**
- Washington, D. C. — “Labor Arbitration” soon be off the air and KROW will be on again, starting in August. Toning its place will be the 1450 Bandstand, conducted by Bill Cox and giving public interest activities.

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**Metropolitan Area News**
- WCMY, Cleveland, Ohio, is one of the stations participating in the Western Reserve’s “Great Day,” which will be heard on the 38 stations participating in the area.

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**Sports**
- 32-19 — Bob O’Dell, WJCR, and John C. Camp, WJCR, are in their 28th straight game of playing golf for the WJCR-sponsored Cleveland-Cleveland Golf Club.

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**KDKA Advertisers Now Get FM Duplication, 14 Hours Per Day**

All KDKA programs, from 10 AM until midnight, are now duplicated on KDCA-FM.

Transmitted from a new 300-foot tower . . . the highest structure in Pittsburgh . . . these FM programs assure advertisers even deeper penetration within an 8,400-square-mile area.

More than ever before, KDKA is the station to use for reaching the most people in the Greater Pittsburgh market area.

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**KDKA Westernhouse Radio Stations Inc.**

Represented nationally by NBC Spot Sales — except for KEX. KEX represented nationally by Free & Peters.
WEBS PUBLIC SERVICE COSTS RUN HIGH

Philco's Sales Soar; See TV Tube Shortage

Television receiver production, headed for new highs during this, its first full year of post-war activity, will be retarded from still greater gains by an impending shortage of cathode ray tube (picture tube) blanks it was predicted yesterday by James H. Carmine, vice-president of Philco Corp. He pointed out that the industry will deplete the "stockpile" of such tubes within the next six weeks, and when this is absorbed, TV set manufacturers will be completely dependent upon current production sources.

Carmine outlined the situation at (Continued on Page 7)

'You Can Lose Your Shirt' Via New Quiz On WNEW

With the current giveaway boom at a new high, WNEW has applied the switcheroo via a new satirical quiz series in which contestants can win money. Taped by the NBC as a play, show, program is titled "You Can Lose Your Shirt" and will be aired Mondays, 9:30-10 p.m., beginning July 10. Program will be sponsored by (Continued on Page 8)

Decisions By CBC Board Announced In Montreal

Montreal—The CBC board of governors today released its recommendations on applications heard at a meeting in Montreal. It recommended for approval applications for new standard band radio broadcasting stations in Norman Wells, Northwest Territories. (Continued on Page 5)

Electronic Sleuthing

Washington—A mysterious radio voice which has plagued Bellingham radio operators with phony distress calls and other messages has been uncovered by Government scientists utilizing equipment developed during the war to discover enemy stations, the FCC announced yesterday. Culprit turned out to be a 17-year-old "ham" whose name was not disclosed. No immediate action was taken when the boy's parents consented to dismantling of his station. FCC said, although final disposition of the case rests with prosecuting authorities.

Nets To Write Off Another $1,000,000
For Democratic Convention AM-TV Coverage In Philadelphia

The four major networks are prepared to invest another $1,000,000 in public service programming with the coverage of the Democratic National Convention which gets underway Monday at Convention Hall in Philadelphia. It will be the second $1,000,000 dropped by the webs within a month for their (Continued on Page 3)

French Co-op Web Set Up In Canada

Montreal—Six French-language radio stations in Quebec Province have formed a co-operative which will be known as the Radio Francaise du Quebec, Paul Legue, president of the new group, announced. The co-operative, organized in accordance with provisions governing (Continued on Page 2)

"Mrs. Delegate" On ABC For Convention Series

Mrs. Helen Gahagan Douglas, Congresswoman from California and one of the outstanding women of the Democratic Convention, will discuss her views on the forthcoming Democratic National Convention with Pauline Frederick in a series of broad (Continued on Page 5)

Permanent Wave War May Aid Web Radio

With battle lines drawn in the home permanent wave kit field, radio is expected to become the beneficiary when Lever Brothers Company challenges the leadership of Tonal Company who have dominated the kit market largely through the use of network radio programs on ABC and CBS.

Lever Brothers, according to reports, are planning an intensified ad (Continued on Page 5)

Wm. Flynn Promoted To Assist. Treasurer By CBS

William J. Flynn, assistant comptroller of CBS was appointed assistant-treasurer of the company yesterday. His promotion, effective immediately was announced by Frank Stanton, president of the network. Flynn joined CBS in December (Continued on Page 8)

Transfer Six Stations; Other FCC Activities

Washington Bureau, RADIO DAILY

Washington—Turnover of control in half a dozen broadcast stations was approved yesterday by the FCC, with $120,000 for KPNN, Shenandoah, Ia. (Continued on Page 5)

Gen. Parks Leaving Army Info. Division

Major General Floyd L. Parks, chief of the Army's Public Information Division, and widely known to radio, is being transferred to a new post in Hawaii on July 15th and will be succeeded in Washington by Major General Bryant E. Moore.

General Parks, who became head of the Army Information division in 1946, is credited with having done (Continued on Page 2)

WSAY Asks High Court To Rule On Web Matter

Washington Bureau, RADIO DAILY

Washington—The Supreme Court has been asked by WSAV- Rochester, N. Y. to decide whether the major networks may dictate the rates of affiliated stations for national network (Continued on Page 4)

Program Directors Opinions Indicate Interest In Survey

Early returns from the questionnaires mailed program directors of the nation's stations in connection with the 1948 survey of Radio Daily's Program Directory of the Shows of Tomorrow indicates unprecedented interest in programming trends. A total of 142 program directors had returned completed questionnaires as of yesterday which is a substantial increase over the 63 participating program directors of last year. It is expected that more than 1,000 program directors will submit questionnaires before the deadline of July 20. This year's questionnaire is more comprehensive than the one submitted to the program directors last (Continued on Page 3)

Presentation

Milton Bacon, assistant to Arthur Hull Hayes, General Manager of WCBS, will be honored Sunday, July 25, at Madison Square Garden meeting of International Lions Clubs Assoc. Hayes will accept, for WCBS, a citation for community service given in appreciation by the New York Lions Clubs of the many talks given during the past year by Bacon before Lions Clubs.
COMING AND GOING

HOWARD S. MEIGHAN, Columbia network vice-president and general executive, and EARL J. BURROWS, network sales manager of CBS Radio Sales, leave today for Washington via American Airlines. Mr. Meighan will address the annual convention of the National Association of Broadcasters.

HERVEY CARTER, general manager of WAGM, American network affiliate in Manchester, N. H., a visitor to the New York headquarters of the web of CBS.

J. F. JARMON, manager of WDRC, Durham, N. C., and WOOODY WOOLHOUSE, sales manager of the station, are here for conferences at the offices of CBS.

TED OSTER, American network director of advertising and promotion, back to New York following a trip which took him to Chicago, Boston, and New Jersey.

ROBERT LEWIS SHAYON, producer of "You Are There" on CBS, is spending his vacation returning to the West Coast. While there, he will attend the national convention of the Radio Directors Guild.

STEPHEN RINTOUL is in town. He is the president of WXXR, American network affiliate in Albany, N. Y.

PHILIP P. ALLEN, manager of WFWA, Lynchburg, Va., is in New York. He was here yesterday at the offices of CBS, where the station is affiliated.

French Co-op Network Established in Canada

(Continued from Page 1)

subsidary networks of the CBC, including CKCO, Quebec; CKVY, Vernon; CHITL, Sherbrooke; CHEF, Granby, CHBN, Three Rivers; and CJJS, Sorel. Mr. Lapage said the aim of the co-operative is to improve the interest of the stations and their subscribers, and to sell time to commercial advertisers.

To Interview Israeli Officer

Commander Joseph Hamburger, Israeli captain of "Exodus, 1947," Haganah transportation officer, will be interviewed by Eleanor Levenson on WEVD, New York, Friday, from 9 to 10:30 p.m. Commander Hamburger was a member of the two-man Israeli honor guard who accompanied the body of Colonel David Marcus to the United States.

10 YEARS AGO TODAY

From the files of Radio Daily

Combined network billing hit a new high, collectively and individually, as CBS, MBS and NBC reported combined figure of $57,587. 151 for first half of 1946, up 5.7 per cent over the same period last year. FCC handed down new ruling on political broadcasts under which licensees are required to permit use of its facilities by any candidate for public office, but if air time is granted any candidate, annual opportunities shall be afforded to his opposition. RMA television committee meeting set to draw up standards for submission to FCC. New novelty song "Flat Foot Floogee" (Green Bros., Knight, Inc.) made its debut on list of top ten tunes.

WEVD

3000 WATTS 1330 K.C.

WHEN THE BLASTERS OF DISPROVING FEATURES IN

ENGLISH JEWISH ITALIAN

3 RESPONSIVE AUDIENCES

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

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 hard working, successful independent that's the escape for products that aren't moving as they should.

It is W-J-T-I-I, the successful independent in Baltimore, that delivers more listeners-per-dollar than any other station in this big town.

The boys who buy time for the smart appropriations know that too.

How about you? Is W-J-T-I on your radio time budget? It should be.
Another $ Million Set For Dem. Convention

(Continued from Page 1)

costs ran that high during the GOP convention.
In clearing the networks for coverage of the Democratic convention it is estimated that over $500,000 worth of commercial radio time will be in demand. This will include many of the top network shows which are heard on the evening schedules.

Recapitulation of the costs of covering the GOP convention were revealed yesterday by network statisticians. NBC related around $10,000 for cancelled AM commercials, $10,000 for television time, and paid out $250,000 for coverage; CBS dropped around $175,000 for cancelled AM shows and $6,000 for live commercial time, and spent over $100,000 for AM and television coverage; ABC reported $25,750 in cancelled time and $20,000 for coverage; Mutual dropped $20,000 for cancelled time and $8,000 for coverage.

Network spokesmen in New York yesterday said that there is a prospect of the Democratic Convention closing earlier than the GOP show. In event this happens costs to the networks will be cut down proportionately.

Another $ Million Set For Dem. Convention

It isn't often that you can nab award-winning programs for your clients at prices so low. Here are three WOR shows that just topped laurels in "The Billboard's First Annual Local Program Competition". They're for sale. Fast.

NEWS ON THE HUMAN SIDE, 6 PM weekdays
Says Billboard: "its all-around excellence is abetted by the use of wire-recorded interviews on newsworthy subjects with authorities in different fields."

ROBERT S. ALLEN, 7:45 PM Sundays
Says Billboard about Allen's Washington news and commentaries: "vibrant style—courageous—names names."

THE FIVE MYSTERIES, 2:00 PM Sundays
Says Billboard about this unique quiz: "interesting idea—clever use of waxed material in building a program."

You know how everybody likes to latch on to the winner! Better get your bid in early. Call LONgacre 8-8000.

—heard by the most people where the most people are

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—heard by the most people where the most people are
**Los Angeles**

By Ralph Wilk

Harry Von Zell, Columbia Pictures comedy star, acted as emcee Friday (2nd) in San Diego at the ball park to present a special gold plaque to John Buttell, manager of the home run hitter of the Pacific Coast League. On Saturday he officiated also in San Diego, at the christening of the largest tug ship ever built. Returned to Beverly Hills to act as co-emcee with Harry Crocker, Examiner columnist, at the James meet which was held at the Beverly Wilshire Hotel. Benefit for the building fund of the Birmingham Hospital Disabled Veterans. Busy this Von Zell.

Milt Samuel and Bob McAndrews back at their Young & Rubicam publicity desks from New York and Sac-ramento, respectively. Tom Connolly, assistant production and traffic manager, also checked in from two-week trip.

Jere Rosefield, sales and advertising manager of Rosefield Packing Co., Ltd., reports that there will be no change in the Skippy Peanut Butter advertising program as a result of the change to Young & Rubicam, Inc., as advertising agency on the account. Les Mitchell will continue as producer of "Skippy Hollywood Theater." Charles C. Alsoup has joined Morris F. Swanyce, Inc., as an account executive with Hollywood office of the advertising firm. Alsoup joins James Emmett, West Coast manager of Swanyce's, after two years as account executive with Buchanan and Co., Beverly Hills.

J. Kelly Smith CBS vice-president in charge of station administration, is in Hollywood and will confer with Western Division managers for the remainder of the week. This is his first visit to the Pacific Coast since assuming his new post.

Haven MacQuarrie, genial emcee of NBC's "Noah Webster Says" program, is one NBC star who will not be spending his summer vacation in Europe. MacQuarrie, who actually planned a trip abroad for his seasonal rest period, now finds it necessary to remain in Los Angeles and supervise construction of an addition to his home. Radio emcee Ben Alexander, look over as quizmaster on the program July 1st, and will be heard in MacQuarrie's part until the first Thursday in August.

Roger Price, currently featured on the Comedy Writers Show over ABC, has been renewed for two more weeks at the Bar of Music in Hollywood, where he is entertaining.

**Available**

Young women as receptionist, typist, some stenography. Had advertising experience for two years. Handle plug switches. Write Box 149, **Radio Daily**, 1501 Broadway, New York 18, N. Y.

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**Windy City Wording!...**

- What is claimed to be the only father and daughter recording team makes its debut when the voices of Cruising Crooner Jack Owens and his talented daughter, Mary Anne, 12, are heard on their first record together. "Won't You Be My Darlin'?," scheduled for release this week. (continued on Page 5)

**Chicago**

- Listener and program loyalty reached a new high at WMJZ and WMJZ-FM, Rice Lake, Wis., recently when the "Old Fashioned Revival Hour" was canceled on the station. Ed Sprague, local operator of a sand and gravel company, checked with Greg Rouleau, station manager, as to possibility of program returning to air, and after correspondence with R. H. Alber Co., program agency, the Rev. Fuller hour returned on a 26-week contract which provides there will be no mention that the program cost is being underwritten by a local business.

- Two WLS'ers have been handing out cigars on arrival of new daughters in their homes. Bill Nelson, assistant production manager, has a daughter, Linda Lynn, born June 1, and Ozzie Westley, musical director, a daughter, Susan Jean, born June 16...Enrie Simon back on his marathon disc jockey schedule on WJJD this week after a vacation in California. Simon does 21 hours a week on the air...John Harper has joined Mutual's midwest office as co-op representative, replacing Bob Wilson, who has moved into network sales. Harper has been a member of the advertising staff of International Harvester...In announcing the Chicago Boys' Club awards in a recent issue, one station was inadvertently overlooked. WLS received an award for the excellent week it has been...Rex Allen, WLS Arizona cowboy, has leased store space in Chicago's Loop and will establish a record store and Western supply shop, featuring music by folk artists and curios from his home state..."Gasoline Alley," 15-minute show, will be sponsored on WIND by the Electric Auto-Lite Co. and some 13 Chicago distributors.

- Nancy Carr, who made her first appearance before a mike on May 29 on the "Chicago Theater of the Air," is being featured in the new WGN-Mutual weekly musical program, "The Enchanted Hour," which made its debut, Tuesday, 9 to 9:30 p.m., with Henry Weber and his WGN concert orchestra furnishing the music.

- Eddie Freedman, formerly with Wade Advertising Agency, has joined the WBMB production staff. Freedman was a WBMB staff pianist in 1931-32 and organized the Merrie Mars Quartet. Jacques Jaree has joined the Marlette Dutton Associates, radio publicists. Gil McClelland, promotion manager of Mutual's midwest office, and Robert B. White, ABC supervisor of agriculture, will speak at the Creighton University Radio Institute in Omaha on July 10...Tommy Bartlett, emcee of the "Welcome Traveller" program on ABC, was asked by Mayor Martin H. Kelly to take over the job of city greeter. "You've done a remarkable job in the past year," said the mayor, "and I'm turning over this job to you."

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**Southwest**

Roy Acuff and the regulars on "Grand Ole Opry" have been appearing at the Sherman Centennial Celebration in Sherman, Tex., originated their last week's regular Saturday night NBC broadcast from there. Jack Roberts, KFIZ, Borger, sent out first reports of a threatened tornado which formed near that community, but the broadcast was made on their radio outlet in the area broadcast emergency directions to Panhandle residents on what to do if a tornado struck.

Announcement was made in San Antonio by Ralph A. Ralle, production chief of Balle United Motion Picture Co., of contemplated plans for the construction there of a million dollar motion picture and television studio. Although construction of the interior of the first studio is to be completely designed for the dual functions of making motion pictures and television shows.

A new half hour program of quiet popular melodies will be featured on "Hugh Vacula and His Band" on WFAA, Dallas. Theme of the half hour program will be "I'll Find My Own Rainbow" an original song written by Waddill in collaboration with Claude Garner, a song which has recently been published.

Hugh A. Lee, president and general manager of WOA, San Antonio has returned to his desk after a major operation which has kept him out of the office for the past three weeks.

According to Charles Harris, manager of KCOR, San Antonio, plans have been completed to air three one hour audience participation shows each week, this in addition to the three hour Sunday program now being broadcast. The new series will originate from the Teatro Nacional, Zaragoza and Guadalupo Theaters, one each in each of these towns.

Besides the audience quiz, members of the stage show will also be heard on the broadcast.

WSAY Asks High Court To Rule On Web Matter

(Continued from Page 1)

shows and whether they may make exclusive deals barring competing stations from network deals. The case is an outgrowth of the shutting off of all network programs from WSAY. Until after the war there were only two radio stations licensed for Rochester and WSAY—two shows from both ABC and MBS. Two new stations have been licensed in Rochester, however, and the two nets have made exclusive deals with them. Cutting WSAY off, it is stipulated in the contract that ABC and MBS notified WSAY of the cancellations at the same time. With conspiracy claimed, WSAY has been turned down by the district court in the Southern District of New York and by the Court of Appeals in its try for a preliminary injunction on complaint which are based on the Anti-trust laws.

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FCC Researchers Joins Staff Of Illinois "U"

Champaign, Ill.—Dallas W. Smythe, FCC economist and research director, will join the staff of the University of Illinois as a professor of economics and research, it was announced yesterday by Prof. M. L. Schenck, director of the School’s Institute of Communications Research.

Smythe will be one of nine "senior fellows" of the institute. The purpose of which is "to apply the methods and disciplines of the social sciences, supplemented by the arts and natural sciences, to the basic problems of press, radio and pictures; to supply verifiable information in these areas of communications; where the hunch, the tradition, the theory and the thumb have too often ruled; and by so doing to contribute to the better understanding of the clash of communications and the maximum use of communications for the good of society."

The other "senior fellows" of the institute are: Raymond B. Nixon, political scientist; Paul F. Lazarsfeld, director, Columbia University Office of Applied Social Research, to be at Illinois part of the coming year on a visiting basis; Clyde Hart, director, National Opinion Research Center, who will deliver a series of lectures, and the following University staff members: Albig; chairman of the sociology and anthropology department; Raymond B. Cattell, social psychologist; Fred S. Siebert, and Director Schenck. They will be supplemented by a group of junior fellows and research assistants. A few graduate students will be accepted into the institute.

"Communications in Modern Society," the institute’s first book, reporting the initial conference held by the institute’s organization, is due this month. Other publications will follow.

Research assignments will be undertaken at the request of members of the communications system of Illinois or other appropriate organizations or institutions.

Heads WCCO Promotion

Minneapolis — Tony Moe, former promotion director of KELO, Sioux Falls, has been appointed head of the promotion and press information department of WCCO, CBS-owned station here. He succeeds Carl Ward who was transferred to the outlet’s sales department.

STATION MANAGER WANTED

Immediate opening for young man qualified to take charge of 510,000-watt ABC affiliate in southeastern Minnesota. Excellent prospects. $5,000 guarantee. Good opportunity for advancement. Be part of the CBS radio family. Apply to

Mr. H. W. KWWO, Winton, Minn.

THURSDAY, JULY 8, 1948

RADIO

Decisions By CBC Board Announced In Montreal

(Continued from Page 1)

and in Roberval, Quebec. It rejected applications for two rival groups for a station at Smith Falls, Ontario. Also turned down was an application from CJBH, Rimouski, Quebec, for permission to increase its power.

In its decision in the application for a station in Toronto, the board recommended approval of applications from the broadcasting education association in the city, and the CBC in Winnipeg for F. M. licenses.

A request from CHUM, Toronto for permission to operate its F. M. station at night was approved. The board’s recommendations in all matters are referred to the licensing authority in the Department of Transport.

The Roberval station will be operated by Fernand Levesque of Roberval, Creston, Ont., who native there. The station will be operated by the company that has a station in the Roberval area.

The Norman Wells station will be operated by the Defence Department for military personnel and civilians in the area.

The F. M. station in Hamilton will be used exclusively for programs to schools under the jurisdiction of the Hamilton Board of Education.

Rejection of the applications from Smith Falls, the board said it was not convinced that the community could support a local station giving a reasonably good broadcasting service.

The board said it was recommending for denial the power increase asked by CJBH, Chicoutimi, Quebec, because such an increase would interfere with the operation of other stations in the community.

Will Duplicate Programs On WGN FM Station

Chicago — Beginning August 25, programs featuring on the regular schedules of WGN and Mutual will be duplicated on FM station WGNR. It is announced by Frank P. Schreiber, manager of WGN, Inc. The station will broadcast from noon to 10 p.m. each day of the week. Marion Saint, who has been at the station’s operations, is due to leave the station.

Price will speak on behalf of Warren B. Austin, chief U. S. delegate to the UN. Vancouver will appear on a special program with the WQAR String Quartet. Cott and Pack, both alumni of WQAR, will reminisce about the "good old days" in the Municipal building.

“Mrs. Delegate” On ABC For Convention Series

(Continued from Page 1)

casts over ABC and affiliated stations beginning Friday and continuing daily thereafter at 4:30 p.m., EDT, until the Convention adjourns.

This new series, titled “Mrs. Delegate,” is the Democratic Convention counterpart of the George Hicks- Dr. Hugh Hope programs which were aired daily during the Republican Convention earlier this month. Miss Frederick will meet Mrs. Douglas in Washington, D.C., for the opening of the series and will continue to the convention with her.

Permanent Wave War May Aid Web Radio

(Continued from Page 1)

vertising campaign to establish their new Home Permanent Wave kit. They plan to utilize some of their network time to sell their product and soap for popularization of the product. In addition, the company is expected to use spots extensively in key centers.

The Toni Company’s advertising budget for 1948 is said to total $7,000,000, about $2,000,000 more than was spent in the company’s last year. In the company’s four-year history, Gillette Safety Razor Company purchased the Toni Company early this year.

Radio Leaders Join In Salute To WNYC

Byron Price, John W. L. Hogan, president of WQXR; Nathan Straus, president of WMCA; Ted Cott and Dick Pack, vice-president and publicity director, respectively of WNEW, have joined the roster of New York radio figures that will participate in a salute to WNYC today. WNYC is the city-owned station for its 25th year of public service operation.

Price will speak on behalf of Warren B. Austin, chief U. S. delegate to the UN. Vancouver will appear on a special program with the WQAR String Quartet. Cott and Pack, both alumni of WQAR, will reminisce about the "good old days" in the Municipal building.

Transfer Six Stations; Other FCC Activities

(Continued from Page 1)

the largest sum involved, WLCLX, Los Angeles, went to James J. Con- gang for $200,000 representing 11 per cent of the stock, and the Commission okayed the acquisition of control of WPEO, Peoria, Ill., by former Governor Robert Kerr of Oklahoma—who Tuesday won the Democratic Senatorial nomination in that state, Kerr paid $97,500 “and other considerations” for 50 per cent of the WPEO stock.

Hugh Smith extended his 18 per cent of the stock of WLAW, Laurel, Miss., to 50.18 per cent, for $31,780, while Alfred Achilles Corcogli sold KRKG, Mineral Wells, Texas, to Raymond W. Ritter and Herman Bole for $45,000. Control of WLOB, FM station in Claremont, N. H., went from Lincoln O’Brien and Frances E. O’Brien to the Granite State Broadcasting Company for $30,000. The Commission also granted several new stations, including one for Horne, N. Y., estimated to cost $39,500. The Maple City Broadcasting Corp. is licensed, to operate on the 1420 waveband with one kilowatt daytime. Assigned to the 1450 band with 250 watts, unlimited, was Lewis Wiles Moore, Glendale, Mont., while 250-watt, daytime-only authorizations went to the Northern Neck and Tide- water Broadcasting Company for the 890 band in Warsaw, Va.; the Cornbelt Broadcasting Company for the 900 band in Storm Lake, la., and to the Athens Broadcasting Company for the 1010 band in Athens, Ga.

A further announcement was the deletion of half a dozen FM construction permits, with letter cancellations passed by the Federal Communications Commission.

Named G-E V-P.

Shenecodyt—R. I. Parker of Chicago has been elected a commercial vice-president by the board of directors of the General Electric Electric Company, it was announced the past weekend by Charles E. Wilson, G-E president. Mr. Parker succeeds W. O. Batchelet, who is retiring after 43 years’ service.

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WORDS AND MUSIC
By PINKY HERMAN

- • • TIN PAN ALLEY OOPS!—Irving Berlin, Inc. staff doing okay with the Ross "It Only Happens When I'm With You" and "Steppin' Out With My Baby," sung by Judy Garland and Fred Astaire, respectively in the Musical "Easter Parade." . . . by allowing Feist to work on two other songs in this flicker. Berlin finds himself with four numbers up there with the leaders. . . . under a special two-year deal, Feist has the publication rights to "A Fool With An Umbrella" and "Better Luck Next Time," . . . Miller Music starting to click with a new ballad, "This Is The Moment," written by Leo Robin and Frederick Hollander and sung by Betty Garbe in the 20th Century-Fox flicker "Thet Lady In Ermine." . . . Observes Winnie Garrett, "In view of all these murder programs on the air, the term ought be KILLER CYCLE." . . . NBC may deny this but the reason that the new "Modern Minstrel" series did not tee off last night at 8 was due to pressure from the NAACP. . . . Ethel Stein (wife of Harold, w.k. radio photographer) is now "Girl Friday" to Bob Gilmore at Southern Music. . . . Manor Music Company will publish the rhythm "Havin' A Wonderful Time," which Jack CBSmith introduced recently on the air. . . . Morten Davidson will NBCcast to the dizzy next Thursday on his Coca-Cola stanza.

⋆ ⋄ ⋄

Max Schall, former manager of several top-ranking orchestra leaders, has been named West Coast professional manager for Dennis Day's Pat Marx Music. . . . current plug tune is "A Few More Kisses." . . . . Because fans frequently try to unmask the new Hollywood singer, manager Jack Reurink has hired a detective to accompany the Masked Singer when he makes personal appearances at theaters. . . . Remick's revival of "Baby Face" is paying off. . . . ditty, cuffed years ago by Benny Davis and Harry Akst, is up there with the nation's best sellers. . . . Hoagy Carmichael opens at the Casino in London August 9. . . . he'll return to Gotham early in September and tour theaters en route to the Coast. . . . Johnstone-Monteil will publish the two songs, "Dreams In My Heart" and "Father Goose," featured in the Eagle Lion picture, "Mickey." . . . Andy Russell and Ork Pilat Gus Arnheim are collabbing on a musical "Sweet and Lovely," which they plan to produce themselves. . . . Andy will star. . . . Former contactman Charlie Ross now an agent. . . . handles songstress Eugene Baird and also controls radio rights to several cartoon strips, the latter being peddled by MCA. . . . Alan Mop Paige Trope opened at the Blue Diamond Theater in Newark, N.J., with local air time. . . . Nick Campbell, who recently sold out his interest in Campbell-Porgie, branches out with his own firm, Campbell Music. . . . initial song is "Things I Love." ⋄ ⋄ ⋄

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ON AND OFF THE RECORD—Martha Tilson's newest Capitol waxing pairing the rhythmic "Ready, Set, Go" and the semi-spiritual "Blow Gabriel Blow," is labelled HIT. . . . Disk Jockey will give Buddy Clark's Columbia disk, coupling "Where Flamingos Fly" and "When Moonlight Fell" "On The Waterfall" plenty of attention. . . . Since joining De Luxe early this year, Bruce Hayes has given that platter a shot in the arm. . . . his latest effort, backing the tear-jerker "You Call Everybody Darlin'" with another corny but commercial ballad. "I'm Lonesome For You," can't miss hitting the big time. . . . watch this Hayes teller, he's coming up fast. . . . Jack Tina's piano wizardry is lighted high in his new MGM album "Dream Time." . . . this group of nostalgic love songs. played smoothly by the Maestro-Plinist, bids fair to become a standard item. . . . Lee Svin, former Musiccut exec, joins Eli Oberstein's Varsity Records. . . . latter disks will be marketed at 39 cents. . . . Igor Gorin, Victor Red Seal Artist, currently appearing in a road show version of "Tales Of Hoffman" in Central City, Colorado.

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SHARPS AND FLATS—Bill Cullen, emcee of the CBS Shows, "Winner Take All" and "Hit the Deck!" is writing pop tunes now. . . . (how busy can a guy get?) . . . Joe Given, ace announcer at WBT, Charlotte, on a busman's holiday. . . . taking in the Gotham radio and television scene.
TUBE SHORTAGE TO SLOW SELL PROD.

Harvey To Head Sales
For WGN-TV Operation

TV Consoles Rate High
NY-Phila. Study Shows

Depleted Stockpile Seen Retarding '48 Gains

(Continued from Page 1)

a preview of the company's 1949 line of radio and television models, the latter including three new sets and a new type of console with 12-inch picture tubes. Prices range from $424.50 for the console to $750.00 for the combinations.

Meanwhile Philco has just completed the most active six months in its history. The company, with sales of between $120 million and $155 million in that period, and the company expects to sell new records in all divisions of its business in the last half of '48. Philco sold more radio sets in the first half of '48 than in the comparable period of a year ago, even though total industry sales were down substantially, Carmine said. Philco's radio business in the coming months will approach the usual high levels of the last half of '47, he predicted.

Philco's video production meanwhile continues at increasing high levels, with set output running "well above 4,000" a week at the end of June, Carmine said. By the fourth quarter this will increase to 8,000 sets weekly, and will represent a rate of 40,000 a year. Philco production may be up to 70,000 a year by the end of 1948, he added.

"We expect that the retail value of the industry's total output of television receivers and micro-wave link and station equipment will reach a quarter of a billion dollars in 1948," the Philco exec said, adding, "There has been nothing in the history of America to equal the growth of this new industry."

Yesterday's showing brought the Philco TV line to nine individual models, with six earlier models continuing in production.

Boucheron To Head TV

Lentown, Fernsee, N. Ford, formerly a national sales manager in the hardware and home appliance field, has been named manager of the new television operation at WGN.

Rochester—Although only 27 per cent of present set owners have console type models, approximately 29 per cent desire this type of receiver, according to a survey made in New York and Philadelphia by Federal Advertising Agency for the Stromberg-Carlson Company. Survey revealed that the proportion of the respondents for each type model with the home market is readily available at the time of purchase, and 29 per cent have been introduced to TV, and satisfied with its value owners are now less resistant to higher-priced models. Federal's study also showed that non-owners' preferences paralleled those of TV purchasers.

CARMINE

Dunham Heads CBS' Eastern Sales

George R. Dunham, Jr., a CBS sales executive since 1937, has been appointed to the newly-created post of eastern sales manager of the company's television division, effective Aug. 2. He entered radio in Boston as sales promotion manager of WEAI, CBS-owned outlet, and in 1943 came to New York as head of the net's station promotion department.

WMAR-TV Adds Telenews

Baltimore.—Telenews—INS 20-minute weekly newsmag has been added to WMAR-TV, under sponsorship of local Chevrolet dealers. City is the 10th major market airing the weekly reel.

Life Sked Set For Don Lee

Hollywood—Don Lee's outlet, KTLA, in co-op with Life Magazine, will air highlights of the coming Democratic National Convention to viewers throughout the area. Station will air two films this week-end produced by Life in connection with the Phila. meeting.

Press-Time Paragraphs

Engrs. Form TV Firm

Columbus.—Several Ohio State university engineers have formed the Antenna Research Laboratory, Inc., to manufacture and install antenna systems. The corporation has acquired a four-acre site at Columbus, where operations will be started.

Engs. Form TV Firm
New Business

KROW, Oakland, Cal.: Mark Hopkins Hotel, San Francisco, purchased a schedule of one-minute announcements to publicize the new Interurban Railway, which is to be called the "Dorothy Shay," night club. Business placed through Honig Coop. Company of San Francisco. The day after the payment of the announcement contract was executed, the company was forced to close due to the strike of the San Francisco Junior Chamber of Commerce. Account was placed through George Taylor Agency, Central Bank. Business bought a series of spot announcements through Emil Reinhardt Advertising Agency of Oakland.

You Can Lose Your Shirt Via New Quiz On WNEW (Continued from Page 1)

Bruno-New York, Metropolitan area distributor for Bendix appliances, has scheduled the running of the first episode in a new quiz show, "Win or Lose," to be carried to all stations in the New York market, with the co-operating stations to split the revenue to charity. Emcee Jack Barry will donate his fee, and WNEW will donate some $200 over his commission to the worthy cause.

Contestants must have $100 in cash on hand to participate. Each of the four questions will be worth $10, $15, $25 and $50. For each incorrect answer, contestant will have to pay up. If he answers all the questions correctly, he keeps all his money, and Bendix pays $100 to charity.

In keeping with the gives-away format, a weekly jackpot question will be included, with the winner receiving the privilege of naming the charity to which the accumulated money will be donated. If no one answers the big question correctly, the cash will accrue from week to week until a "winner is found. Charities must be designated from a list of recognized major drives. There will also be a gimmick whereby listeners may get in on the act, by sending in questions for the quiz together with a buck. Best question each week will be awarded a Bendix home radio to be donated to a local charity.

Contestants with a "C-note" to lose have already been lined up for the first few broadcasts by WNEW staffers, and masters of the show expect the flow of altruists to increase as the show progresses.

Wm. Flynn Promoted To Assist. Treasurer By CBS (Continued from Page 1)

1938 and prior to his association with the network was associated with Haskin, Skow and Muir, Waterhouse & Co., accountants, for 16 years. In July 1942, Flynn was named assistant-controller, the post he held until his promotion yesterday.

He is a native New Yorker, 41 years of age and a graduate of the Face Institute.
STATE DEPT. SWAMPED BY APPLICANTS

FMA Plans To Enroll Dealers As Members

Washington Bureau, RADIO DAILY
Washington—Bill Bailey, executive director of the FMA, will touch off an FMA expansion plan to bring in FM retail dealers as he addresses the annual leadership conference of the National Electrical Retailers Association at the Sheraton Hotel, Chicago, next Tuesday on "The Future of FM." Importance of FM promotion to the public will be stressed.

Decision to extend associate mem-

Rivalry

Washington Bureau, RADIO DAILY

Washington—Bill Bailey, executive director of the FMA, will touch off an FMA expansion plan to bring in FM retail dealers as he addresses the annual leadership conference of the National Electrical Retailers Association at the Sheraton Hotel, Chicago, next Tuesday on “The Future of FM.” Importance of FM promotion to the public will be stressed.

Decision to extend associate mem-

(Continued on Page 4)

Pillsbury Buys Time
On Two Network Shows

Pillsbury Mills, Inc. will assume sponsorship of two ABC shows—The first 15 minutes of “Breakfast in Hollywood” and the entire quarter-
hour Galen Drake show—across the board, beginning Sept. 15. Contract, running 52 weeks, was placed through McCann-Erickson.

(Continued on Page 2)

Confidence Game
Used On Radio Show

A confidence game through which an ex-convict cashed in on the sympathy and generosity of a network radio audience to the tune of $15,500, most of which was spent on a new car and a Florida vacation, was revealed in New York State Supreme Court yesterday.

According to papers filed with the court by Attorney General Nathanial (Continued on Page 8)

Cowen Signs 3 More,
Plus Dorsey Renewals

New sales, on three transcribed shows and a number of renewals for the Tommy Dorsey disc show were announced yesterday by Louis G. Cowen, Inc.

According to Al Hollender, vice-
president of the firm, the Dorsey series definitely will be continued next season. Fate of the show had been in doubt for the past

(Continued on page 6)

Eisenhower Honored
At Luncheon In N. Y.

General Dwight D. Eisenhower, president of Columbia University, was honored at a luncheon at the Waldorf Astoria Hotel yesterday which was attended in recognition of his ac-

(Continued on page 2)

Hearst Paper And Don Lee
Enter Into Co-Op TV Contract

West Coast Bureau, RADIO DAILY

Hollywood—A unique reciprocal agreement linking the local Don Lee television station KTSL (W6KAO) and radio station KIIF with the Los Angeles Examiner in a long term pact of mutual cooperation was signed here this week by Lewis Allen Welles, Don Lee executive vice-president and Richard A. Carrington, Jr., publisher of the Examiner.

The document, one of the most un-

usual and probably the first of its kind in TV and radio, provides that the Examiner will give television daily and at least four station-break patterns of the Examiner material, the televising, by live or film whenever practicable.

(Continued on Page 3)

New Telegraph Service
Now Uses Fax System

Development of a facsimile tele-

(Continued on Page 3)

Rayve Spots Will Reach
75-85% Of Drug Market

Chicago—A spot campaign in 40 selected markets throughout the country covering areas reporting 75 to 85 per cent of total U. S. drug sales will be inaugurated by the Lever Bros. Pepsodent Division on behalf of Rayve shampoo, Henry F. Woulfe, Pepsodent president, announced yester-

day. Depending on the size of the market

(Continued on Page 3)

Radio Salaries In Germany
Dominated By Russians

Chicago—Radio stars employed by the stations in the Russian zone of Germany receive much higher salaries than those in the American, English and French zones, attaching to

(Continued on Page 2)

Business Increase
Of 31% For WOV

An increase of 31 per cent in time sales for the first six months of 1948 over the same period last year was reported yesterday by WOV, New York's; radio station. Both English and Italian billings have shown an in-

(Continued on Page 2)

West Coast FM Network
Launched In Los Angeles

Los Angeles — Official opening of the Western FM Network, comprising KKLJ, Los Angeles, and KWWA, San Diego, took place last week, with a series of public service broad-

(Continued on page 6)

Howdy, Pardner

Out of the sun, tomorrow will come the Lone Ranger, finishing his cross-country trek with arrival in New York. He’ll be feted by all hands at ABC, and will “Stop the Music” Sunday as guest on their programs. After appearing on the Betty Crocker show Monday morning, he’ll leave for Detroit.

The Lone Ranger recently cele-

(Continued on Page 3)
COMING AND GOING

BEN GRAUER, announcer and commentator on NBC, is in Philadelphia and all set to romance the Philadelphia broadcast journalism convention—reporting job which he did for the Republic. He'll be deep in both A.M. and television.

PETER DONALE, radio and stage comedian, will arrive this Sunday and will be unmistakably staked at the Park Lane. He'll confide regarding a projected stage appearance.

JERRY LAWRENCE, co-writer of the Zig-priced "Favorite Story" program heard every Sunday on WOR, tells for Eastern theater about the Queen Mary. He'll visit London, Paris and Brussels, interviewing story rights for future programs.

ARTHUR NOLL HAYS, general manager of WCBS, will vacation for a month, starting tomorrow.

Radio Salaries in Germany Dominated By Russians

(Continued from Page 1)

was revealed by the six representatives of the latter three zones who are now touring Americas for the purpose of studying American broadcasting methods and interviewing American radio artists.

The disparity in salaries in the Russian zone and those of the western powers was mentioned in an interesting discussion between the German radio representatives and local radio editors at a press conference arranged by Jack Ryan, head of the NBC central division press department.

Stars who receive 800 marks per week in the Russian zone would be paid 100 marks in the western zones, it was stated. Most of the stars would rather work in the western zones, newcomers were told, but once they have gone to work in the Russian zone they have trouble getting out of Berlin, the Russians being desirous of holding on to the topnotchers.

Germans Will Visit Canada

Three German radio representatives, who have been touring the United States for several months, came to the U.S. under the auspices of the Publicity Division of Columbia University, with the U.S. State Department in the background. After completing their U. S. tour they will spend three weeks in Canada and four with the British Broadcasting Corporation in London. Making the tour are Otto Herr, news commentator, of Frankfort, Germany; Franz Reinholts, educational director of the Hamburg station; Dr. Rudolf Diederichs, production director of the Munich station; Horst Scharfenberg, director of sports and special events at the Bremen-Baden station; Peter Rehm, program director at Stuttgart, and Hans Meister, sports and special events director at Bremen.

Gloria Ramson Hospitalized

Gloria Ramson, editorial department secretary at Radio Daily, is in the hospital in New York City. Medical observers report that the radio editor is in good condition.

31% Business Increase Reported For WOW

(Continued from Page 1)

Agency; international Latex Corporation, Foote, Cone and Belding; Roma Wine, Blow agency; Herbert Tareyton cigarettes, Hackett agency; Seventeen Magazine, Al Paul Leighton agency; Buddah Shapiro, E. E. Vodicka and Eckhardt and Elf Corporation, through French and Preston.

Well reported that the station had developed a new research service titled, "Audited Audiences" which has made it possible to provide advertisers with specific market information about each individual audience. The information furnished includes listening group or groups by age, economic status, residence locality and brand preferences.

Eisenhower Honored At Luncheon In N. Y.

(Continued from Page 1)

Chairmanship of the American Overseas Aid-U.Nited Nations Appeal for Children. Among the representatives attending the luncheon were Robert Swezey of MBS; Lawman Lowman of CBS; Tony Provost of WBZ; Nathan Straus of WMA; Margaret Arlen of WCBS; Mrs. Dorothy MacKenzie of WQXR and Morris Novick of the Unity Broadcasting Company.

Pillsbury Buys Time On Two Network Shows

(Continued from Page 1)

rector, purchase was made because of expansion of the company's grocery products division. "We are certain both programs are among the most popular of the class," he said, "and will augment radio time Pillsbury already utilizes."

Danny Kaye On CBS Monday

Danny Kaye will be heard on CBS from Hollywood Monday when he guest stars on the "Broadway and Vine" program of Radio Harris, who now is visiting in the film capital. The broadcast will be aired from 3:30-4 p.m. EST.
KTSO, "Examiner" And KHJ Sign Pact

(Continued from Page 1)
cable, of Examiner-sponsored events, such as The Olympic Games swim try-outs, the Hotel Golf Trophy Re-

galas, the Junior Golf Championship, its professional football games, Dia-
mond Boxing Matches, "Youth Fo-

tum" and "I Am An American Day.

The video station also agrees to make available any of its owned film to the Examiner; KHJ, on its new-
cast, will credit the Examiner as one of its sources of news. City editor Jimmy Richardson of the Examiner and Les Mawhinney, radio news bureau chief, will exchange stories and news tips.

Of wide interest in the newspaper and television industry is the agree-
ment to permit the station to televise certain local and INP photos, after clearances are obtained.

Also, the Examiner plans to offer television in downtown Los An-
geles, is made available for "location-television bureau" purposes. In addition, there are provisions for the trading of time on KHJ for space in the Examiner.

Both parties have expressed mutual satisfaction over the agreement, which provides each with greater oppor-
tunities to serve the public in-
terest, convenience and necessity. The Examiner was founded Dec. 12, 1925, and KHJ Dec. 14, 1922. Television station KTSL (TV6XAO), the nation's first television station, went on the air Decem-
ber 23, 1931, and has continuously offered actual program service ever since that time.

Chasins To Give Concerts

Pianist-composer Abram Chasins, musical director of WQXR, has been invited to appear for two personal appearances during July. He will play Gerh-

was "Rhapsody in Blue" at the World's Fair of Music at Grand Cen-

tral Palace on the 22nd, and will be soloist with the Philadelphia Orches-
tra in Gerhaws'm piano concerto at Robin Hood Dell.

MUSIC . SPORTS . NEWS
FULL TIME
WINZ
Florida's Big Independent

Primary Signal

GREAT AMERICA

Florida's

	

GREAT EAST COAST

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

AGENCY NEWSCAST

CLARENCE B. Goshorn, president

of Benton & Bowles, Inc., has

named Austin A. Thomas as assistant

to the president and Bernard M. Ryan

as director of traffic and production of the agency. Thomas was formerly director of traffic and production and Ryan was traffic manager. Thomas

joined Benton & Bowles December 18, 1940, after six years with Thompson. Ryan came to Benton & Bowles from the Macfadden Publishing Co., March 29, 1937. He was short-
ly made manager of the production department, then shifted to traffic. At present, he is vice-president of the Production Men's Club of New York.

PHARMACO, INC., Newark, N. J.,
announces the appointment of Duane

Goyne Co., Inc., to handle the adver-

tising on Feenamint and Chooz as of

August last.

ALFRED T. FALK, for 19 years di-

rector of the Bureau of Research and

Education of the Advertising Federa-

tion, has with J. C. his retirement. He will drop his duties with the A. F. A. on August 18 in cele-

bration of his 60th birthday, and will

his wife will start on a leisurely trip to the West Coast, returning to New York in the Fall.

RONSON ART METAL WORKS, Inc.

Newark, N. J., begins its third year of sponsorship of the Mutual network program, "Twenty Ques-

tions," on Saturday, July 10th. Execu-

tives of the company, the entire cast of the radio program, and representa-

tives of MBS will be guests of Cecil & Presbrey, New York, agency on the account, at the Hotel Astor imme-

diately after the Saturday night broadcast.

Rayne Spots Will Reach

75-85% Of Drug Market

(Continued from Page 1)

individually, sked will include 10 or 15 spots weekly. Needham, Louis & Broby is the agency. Sta-

tions and starting date have not yet been set.

Other Rayne radio activity this summer includes the Shell Graham show, Sundays, over 47 Don Lee outlets, and weekly hitchhikes on the C
cle Archer show on NBC Tues-
days.

CBS At Bellevue Stratford

CBS headquarters for the Demo-

cratic National Convention again will be set up at the Bellevue Stratford Hotel in Philadelphia. It was an-

ounced yesterday by David Taylor, vice-president and director of public affairs.

CBS news HQ will be in Room 512. Press information will work out of Room 511 with Mrs. Huntington J. Goss. Room 511 will be used as the News Room and Room 509 being utilized after sixty years for both radio and television broadcasts.
LOS ANGELES

By RALPH WILK

MARION HUTTON, co-featured with Andy Russell and Pied Pipers on KHLJ-Mutual Don Lee's Thursday evening "All-Star Revue, is busy these days making special recordings for distribution to overseas military personnel by the Armed Forces Radio Service.

Barbara Eller resumes her role of Carla on NBC's "Aunt Mary," making the third airtor on which she will be heard as a "regular" during the summer season.

Musical Director Frank Worth has been set to conduct and arrange the Roy Rogers-Dale Evans show which will be transcribed. Worth also is M.D. on "First Nighter" and "These Webers".

Hollywood Star Record has signed Mary Kirkland as chief of its writing staff, in connection with its transcribed two-minute "talking pictures." Miss Kirkland was formerly writer for "Double or Nothing," and other radio shows.

Named ABC News Editor

William Whitehouse, for the past three years a news writer on the New York news staff of the ABC yesterday was named a news editor for the network, replacing Robert W. Brown who resigned on July 1. Serving ABC in a similar capacity are Donald Cox and John Dunn.

Paul Glynn, formerly of the Hartford Courant, and more recently a news writer for CBS, has joined ABC as a news writer in the network's New York newsroom.

Send Birthday Greetings To—

July 9

H. V. Kalenberg

Ted Lloyd—Ralph Wilk
Ted Steele—Ryan Field

July 10

Ashur M. Hollend—Bandait Jessie
Joan Marsh—Helen Pikens
Lee Wood—Don Norbert

July 11

Harry Van Zell
Merle Jones—Jack O'Brien

July 12

Millie Berie—Gracie Barrie
Oscar Hammerstein, II
Jimmy McClain—Roy Winters

July 13

Frank Dane—Phillips H. Lord
Caroline Montgomery
Harry Saxon—Caroline Gilbert

July 14

George C. Putnam
Ken Murray—Frank Ch&&(1
Harry Hoff—Carmen Lombardo
Gene Rose—Sam Eber

July 15

Len Sterling—Art G. Ashcroft
Nancy Martin—William Robinson

Mainly About Manhattan... !

• • • A cappella sponsors would pay Gen'l Eisenhower $35,000 to take the air for 5 minutes and tell the nation exactly how he feels about the nomination talk, etc. Margaret Truman's plans for future radio work away the outcome of the Demmy convention... Bing Crosby telling pals that he'll broadcast the Pittsburgh Pirates ball games if he retires from the screen... Press agents in Chi have a new gimmick-selling plugs on disc jockey shows at 30 buck the platter play... Gallionese have replaced ualces at the tessel at MCA. First, Johnny Greenbath and now Maurice Lano—CBS songstress... Carole Ames of "Sing Along," will pinch-hit for Jennette Davis when she's vacationing from the Arthur Godfrey show... Isn't Walter Felitto readying an important statement to be made next month... Calling the play-by-plays for the All-Star game will be Mel Allen and Jimmy Britt, with Fran Leux doing the "color..." Radio Row saddened to hear of the passing of Herb (20 Questions) Polesio father-in-law... Deal cooking for ABC to air a $12,000 weekly package starring Dick Haymes, with Ass'n of American Railroads footing the tab... Chesterfield beckoning, Peggy Lee for a regular berth on the Supper Club in the fall... Alex O'lesz leaves CBS video to join Wond Wheelock's production staff.

• • • Ed Sullivan's "Toast of the Town" television show via CBS is proving a lucky omen for more than one performer. Paul Winchell, who rocked them on Ed's second stanza, has just been handed a fast radio contract with video offers coming in, and Eddie Martin, the New York City cop who was on a recent show, looks set to follow in the path of Phil Regan. All of which reminds us of the early days in radio when Jack Benny guests on Sullivan's show only to subsequently be panned by Canada Dry—and Jack Peal, who was grabbed up by Lucky Strikes after a Sullivan appearance.

• • • THE REVIEWING STAND: "It's Always Albert" (pinch-hitting for the Danny Thomas show for the summer) should be a cinch to grab off its own time slot and broadcaster when the big season rolls around. Featuring such expert laugh-makers as Jim Murray, Arnold Stang and Peter Kelton and scripted by Jackie Susann and Bea Colle, it looks like CBS has hatched onto another winning combo... "Mcke Mine Music," which premiired on CBS Sunday reminded us of the good old sustaining days before screaming record replaced showmanship in radio... Another fine musical sustainer, this one on ABC, is "Stars In The Night," given its glow by Rex Maupin's first-rate musicans... The Robi Shaw Chorale reveals a greater variety of effete choral selections than we believed existed... In contrast to these smoothes of song, we have Eddy Howard's sparkless Schaefer Parade that comes over our speaker like a fountain pen trying to write without ink... And the enjoyable musical portions of the Texaco show (Gordon MacRae and Evelyn Knight) are counteracted with the cast's over-exertion on making the sentinulity sound spontaneous.

• • • LUV 'n' KISSES: Will Roland's smooth production job in-handing the Godfrey show, with lil Arthur coming in from his farm in Virginia and the rest of the show from NY, studio... Eileen O'Connell's disc-jockeying on WBNY Saturday. And what a match she'd be for vitamin... Lovely June Pickens' warbling with NBC Sunday p.m... Bill Cullen's high-grade emcee work on "Winner Take All"... Joseph Colberg's Victor platter of "Rhumba Rumbera."
COMPLIMENTARY TO ALL PAID SUBSCRIBERS
among the applicants, he said, are many “highly qualified” persons—broadcast engineers, foreign language experts, and news personnel with overseas experience.

However, most of the new jobs available Oct. 1, when the IBD takes over the show, are to be filled by Latin American and Western Europe currently handled by the international departments of NBC and CBS, which already have been filled. About 100 persons will be taken on at that time, the spokesman said, and 175 in the next 6 months.

Personnel Changes

Output will be gradually increased as additional staffers are put on, with an eventual total of 40 or 50 program hours planned. First of the new language groups to be received will be those for Scandinavia and the Far East. Norwegian, Finnish, and Danish will be received by Scandinavian New East programs will be produced in Turkish, Persian and Arabic.

Cowan Signs 3 More, Plus Dorsey Renewals

(Continued from Page 1)

West Coast FM Network Launched in Los Angeles

(Continued from Page 1)
casts being fed the San Diego outlet of the new network, by KKL-A, 96-kilowatt FM independent station.

The opening climax a series of daily tests initialed by KKL-A feeding its program schedule to the new San Diego FM station, KWFM, owned and operated by the stations of KOSY, San Diego independent.

Network officials are Maurice D. Buchen, General Manager of KKL-A, and A. L. Ritter, vice-president and general manager of FM Reps., Inc., only exclusive FM division of the national station representatives.

John H. D. Stimson, executive director of KWFM, San Diego and his associate, Fred Babale, general manager of the station.

KKL-A presently feeds KWFM with eight hours of programming daily, Monday through Sunday, with the broadcasting beginning at 6 a.m. to sign off at noon, and reinsertion of service at 6 p.m. until 10 p.m. The license present operating schedule of KKL-A. KWFM operates a full schedule daily, filling in its afternoon time with programs of its own origination.

The network is fed only from North to South at the moment, although with the construction of the new antenna, by KWFM, it is expected that two-way service will be a strong possibility.

The network is owned by the Associated Industries, from AT&T Incorporated, Elizabeth, N. J., parent firm of American Type Founders, Incorporated; American Type Founders Silver Corporation; the Daystrom Corporation; Daystrom Laminates, Incorporated; and, Frederick Hart and Company, Incorporated, where he has served as director of the human relations division.

In Praise Of Silicone

A 30-page illustrated bulletin (No. CDR-37) describing in detail G-E silicone products has been issued by the General Electric Company’s Resist-And-Insulation Materials Division. The bulletin describes the new G-E silicone resins, oils, greases, water repellents, and rubber together with their many industrial uses. Charts and tables are included for handy reference.

McClancy in New Post

Appointee of Benjamin F. McClancy as general manager of The Associated Industries, Cleveland, has been announced by Col. William F. Crighton, chairman of the association’s advisory committee, McClancy, who assumes his new post Aug. 1, comes to The Associated Industries from AT&T Incorporated, Elizabeth, N. J., parent firm of American Type Founders, Incorporated; American Type Founders Silver Corporation; the Daystrom Corporation; Daystrom Laminates, Incorporated; and, Frederick Hart and Company, Incorporated, where he has served as director of the human relations division.
U.S., CANADA IN TENTATIVE TV PACT

**TELE TOPICS**

By JIM OWENS
Associate Editor

**WASHINGTON**—The American Radio History Web site has snagged TV rights to the All-Star Game in St. Louis on Tuesday and has assigned the broadcast to CBS. The game will be broadcast live from the stadium.

**WRC-TV**—ABC’s flagship, bobs the busy air on Monday at 10 p.m. with a new edition of its hit show, "Who Wants to Be a Millionaire?" The show features a contestant who answers questions to win $1 million.

**ABC Headlines**—ABC continues to dominate in the business of entertainment, with its successful TV series "Lost" and "Desperate Housewives" ranking in the top three.

**FCC Issues Chart**

By JIM OWENS

Washington, D.C.—The Federal Communications Commission (FCC) has announced that it will hold a meeting on the issue of regulating TV advertising.

**TELEVISION-DAILY**—Friday, July 9, 1948 — TELEVISION DAILY is fully protected by register and copyright.

**U.S., CANADA IN TENTATIVE TV PACT**

**NEW JERSEY SLIGHTED RE TV, TRENTON B’CASTER TELLS FCC**

Washington, D.C.—RADIO DAILY

Washington—New Jersey was slighted re TV, Trenton B’caster tells FCC

**FCC Issues Chart**

On Border Area Assignments

Washington Bureau, RADIO DAILY

Washington—Details of the tentative agreement between the United States and Canada regarding TV channels in the border regions were announced yesterday by the FCC, and were met with complaints that some provisions of the pact would limit programming or power expansion by outlets in the areas concerned.

Announcement of the agreement, which was informally discussed by representatives of the two governments in Washington last December, came during the hearings on reallocation of video channels.

**WOULD HILT INTERFERENCE**

Bilateral agreement, which covers channels in the 54 to 68 and 74 to 216 megacycle band, calls for an allocation structure to prevent "undue" interference between stations in the United States and Canada, while preserving the integrity of the U.S.-Canadian border, and will provide for assignments in cities in 21 states and eight Canadian provinces.

Paul, as currently set up, also calls for removal of Channel 13 from Buffalo for Canadian use in St. Catherine, Ont., and switching of Channel 9 in Cleveland, to Catherine, Ont., to Canton, to reduce interference to Windsor, Ont.

While cognizance is taken of the possible value of directional antennae, the FCC has said, that "assignments will normally be made on the basis of omnidirectional antennae." It was added that assignments made are subject to change within 90 miles of the border, or within 250 miles of the nearest point on the border would normally have no international significance except in cases of unusual power and unusual antenna heights.

**BUFFALO ATTORNEY OBJECTS**

When the agreement was mentioned yesterday, attorney Paul Spearman for WBEN, Buffalo, objected strenuously that he had had no chance to study it. From what he knew of it, Spearman said, it limited the opportunity for new TV stations in the border area—at least the providing for notification of Canada where power is to be over 90 kw. an antenna more than 500 feet above average terrain. His contention was that this, in effect, limits stations to such power and antenna height.

**NEW ISET**

Clifton, N.J.—Industrial Television, Inc. announced this week that it will shortly begin production of a new 20-inch "Televisioner" which will combine all the features of its earlier models and will offer a number of new advantages and improvements.
FMA Plans To Enroll Dealers As Members

(Continued from Page 1) bishment to retail dealers was recently reached by the FMA. It was explained, "that everyone may be better informed as to FMA's superior qualities as a broadcast medium." Bill Murray said yesterday the future should see two major organizations in the broadcast field—NAB and FMA. He added, in discussing the projected expansion of FMA, that "Only One Left The Air"

"Since V-J Day only one FM station has left the air after starting operations. In the early days of AM, more than a score of stations were forced to cease operations. To date a total of 97 construction permits or conditional grants for FM stations have been surrendered, the FCC reports to the FMA. Of that number 89 were turned in for various reasons by the holders, six were taken back by the FCC and one elected to return his construction permit rather than begin operations.

"Thus only one FM station which began operations, folded up, while 96 others actually cancelled their FCC unused construction permits or grants. Eighteen applications were sent by the Commission after hearings and 156 others were withdrawn—but in each case no construction had been started by the applicants."

"We have found an appalling lack of knowledge of FM on the part of retail dealers who are crying for information about the products for which there is a growing demand—FM sets. Some manufacturers are providing dealers with literature about their particular sets, but on the whole dealers want to know more about FM. Stores of them have asked to be added to the FMA 's mailing list as we may assist them in providing data regarding FM's performance."

Treats "industry As Whole"

Bill Murray said yesterday that "as an overall trade association, it thinks in terms of the radio industry as a whole. The FMA, until now, has been concerned primarily with the promotion and development of FM broadcasting. Now that FM has developed to the stage where it is a firmly established service and will continue to grow, the FM Association is exercising its prerogatives under our by-laws by greatly expanding our activities."

ARThUR EDDY
Public Relations — Publicity
812 Taft Building Hollywood
(812) 305 — Gladsitone 9062

Confidence Game Used On Radio Show

(Continued from Page 1) L. Goldstein, it all began last Dec. 18, when John A. Walker of the Bronx and East Haddam, Conn., and his wife appeared on A. L. Alexander's mediation Board program over Mutual. They sought advice as to whether or not they should tell their three children that the father had once been convicted of putting into circulation a phoney check.

Claiming he had only 30 cents in his pocket, the papers state, Walker said his family was without food and in danger of eviction. Not revealed to Alexander, the papers continued, was the fact that Walker's record dated back to 1917, that he was under indictment for forgery and grand larceny and that he had a home in the country.

"Christmas A Factor"

"The radio audience, undoubtedly moved by the plight of the children and the fact that it was closely approaching Christmas," an affidavit by Goldstein said made contributions of one and two dollars "for the purpose of rehabilitating and re-establishing the Walker family." According to Alexander, the statement continued, this was the first time such a thing had happened in connection with the show.

"Which is true that this money undoubtedly was obtained by false pretenses by the fact that the defendant and his wife withheld material facts from the Board of Mediation, which had it disclosed to a listening audience, would have resulted in their not having sent any contributions, there seems to be no way in which the money can be returned to the donors," the affidavit said.

Child A Gainer

By safeguarding the remaining money—a $2,500 bank account in the name of John Walker, 10, one of Walker's three children—"the faith of the radio contributors will not be lost," the Attorney General said in conclusion.

CKLW can put your brand OVER in the Detroit Areal

5,000 WATTS at 800 Kc. • MUTUAL

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Reps., H. N. Stovin & Co.
DEMOCRATIC CONVENTION COVERAGE BEGINS

Television Coordination Improved By Web Poll

New TV Technique Developed For Demo. Show

Television's most colorful and assertive bid for a permanent niche among the major communications media gets under way today as the Democratic National Convention opens in Philadelphia's Convention Hall. As at the Republican meet an 18-station live hookup will air the proceedings to an estimated

New Broadcaster Get FCC Instructions

Washington—The FCC said Friday that broadcasters about to go on the air must hereafter notify the Commission at least two business days in advance of the commencement of program testing—and preferably not to make any change without formal "Opening" without Commission confirmation.

Kramer And Mitchell Get WJR Promotions

Detroit—Appointment of Worth Kramer as assistant general manager and Franklin "Bud" Mitchell as program head of WJR was announced Friday by Harry Wismer, executive assistant to President Frank E. Muller of WJR, WQAR and KMPC. Kramer, identified with broadcasting.

NAB Technical Co-Op Promised Commission

Washington—Full industry cooperation with the FCC in solving engineering problems and frequency allocation difficulties was promised Friday by the NAB executive committee. In a wire to FCC Chairman Wayne Coy, the group's "good offices and aid in co-ordinating the requirements of the broadcasting industry and others" were pledged.

The Philadelphia Story

...Chapter II—the Democrats Take Over

By FRANK BURKE, Editor, RADIO DAILY

PHILADELPHIA—This is a repeat performance of the Big Show of last month with the Democratic donkey replacing the GOP elephant as the headliner and a new cast of principals on hand to give showmanship to the sessions...the supporting cast of radio, television and press men remains unchanged and on air of expectancy prevails as the curtain rises on the first session at Convention Hall today.

ALL the brass and name personalities of radio and television who attended the Republican convention are expected to be on hand when the Democratic show goes under way today...NBC's Niles Trammell is coming; Mark woods of ABC has reservations here and Frank Stanton, press of CBS, is on hand to catch the conven-

McNeil Named Director Of WNJr In Newark

Appointment of John H. McNeil, formerly manager of radio station WJZ in New York, as director of the WNBC News radio station, WNB, was announced by Edward W. Scudder, jr., president of North Jersey

Full Coverage Set By Major Webs At Philly

Philadelphia—Radio and television coverage of the Democratic National Convention, which gets underway tonight, will probably be even more effective than the job done on the Republican conclave last month. This is the consensus of network news execs and reporters who arrived over

British Pop Number Leads Song Survey

"Now Is The Hour," first popularized by Gracee Fields, English singing comedienne and published by Leeds Music Company, ranked first in popularity among the 28 song hits with the largest radio audiences during the year ending July 1, 1948, according to annual Peatman Survey issued by the Office of Research, Inc., yesterday.

Greatest Free Shows

Terming coverage of major political conventions as "radio's $2,000,000 free show in behalf of democracy," Robert F. Hurleigh, Friday, devoted his entire WRE 18-minute show to all-industry conclave programs. He explained how all four networks had honored commercial commitments, and concluded, "...the convention was yours for the mere flick of a switch."
The Philadelphia Story

(Continued from Page 1)

tion spirit. . . Ed Kobak, an absentee at the GOP show, is not expected here this week . . . the Mutual president is on vacation.

KEN FRY, former NBC and State Department radio executive, has the trying job of handling the credentials of 1,000 reporters and television men as well as co-ordinating the schedules of broadcasts. . . . Ken, who is director of the Democratic National Committee, has his headquarters in the Bellevue-Stratford and at Convention Hall . . . daily conferences with the network news directors, television pool producers, and the newsmen and special events men keep Fry on the job from early morning until late at night.

CBS advance guard of news specialists arrived at their Bellevue-Stratford headquarters on Friday . . . Heading the group was Wells Church, director of news broadcasts, with Bill Henry, Robert Hudson, Ted Koop, Ed Murrow, Charles Collingwood and John Daly checking in as the day progressed . . . Church plans wide usage of the web's mobile unit and the handy talkies which enabled reporters to do some fast work on the Convention Hall floor two weeks ago.

BILL BROOKS, NBC vice-pres. in charge of news and special events, has some line of name personalities on hand to cover the Democratic convention that was used during the GOP show . . . among them are H. V. Kaltenborn, Bill Chaplin, Richard Harris, Bob Trout, John MacVoy, Ben Grauer and John Cameron Swayze. . . Syd Eiger and his NBC publicity staff are here too and again are quartered in their sumptuous antique suite at the Sheraton Hotel.

ABLE ABE SCHECHTER, whose convention coverage service strips would cover his forearm, is here heading up Mutual's news and special events department. . . Schechter's lieutenant is Jack Paige with Bob Wilson and Frank Zullo rounding out the operational staff . . . Mutual's lineup of newscasters is augmented by Ben Gimbel's able crew from WIP.

ABC's interest in convention coverage is torn between their AM responsibilities and their active participation in TV—the network's news and special events crew headed by Tommy Velotta holds forth in the Bellevue-Stratford with Paul Mowrey's television crew working closely with WFLD-TV, the web's Philadelphia station . . . George Hicks, Pauline Frederick, Martin Agromsky, and John B. Kennedy were among the early arrivals of the ABC commentator staff.

CLEVE ROBERTS, George Lewin and David Karr, representing KFWB, Hollywood, arrived by plane yesterday to set up plans for the station's daily coverage of the convention. . . Among the Democratic leaders correlated by Roberts for a pre-convention interview was Jimmy Roosevelt, son of the late President, who heads the California delegation.

JIM SAUTER is down from New York to lend a hand in the entertainment aspects of the convention . . . Jim, famed for his civic wartime service, is giving valued counsel to Ken Fry of the convention's radio and television department on the programming of entertainment personalities. Doug Edwards has been nominated by the CBS press department as one of the busiest newsmen at the convention . . . Doug, they tell us, gets up at 5 a.m. every morning to be ready for the 8:00 a.m. "World News Roundup," does "Wendy Warren and the News" at noon and then takes on several television broadcasts.

BEV KELLEY, the circus space grabber, who got much space for Little Eva, the elephant, during the GOP show, isn't going to let the Democrats down . . . Kelley, they say, will show up at the Bellevue-Stratford Hotel tomorrow with a donkey, living symbol

(Continued on page 6)
explodes a myth — reveals the best spot radio buy in San Francisco!

On the Pacific Coast, network schedules end at 10 p.m.—instead of
at 11 p.m. as they do in the East. For
years, everyone has accepted the
myth that in the West listeners want
to hear news at 10—and go to bed at
10:15!

Nothing could be farther from the
truth! With the other three Bay Area
network stations battling each other
with news programs, KGO has stepped
in from 10 to 10:30 with half-hour
variety and dramatic shows.

The result? Two special Hoopers
and thousands of letters prove beyond
a doubt that KGO can get more audi-
ence at less cost in this half hour than
any other station. Best of all, this
is guaranteed time, at daytime rates.
And right now, two established shows
—Phil Vance and Bulldog Drum-
mond—are available! Get complete
details today from the ABC Spot Sales
representative in your city.

KGO's 50,000 watts draw listener-response from every corner of California—
from Alaska, Canada, and seven western states. Look over these availabilities
on the new, more powerful KGO . . .

1. Bouwhage Talking, 11:50 a.m. weekdays. Available for the first time in five years! Remember: KGO now has a larger audience every weekday morning than any other Northern California station!

2. Abbott & Costello, 8:00 p.m. Wednesday. An ABC co-operative program, available for local sponsorship right in the middle of the Bing Crosby lineup! A 7.6 Hooperating and new, low talent cost.

3. Bay Area News, 1:30 p.m. weekdays. A chance to be on "the home team" with this news program which, through correspondents in key news centers, is the only program giving
local coverage to the dozen Bay Area cities.

4. Ira Blue's Sports, 11:15 p.m. weeknights. The West is a sports world of its own—and to thousands of listeners, Ira Blue is the top expert. Factual, complete—with that touch of human interest which attracts both men and women.

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

ABC Pacific Network
STORY OF A SIX RING CIRCUS ★ The Big Top's pitched every Saturday morning from nine till noon on the NBC Network. First ring: story-teller Craig McDonnell cracks his whip and favorite characters of fairy lore come to life. Second ring brings us back to this world with small fry themselves participating in a Mind Your Manners session during which Proper Depoartment jumps through hoops and illustrates how easy it is to make friends and influence people.

A fanfare, and American hero Frank Merriwell sprints into ring three for another dramatic adventure. The Adventures of Frank Merriwell is higher than the circus' loftiest serial act with the January to March quarterly Hooper-rating soaring to 5.4. The Gilbert Youth Research Organization Survey shows that availability of younger listeners reaches its peak when Frank carries the ball for NBC. Incidentally, Frank Merriwell, Mind Your Manners, and Story Shop are all waiting for a sponsor's banner to fly over their rings.

Swift and Company hold the hot-dog concession at this NBC Saturday morning circus when they present Adventures of Archie Andrews—the comic-strip lad and a first-

AMERICA'S NO. 1 NETWORK
a clown in his own right. Ring five is filled with the crazy characters of Meet the Meeks, as wacky a family as ever staged a circus of its own—again for Swift and Company.

In lilin' Ed McConnell and His Buster Brown Gang plunge into ring six with thirty minutes of thrills, drama and fantasy bringing all the world of glamour and imagination to the sawdust trod by the millions of young folks who wear shoes made by the Brown Shoe Company.

Just like the circus that rolls across the continent, stringing its tents in the soil of America, the Saturday morning NBC big top is visited by Mom and Dad as well as the young folks—only the NBC big top stretches from the Rock Bound Coast of Maine to the Sunny Shores of California.

How to stage a circus? Jump on the Band Wagon in the big parade that goes on every Saturday morning through all the forty-eight states. Route your act over the powerful facilities of the NBC Network. Stretch your canvas over the vast NBC audience. Join the performers of other great NBC acts. The result: a circus of sales that pays off week after week for show-minded sponsors.

... the National Broadcasting Company
NAB Technical Co-Op Promised Commission

Coverage Of Dem. Convention Expected To Better GOP Job

(Continued from Page 1)

The weekend to begin round two of what is shaping up to be the greatest public service project in radio history.

The newsmen are practically unanimous in the belief that experience gained during the five hectic days of the GOP convention will be invaluable during the coming week. Upcoming broadcasts from Convention Hall, the Bellevue-Stratford and other key points, they say, will be better-paced, plainer and technically better than last month's shows. Letter point, they added, will be especially true of television.

Over the weekend, engineers completed installation and testing of the 30 tons of equipment used by the four networks—radio and television—and the proper lines, telephone, video cameras, pack transmitters, shortwave sets, tape recorders, telephone switchboards, control panels and other specialized devices. Almost all of the gear was brought to town for the GOP blowout, which has been stored here since June 25.

(Continued from Page 1)

Radio, Inc. McNeil’s appointment, Scudder said, is the first step in a program to enlarge the activities of WNJE and its FM affiliate which is expected to begin operations in the late fall.

In addition to six years as manager of WJZ, McNeil’s experience includes one year (1944-45) as manager of DuMont’s New York television station, WABD. He has also acted as a consultant for other radio and television interests, and will continue in this advisory capacity.

New Radio Broadcasters Get Instructions From FCC

(Continued from Page 2)

of the grand old party... Mary Margaret McBride, accompanied by Estelle Klem, is here to originate her WNBK program from the convention. Mary Margaret is not the only former CBSer however... others include CBS’ glamorous Margaret Arlen, ABC’s well informed Pauline Frederick and a number of gals representing out-of-town stations.

WANTED!!

By Ad Aspy, Original Video productions, Sent detailed format Box 150, Radio Daily, 1501 Broadway, New York 18, N. Y.

The Philadelphia Story

(Continued from Page 2)

Rogers Cliff, who took time out to attend to his duties as treasurer of Broadcast Measurement Bureau in N. Y. is on hand to extend Philadelphia Radio hospitality to the visitors... Roger not only bas had the job as a greater, but he has managed to devote some time to the operations end of his station, WFTL, another active committee participant, is Ben Gimbel, Jr. general manager of WIP... Ben is chairman of the local Democratic hosting committee and he has the glad job of a civic greater at the Bellevue-Stratford.
**TV’s DEMO COVER TO SURPASS GOP**

**TELE TOPICS**
by JIM OWENS  
Associate Editor

**WORLD VIDEO, currently on the air with a fashion seg (Paris Cavalcade Fashion, NBC) making a heavy pitch for its league talent. A B. C. Chase, whose career has been anything but imperfect, and Fayez B. (Roosevelt) are two of the top names offered for new WV film packages.**

Will the Ike Williams-Babe Ruth fight on ABC be tele-screened in a major theater movie house? And isn’t a group of football players trying to catch the fellow with the most points. Because the latter was noted over the WABC- teleporta TV “intrusion” —fuming because the same thing is happening to them?

**YNAC-TV, the Hub’s second outlet, said to have a working-agreement at DuMont, which makes it a three-week pilot. Station slated with ABC and CBS this week. . . . NABC will have Dick Smith, a makeup magician, on hand to dress up politicians facing off. Gorer Dewey, Jr., Stassen and Warren all get the pow-er-treatment a few weeks ago. . . . Georgetown is on set still for “Tennessee Star Theatre” tomorrow night with a hot bill lined up, headed by The Andrews Sisters, . . . and katrice Kay is on the bill of CBS “We, the People” an hour later. . . . WNET will scan fort and Sullivan’s “H.M.S. Pinafore” to eight—of the GCT shows to get package treatment.

**OHN KIERAN, sports scribe emeritus, poet, philosopher and walking encyclo-**

**P A SS P R O G R A M S**

Largest TV Set Array At Dem. Meet

Philadelph—What is expected to be the largest single installation of video sets under one roof is available this week in the Commercial Museum, adjacent to Convention Hall, for the purpose of airing all sessions of the Democratic meeting. Six top set manufacturers have contributed 150 receivers to the display, which will accommodate 6,000 persons.

American Tobacco Renew CBS Spots

American Tobacco Company has extended its contract for five one-minute announcements per week, over WCBS-TV, CBS flagship, for a second 13-weeks. Announcements are heard five days per week, and Lucky Strike is the product.

Polaroid Plugs Filter on WBKB

Chicago—Polaroid Scientific Corp., which recently set up distribution office here, has posted for a 10-minute comedy show Friday nights on WBKB. Program will plug company's video filter.

Streamlined Cover For 2nd Confab Due To Phila.

(Continued from Page 1)

**Para. Thea. To Screen TV Of Democrat Meet**

Theater video will initiate another major stride forward this week as the result of arrangements completed Friday whereby the Paramount Theater (New York) is licensed to pick up any and all parts of the Democratic Convention in Philadelphia. Deal was consummated between officials of Para and the Tele- vision Committee for Potted Cover- age of Major Political Conv?enons, and provides for a “service charge” from the theater firm, amount of which was not disclosed.

Para also has a separate deal with the Committee to make dim recordings of the confab for exhibition on its two outlets, KTLA, Los Angeles, and WBKB, Chicago.

**Stumer Joins WABD**

Louis M. Stumer has joined the staff of WABD, key outlet of the DuMont network, as an assistant to Robert Jamieson, manager of operations. It was announced Friday by Leonard Hole, general manager of the station.

As his chief responsibilities, Stumer will assist in the handling of station traffic and according to present plans, will eventually join the WABD pro- gram department.

13,750 In Washington

Washington—The Washington Tele- vision Circulation Committee representing the three operating stations in the area announced Friday that as of July 1, 1949, there are 13,750 television sets installed and operating in the metropolitan area of Wash- ington, D. C.

10,000,000 persons along the eastern seaboard, including New York, Phila- delphia, Washington, Baltimore, Richmond, Newark, Schenectady, New Haven and Boston.

This is the promise fully confident that TV will outshine welly acclimated performance at the GOP confab, if only from the standpoint of long-hour-theatrical during the convention—admittedly video’s most hectic but satisfactory undertaking to date. J. R. Poppele, president of TBA and coordinator of the General TV Committee for the conventions, said Friday: “Experience gained during the Republican Convention will enable cameramen and others participating in the active pick-up of the Democratic Convention to provide an excellent overall show of this Convention that was accomplished at the GOP gathering.

Expect 200 Hours Of Video Networks and industries participating in the Demo meet are expected to air a combined minimum total of some 200 hours, including the daily sessions from Convention Hall. Few of the webi began their confab sched- ules over the weekend via pre-con-vention programs.

NBC’s stint will be pretty closely to the pattern set last month, with much of their work to be based on the co-op deal with Life Magazine. Web will also be using a new confab plan worked out by the Jerry Fairbanks organization, under-over-all supervision of Bill Brooks, web’s vice prescy.

CBS’ Edmund Chester, recently named chief of TV news, and special events, will be faced with his first major assignment at Philadelphia, the task of supervising the web’s cover.

Mobile Units Ready

ABC, elaborating the all-in-out pattern set at the cover of the GOP, will use a “fleet” of mobile units for the Demo meet, in expectation of emphasis on special t-ents outside the halls and hotels, under direction of Tom Vellotta and Paul Morey. DuMont will try to get over circulation cover with seven special shows today, and scheduled interviews throughout the week with top Demo teps, political commentators and web personalities. News’ WPIS, which was faced with a burly task short after its formal opening in the GOP meet, will again emphasize its idea of “tabloid television,” with Carl Warren heading activities. Outlet has set two special 30-minute shows each day of the meet, in addition to its pool pickup.
Peron Criticized At IAAB Meeting

Buenos Aires—A number of delegates to the third annual meeting of the Inter-American Association of Broadcasters here have drafted a resolution blasting President Juan Peron for paying lip service to the principle of freedom of the air when virtually all Argentine radio is government-controlled. The broadcasters were especially angered by Peron’s address to the opening session of the conclave in which he extolled free radio.

Ask End Of “Comedy”

The conference has taken on a farcical air since the Peron speech, and one delegate said it was time that the “comedy” of the meeting was ended. NBC veep John F. Royal, while not a voting delegate, has been questioned in Buenos Aires about the price of the air when virtually all Argentine radio is government-controlled. The broadcasters were especially angered by Peron’s address to the opening session of the conclave in which he extolled free radio.

Hollywood

California Commentary...!

- Hol Bock, manager of television operations for the western division of NBC, has returned to Hollywood following several months in New York. He not only studied all phases of operation of NBC’s local video stations in New York and Washington, but also the operation of the NBC coast east tele network. Most impressed by the NBC-Life coverage of the Republican convention Bock said, “the television coverage of the convention was the most outstanding thing in the field of disseminating information that I have seen in my entire life.”... Carole Landis’ final professional appearance took place July 2, when she transcribed a two-minute “talking plug” for Hollywood Star Records at the Universal Recording Studios. In the talk, Miss Landis told about the gay parties she was giving and attending and revealed much about her personal life, which she described as happy. Gene O’Brien, director of artists’ activities for Hollywood Star Records, supervised the recording... Richard Crane’s guest appearance on a recent Frances Scully show resulted in two bids to star on radio programs of his own. He has done various guest spots in Hollywood and New York.

John Stinn, of the Federic W. Ziv Transcription Co., is in Hollywood, where he’ll combine business with a vacation by lining up motion picture talent for his firm’s full-time swing to video.... Gene Mann, who will present Rudy Vallee in “Anything Goes” this summer in the Greek Theater in Griffith Park, will be associated with Vallee-Video in the production of films for television at the conclusion of his Greek Theater season. Vallee and Mann are huddling on several short story properties. Upton Close will be heard in a new series of international news commentaries over KFOX, Long Beach. The program, which began July 5, will be heard at 7:15 p.m. daily. Edgar Bergen and Charlie McCarthy helped celebrate the birthday of King Gustav V of Sweden, when they appeared in a huge parade in honor of the event recently. Byron Nelson, formerly an account executive with ABC for the coast with headquarters in Hollywood, is now commercial manager for KROY, Sacramento. He entered the radio field in 1942 after 10 years as printing salesman for Schwabacher-Frey Co. and Cowden Printing Co., both of San Francisco. Prior to his affiliation with ABC, he was associated with KGO, KPI and the Blue Network. Singer Jo Stafford is about ready to sign on the dotted line for a farm just outside of Mystic, Conn. The farmhouse, a pre-Revolutionary War dwelling, was built in 1710. If she buys it, Jo will spend several months in the East each year.

Kramer And Mitchell Get WRJ Promotions

(Continued from Page 1)

(Continued from Page 1)

ing for 15 years at WRJ as program director in July, 1946, after his release as an officer in the Navy. Mitchell became associated with WJR in 1939 and was named chief an- nouncer in 1940.

Wismer also announced the addition of Ralph Dawson to the WRJ sales staff which is headed by Arch Shawd. He comes to WRJ from WWCE, Flint, where he acted as sales manager.

Stork News

Johnny Mineo, clarinetist with the Arthur Godfrey program over CBS, is the father of twins, a boy and a girl, born May 26 at the North Country Community Hospital, Glen Cove, L. I. Coincidentally, Renzo Palmieri, also a band member, became the father of twins just a few days before Mineo.

'Silver Shower' Drive Gets Nation Wide Aid

Washington—NAB on Friday reported that the industry participa- tion in the “Silver Shower” drive to raise funds for providing radio sets for German and Austrian school- children and oldsters in enemy-occupied stations all over the country com- pleted their plans within their re- spective communities.

Network participation also got rolling as MBB started a schedule of announcements Thursday night. ABC promised support through a number of network programs on top of an increased schedule over its owned- and-operated stations.

CBS, too, got off to a busy start....

CBS reported that its owned-and-operated stations had been wired and requested to assist in the drive.

NBC’s plans were still under con- sideration late Friday afternoon.

The stations of Southern California reported plans for a large scale one- night benefit show at one of the major showplaces in Los Angeles. The station’s efforts to de- ploy its efforts to raise funds for the Silver Shower campaign, will feature a number of the nation’s top stars.

A committee of California broadcast- ers, under the chairmanship of Harry Maisel, KFWB, is working on plans for the benefit show. Participants will be Joe Pyne, Dennis O’Keefe, Jerry Purcell, Hol Bock, Mike Connors, and in Los Angeles.

British Popular Number Is Song-Survey Leader

(Continued from Page 1)


In the “Favorite Standards” cate- gory for 1947, “Begin The Beguine,” a Horne standard of the first order, second, and honors went to “Blue Skies”; third to “Just One Of Those Things;” fourth to “Night and Day” and fifth to “Smoke Gets In Your Eyes.” Thirty-five songs were rated in this group.

An interesting sidelight of the rating of popular songs is the number of oldies which turned up in the first 35 during the past year. Among those listed are “Best Things In Life Are Free,” “You Were Meant For Me,” “Peg O’ My Heart,” “Baby Face,” and “The Whiffenpoof Song.”

Aluminum Co. Buys Year On McBride Show

Aluminum Co. of America has signed a 62-week contract for across-the-board participation in the Mary Margaret McBride show on WNBC, beginning July 26. It was an- nounced Friday by Donald A. Norman, sales manager of the outlet. Account was placed on behalf of Wear Ever Aluminum, through Fuller, Smith and Ross.
Dems May Espouse Radio-TV Freedom

Plank Suggested For Party's Platform Puts Industry On Par With Press; Convention Cover Complete

For Henry, Too
Philadelphia—The major networks will battle with the Wallace forces in New York on next Monday to work out plans for Coverage of the Wallace convention at Shibe Park here, July 25, 24 and 25. Understood that wbs propose to give the Wallace show good coverage and the TV pool will also pick up the highlights of the show.

Bands In FM Debut
Via Continental Web
Top “name” bands will be aired by the Continental FM Network in a new weekly series from Convention Hall, Asbury Park, beginning Saturday, 9:30-10 p.m., Larry Carl, web program manager, announced yesterday. It is the first time, it is said, that name bands have been.

Bastille Day Program Planned By WQXR
Special Bastille Day program will be broadcast over WQXR, July 14, 7:30-9:30 p.m., under sponsorship of France Amerique, French weekly. Program will feature music of contemporary French composers heard.

British Government To Honor Col. Wall
Col. Charles A. Wall, vice-president in charge of finance and treasurer of Broadcast Music, Inc., will be decorated July 23, by the British government at its Embassy in Washington for wartime services. Col. Wall en-

The Philadelphia Story
... Radio and TV hard pressed for features.

By FRANK BURKE, Editor, RADIO DAILY
PHILADELPHIA—Unlike the GOP show the Democratic convention to date has lacked the color of the Republican affair and both radio and television has been hard pressed in their quest for spot news and features. . . . For example Marty Snyder’s one man jeep campaign for General Dwight D. Eisenhower was panned as by all hands as a feature and as a result Marty is getting plenty of ballyhoo for his New York Headquarters restaurant.

GENTLEMAN JIM SAULSTON has an office on the third floor headquarters of the Democratic National Committee, but is never in . . . Jim spends a lot of his time at Convention Hall lining up the rehearsals and spotting of the entertainment features . . . He

Philadelphia—Further recognition of radio as an independent news medium and the dreary prospect of one or two more convention grinds were the major radio developments here yesterday as the disheartened Democrats began their quadrennial conclave.

Former was brought about by the expected inclusion in the Democratic platform of a plank advocating the freedom of radio and television on a par with the press. Broadcasters.

Coal Strike Perils Prod. At Gen. Electric
Schenehtady—Output of the General Electric Co. will be greatly reduced within a month unless the captive coal mine strike is ended, according to Harry L. Erlicher, GE vice president in charge of purchasing and traffic. Should the walkout continue, he added, “virtual chaos” in the electrical industry will result.

Pointing out that production of elec-

Yankee Network Host To New England Teachers
Boston—For the second year The Yankee Network will act as host to teachers from all over New England attending the radio workshop auspiced by the New England Committee on Radio in Education, and Boston.

Quiet, Please
Radio entertainment “while you ride” in Gotham taxicabs is virtually extinct nowadays, according to New York City transportation officials. Of the city’s 11,000 hack only a paltry few hundred have sets in working condition—almost complete reversal of the situa-

Hot Weather Quiz
Cleveland—Refrigeration Equipment Manufacturers Association, in process of compiling a history of the development of air condition-

No text is available.
The Philadelphia Story

(Continued from Page 1)

plans later to give Ken Fry's department a hand in the convention radio activities and will be with Ken when the Demo radio department moves to New York.

TED CHURCH, CBS director of news and special events, hit the nail on the head when he said the convention up till now "looks color." ... Ted pointed out that the actual news happenings of the competitive GOP show made for good copy and that many feature events were also available right now. Church said, the boys have to dig for feature copy and the actual news of the convention has been sluggish.

The problems of video production were pointed up yesterday when J. Howard McGrath, chairman of the Demo committee, had to borrow the jacket of Hal Keith, NBC director, for an appearance on the NBC Life "Room 22" interview. McGrath's seersucker jacket, though spotless to the naked eye, showed up to have invisible stains when the infra-red of the television camera was focused upon it. ... Bob Stanton, NBC tele commentator, also figured in an unusual incident. ... Bob was appearing on a special program with Dick Smith, NBC's video makeup expert, and submitted to a graphic explanation of how Smith could crayon in hair on his bald pate.

SYD EIGES, NBC v.p. in charge of press, discovered that the Philadelphia phone directory needs at least one correction. . . . Syd, who worked for INS in Philly 14 years ago, still has a number listed in the phone book as INS bureau manager. . . . The other Syd of the NBC operation—Syd Deesfor, demon photo, nearly broke his neck when he tried to get a close-up photo of the NBC news booth at Convention hall from a ladder, ... he finally solved his problem by using a long range 40-inch telescopic lens to catch Brookes, Swayne, Kallenborn, and Trout at work.

ED MURROW, Quincy Howe and Doug Edwards are the CBS "Big Three" in television at the Demo sessions. . . . Murrow and Howe are doing video exclusively with Edwards doubling between AM and TV shows, . . . Elmer Davis harried by "Douglas for President" badge dispensers as he walks through the lobby of the Bellevue-Stratford en route to a broadcast. . . . Davis, as you might know, declined with thanks the lapel decoration. . . . CBS press department publicized the nod's famous mobile unit—"the bubble"—so well that the Sullivan County News in Blountville, Tenn, wants a pic of it. . . . Bill Henry, CBS newscaster, overheard a reporter in the press workroom at Convention Hall, say "I hope my editor doesn't hear how quiet things are here, he might charge this week against my vacation" . . . WJFI-TV engineers are still on strike, but WJFI's convention activities still go merrily on.

The hidden mike trick worked for Roy Hothel of KTH, Houston, when he slipped a wire recorder into the California courtesy at the Ben Franklin Hotel . . . after 2:15 hours of recording Hothel did a playback and found he didn't have enough real news to justify the two-minute spot for his Houston station. . . . Hothel, however dug up enough convention activity to send a 45-minute program to his station Sunday night.

JACK PAIGE of Mutual news and special events nominates Tom McCabe of WREX, Duluth, as one of the most helpful broadcasters at the convention. . . . McCaw, according to Paige, is master of Midwestern politics in both the GOP and Democratic parties, and has given Mutual invaluable aid in lining up political personalities. . . . Incidentally Paige did 88 shows for Mutual affiliates during the GOP convention and may top that number during the Demo show.

PAUL MOWREY and BUBBLE CROMARTY of ABC television are two of the busiest TV boys on deck . . . they are collaborating with WJFI-TV in (Continued on Page 5)
There's a lot more to it than this...

Close cooperation between the salesman and his client is perhaps more important in Spot Radio than in any other form of advertising. For that's how the vital decisions of this highly profitable and highly complex medium are made... and made correctly.

But there's more to the story than this... a lot more. For instance — there are things like the skill and experience of the Spot Radio representative. Without them even the closest cooperation has no value. But if the representative has the advantage of 250 years of combined experience behind him... if he has the energy and persistence to learn about your business before he talks about his own... if he knows markets and market coverage as well as his own name... and if he can show you how to get maximum results from every penny you spend for radio advertising — he's the kind of man you'll always want to do business with.

In short, if he's a Weed and Company representative he can guarantee you the same expert service that has proved so valuable to so many successful advertisers.
Mainly About Manhattan...!

- Ford auto outlet planning to sink a lot of coin into coast-to-coast video—both live and film. The punch of video commercials is practically irresistible and more and more outlets are realizing this. Is Clark Dennis replacing Andy Russell on the Bevmore camera after this fall?... WPXI’s Ben Gross adding a daytime telecasting stint during the Demmy convention. Dean of radio ed’s political analysis for his paper’s studio-station is definitely big league stuff. Barry Gray gives the local boys some competition when he starts his all-sitter Thurs, from the Edison Green Room via WAAST... Ronald Colman and the Ziv outfit huddling regarding televising “Favorite Story” series... H’wood radio comics cutting down heavily on gaywister stuffs. Ted Collins has mixed three teleoller for Kate Smith, preferring to wait until the fall to make a deal. Meanwhile, hawcaw she has been grabbed off by a sponsor for a return of her evening variety hour?

- Director-producer Jack Rubin, who toils for Ed Wolf, isn’t busy enuf, it seems. On Thursday nites, h does two shows (Lucky Partners and Talent Jackpot) in the same theater, to the same audience, with one following the other. This gives our Jackson just about 30 seconds to clear the decks between shows.

- TELESCOPES: The cameramen handling the Yankee ball games via DuMont are too stowy with closeups of outfield catches and too quick to take the camera away after a play has been made. Somebody oughta tell somebody that the least entertaining picture in television (and that goes for studio shows, too) is the long shot... Jan Envoy’s NBC Gulf show is a nice little 15-minute showing a competent artist at work—with the thought that you, too, can draw... “Try and Do It” isn’t a bad visual quizzler, but once Jack Bright might restrain himself a bit. He practically jumps thru the screen.

- STOCK CLUB JOTTINGS: It’s a boy, Jeffrey Allen, at the Hugh Bensons. Pop is the Peacemaker exploiter. Peggy Stone Gilbert’s daughter, Greta, just gave birth to a baby daughter—making Peg the only grandma in radio selling time. Press agent Aede Kahn went “pop” last week also—his second heir, a gol tagged Jane Susan.

- FILLER-DILLERS: Lisa Kirk believes some people would rather be wrong than quiet for a minute. Vic Damone sez that when two equestees meet, it’s a case of an I for an I. Al Schacht, describing a Radio Row gent. cracked: “He’s strictly a vegetarian—except when it comes to biting the hand that feeds him.”... Harvey Stone sez the slogan of those quizzers must be: "Give and Let Live."... They’ve been together so long, why not call them Gay Lombardo and his Loyal Canadians?... Dick Kolmar can’t understand why Das doesn’t sponsor “Superman.” After all, they both do everything. Add Imp-ressions: Chesterfields: Giant-sized cigratte... Mr. & Mrs. North: Cool customers.

- SID-BITS: Dwight Weist narrating special series of morale-building films for the Navy... Les Tremayne starring Wed. on NBC’s “Big Story.”... Scripter Lillian Schoen defines a cad as a guy who phones you when “Stop the Music” is on the air—and Gary Stevens knows a guy who got the phone company to install a phone immediately. Claimed it was an emergency, as how else could he hope to win on “Stop the Music.”

British Government
To Honor Col. Wall

(Based from Page 1)

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tered extended active duty with the Army in May 1941, graduated from Command and General Staff School, and served successively with the Department General Staff, Amphibious Force Atlantic Fleet, (Navy), Provisional Engineer Special Bridge Group in Normandy Assault, and 12th Army Group (General Bradley) throughout the European campaigns. Present communications duties include those of the United States, France, Belgium, and Luxembourg. McMillan was a 1927 school and Harvard graduate. Col. Wall was an executive of National Broadcasting Company before joining BMI last year.

The Tasteful Daily Program

(Based from Page 1)

(Continued from Page 1)

for the first time in this country, and a lineup of prominent speakers. Michel Pobers, publisher of the weekly, will emcee, and transcribed messages will be aired from Mayor William O’Dwyer, of New York; Mayor Pierre de Gaultier, of Paris, and Ludovic Chancel, French Consul General in New York.

Moore Leaves Breakfast

(Garry Moore has tended his red-covered chair in "The Garry Moore Show," in "Hollywood" but will continue on "Take It Or Leave It." Resignation will become effective as soon as someone is found to replace Moore and the new emcee can become familiar with the show.

Alaska Web Cited; To Air All-Star Game

(Continued from Page 1)

general manager of ABS, was presented with a bronze plaque yesterday at a special meeting here.

Presentation stated: "For providing Alaskans with a territory-wide chain of radio stations making possible a unity of expression and exchange of ideas which will promote the progress of Alaska."

According to Pan American Broadcasting Company, the New York office of ABS, a fifth station, WIBJ, Seward, will be in operation shortly bringing the total to five stations operating as a network within Alaska. In addition, KOQL, the four-channel high-frequency transmitter in Anchorage will shortly commence broadcasting.

Alaska will hear the All-Star game today, for the first time, with Gillette sponsoring the game over ABS stations in Anchorage, Juneau, Ketchikan and Fairbanks.

The broadcast will be picked up from the Don Lee lines and transmitted by the Army Communication System to the Alaska stations. This marks the second time in recent weeks Gillette has used the facilities of the ABS—other being the Louis-Waltcosh fight.

New Jeve Show On WSUV

Irene Murphy, erstwhile star of the RCA Victor Allied Stories Television Company, is planning a program of kiddie stories over Fordham’s FM station WSUV this week. Program, featuring original fairy tales, will be heard Monday, Wednesday and Friday from 6 to 6:15.

Zenith Sues Admiral

Chicago—Zenith Radio Corp. filed suit in Federal Court here against Admiral Corp. for alleged violation of Zenith’s rights in their Can Co, charging that Admiral had "coped, imitated, and appropriated" the design of Zenith’s "Zenette" model portable radio. Suit charges unfair competition. Zenith seeks an injunction.

RADIO DAILY

Inter-Amer. B’casters
Set Free Edit. "Code"

(Continued from Page 1)

president of the association. Emilio Azucarrea, of Mexico refused to run.

Declaring that radio is "of public interest" but not a "public service," the "code" stated also that broadcasting should not be monopolized, either by government or a private interest. Freedom of dissemination enjoyed by other media of expression should also be granted to radio, it said.

Among other provisions were: Equal access to air time should be granted to all political parties; a government should use private facilities only for specific purposes, such as weather, shipping reports, emergency announcements, etc.; there should be no censorship of program content, except in cases of security; government radio should not be allowed to compete commercially with private stations.

An Argentine move to rule out the statement that broadcasting "does not constitute a public service" was voted down, 12 to 8, with Gilmore Nunez, president of the Nunez stations, who represented NAB, voting with the majority.

The resolution on Argentine radio said, in part:

"Whereas these sessions have taken place without, despite the opportunities, the means given that commercial radio in this country having been frankly explained so as to link the forces of Argentine broadcasting with those of all of us toward the realization of our common ideals and principles, the undersigned members of the board and of the General Assembly of the Inter-American Broadcasting Association "Resolve that liberty of dissemination as conceived by our association has been virtually abolished in the Argentine radio."

The charges were denied by Eduardo Pelliceri, of the Argentine delegation, who said, ‘Our microphones are broadcast only truth and purity.”

Members signing the resolution represented Brazil, Canada, Chile, Costa Rica, Ecuador, El Salvador, Guatemala, Mexico, Panama, Puerto Rico, the United States, Uruguay and Venezuela.

www.americanradiohistory.com
Bands In FM Debut
Via Continental Web

(Continued from Page 1)

tioned on an exclusively FM network.

Agreements will be made by WILK, Continental affiliate in Asbury Park, and fed by radio relay to WZMN, Alpine, N. J. for rebroadcast by Maj. Armstrong's station and relayed to the web.

Arrangements for the eight-week series were made by Thomas B. Price, station manager, in conversation with Joseph Rediker, Convention hall booker, and Chet Arthur, secretary of the Asbury AFM local.

The slate will be featured on the tee-off show, and will be followed on successive Saturdays by Penny Moore, Cody Herman, Farmen Corneter, Vaughn Monroe, Louis Prima, Johnny Long and a repeat by Beneke.

Yankee Network Host
To New England Teachers

(Continued from Page 1)

University, beginning today. Classes will be held each morning, five days a week, at 9 a.m. at the state's School of Agriculture at Brookline Avenue from 9:00 a.m. until noon.

Conducted tours of the studios will be given with experts from the various departments explaining the workings of their divisions. All of the courses is to familiarize the teachers with the mechanics of radio that they may be able to evaluate programs both for "in-school," and "out of school" listening.

James S. Powers, director of The Yankee Network Institute is a member of the board of consultants working closely with Boston University, and the New England Committee.

Five N. Y. Sta. Participate
In Chain Store Debut

(Continued from Page 1)

the store, looking off with WMCA's Joe O'Brien, and Sonny Fox. The show will include the activities and colors surrounding the arrival of the Mayor and guests. Scheduled to take part in the air are the Fitzgeralds, Johnny Olsen, Ella Mason, Freddie Robbins, plus a bevy of Broadway show people.

FOR THAT TIRED FEELING

Rapid Conditioning Exercises.
Hydrotherapy for circulation, relaxation and elimination.

Massage for relief of fatigue also for relaxation and reducing.
WHERE STARS OF RADIO, STAGE AND SCENE

REILLY HEALTH SERVICE
Rockefeller Center · Columbus S-8481
R.C.A. Building · 1250 Sixth Avenue
New York 20, N. Y. · 4th Ave. Entrance
49th to 50th Sts. · Separate Departments
for Men and Women · 9 A.M. to 8 P.M.

Freedom Of Radio And Video
Suggested For Dem. Platform

(Continued from Page 1)

were openly disappointed when the Republicans failed to nail such a plank in their platform, and those covering the proceedings in Convention Hall welcomed reports of the Platform committee's action with open arms.

Added convention coverage there -no plein air task in the sweltering heat which beat down on this city yesterday—became definite assignments for many of the newspaper men and technicians here when it

Cued For TV

Last night's address by Mrs. India Edwards, executive director of the Democratic National Committee's women's division, was of special interest to Chicago's Elmer Davis, for the, speaking of a complex of problems plaguing the country, specifically slated for television. Discussing the high cost of living, Mrs. Edwards held up a box of food to illustrate a point, evenprice of a loaf of bread.

It was revealed that the full radio and television treatment will be afforded Henry Wallace's Third Party claque, which is scheduled to be held here July 22-23.

For many there will be no respite between the Democrats and the Third Parties because of still another political session—the Southern Rump Convention, staged for Birmingham, Ala., July 17. ABC has announced that it will definitely cover the event, and the other major webs are expected to follow suit. Tommy Velotta, ABC news veepee, will head the web crew, which will fly down at the end of the Democratic deliberations. Coverage will be directed from WSGN, web affiliate in Birmingham,

Coal Strike Perils
Prod. At Gen. Electric

(Continued from Page 1)

trition products depends largely on the use of steel. Brinker said there has not been sufficient steel available to allow stockpiling, and work stoppages in the mines will deplete steel further, the already scarce supply of steel in the nation. Other metals vital to the industry also are in short supply, he added. These include aluminum, pig iron, tin, lead and zinc, he said.

Holiday Food Co. Buys
Galen Drake On CBS

Holiday, the macaroni cake mix, will be one of the new products of the Galen Drake program. Drake, one of the top names in radio in the household product field, will describe how easily the macaroni can be made, six days a week at 4:35 p.m. and 11:30 p.m. over CBS.

Bob Jamieson of DuMont, serving as traffic coordinator.

Two network commentators suffered injury—one physical, one moral—because of the donkey mascot of the Dems. Leslie Nichols, of Mutual, was riding in a Bellevue-Stratford elevator along with a live donkey and the animal's owner. Halfway up to the 10th floor, the donkey kicked Nichols, severely bruising his (Nichols') right foot.

The other incident involves Gordon Fraser, of ABC. Preparing to go on the air for a dual AM-TV show in the lobby of the Bellevue-Stratford, Fraser was introduced by an announcer in the web's sixth floor studio, as follows: "And now we bring you to the 10th floor, the donkey mascot atop the hotel marquee."

The Philadelphia Story

(Continued from Page 2)

producing tele shows and also feeding convention visuals to the web's affiliated television stations on the east coast. Morey and Croaty are two of the TV's veterans.

PEN and PENCIL club is a popular hangout with the visiting radio and press crowd . . . caught there last night were Ben Gross, Syd Bipes, Mike Foster, Frank Zuzuolo and Bill Brooks . . . Brooks actually was there for the GT-Lightweight title night . . . Mike Jablons, who quietly did some public relations work for Freda Henkock, new FCC member, during the period her name was placed in nomination, turned up at the Bellevue-Stratford yesterday doing some special contact work for the Division's division of the Democratic National Committee . . . Charley Hoban, Philco station publicist, huddling with Alan Kalnus of NBC, on how to get more space for the NBC tele show in the Philadelphia daily . . . Warren's in the Ritz Carlton . . . the new generation of ABC brass and artists . . . Kay Campbell, secretary to Ted Church, has a Pan American airways ticket in her pocketbook, which takes her home to London, England, for a month's vacation on July 24.
TELEPIX NEWSREELS
NOW AVAILABLE!

DAILY NEWSREEL... news while it's new, plus prompt coverage of sports, special events, fashions, human interest... 10 minutes—daily.

SUNDAY ROUNDUP... picked clips of the week from the WPIX daily newsreel, and coverage of current news... 20 minutes—every week.

To television stations in the market for more informative, interesting and entertaining news and news features... WPIX offers Telepix—a complete and comprehensive newsreel.

With a total staff of twenty-four... ten cameramen covering New York, Washington and the Eastern Seaboard... two planes, station wagon for fast on-spot work... AP and News wires... foreign footage from French Gaumont, British contacts, many other exclusive WPIX sources... most modern movie production facilities and newest equipment... Telepix will attract additional audience... promote prestige, create comment, increase stature for any television station!

For all the facts on the Telepix... phone, write or wire—WPIX, 220 E. 42nd St., New York 17, N. Y.
.arguments, which are given sufficient time and training, can properly expect to benefit from the advertising world.

The Bulova Watch Company has signed a 12-week contract for television time signals with three of ABC’s owned and operated stations. The KGO-TV, San Francisco, Calif.; WXYZ-TV, Detroit, Mich.; and WENR-TV in Chicago, Ill., are expected to begin broadcasting in early November. The contracts expire in December.

Fashions and TV
George Moscovich, manager of CBS television sales development, talks about trends in television advertising. "It is not difficult to see a possibility of television commercials being used more frequently in the near future."

Progress Report No. 1
Philadelphia’s WCAU-TV First Month Commercials, Convention Top Sked

Philadelphia—After its first month of operation, WCAU-TV (debuted in June) has a total of 127 hours and 12, for an average of 20 hours per week. The figures include the time during the GOP convention during which the station was on the air. The station was on the air a total of 59 hours and 36 minutes. According to Dr. Leon Levy, the station’s first month of activity provided a good indication of what can be expected from new television outlets.

Of the entire month of June, 74 hours and 39 minutes, or approximately 58 percent of the time was commercialized. More than 50 percent of this time was sponsored, with 50 percent of the total time—network and local, under the commercial column. Average program day, based on a 30-day month for June, shows four hours, 14 minutes, 35 seconds of actual programming. Local commercial programming accounted for a total of 31 hours and four minutes, as against 23 hours of local sustaining fare.

Dr. Levy

TV Coast To Coast To Obtain Pix Of People, Events

Television stations throughout the country will soon have at their disposal a film library covering all important world-wide events as the direct result of a long-term agreement for joint establishment of a television news service signed yesterday by Sprys Fox, president of 20th Century-Fox and Hugh Baille, president of United Press Association. Under the agreement, News Movietone News will distribute United Press dispatches with motion pictures which will be sent to television stations weekly, after the distribution of a basic film library is sent to all television stations subscribed to the service.

Daily Coverage Provided
The service will provide daily coverage, according to Leroy Kellers, United Press Association, who will immediately begin a sales survey of television stations. Keller expects agreements by television stations for the new service have not yet been consummated.

Pictorial material from the library will be added to the weekly motion pictures sent to television stations so that they will constantly have new material. The agreement was reached by Peter Levathes, 20th Century-Fox director of television who said this is the first time in the history of our vast television program to service the entire television industry.

Other plans will be announced later in the year. "We plan to expand our television program even closer to television programs."

Philco Appoints Moran Special Television Rep

Philadelphia—John J. Moran, formerly sales manager of the accessory division of Philco Co., has been appointed special television representative, it was announced this week by Frederick D. Detweiler, manager of television sales for Philco. In his new assignment, Moran will assist Olgay in the expanding television sales program of Philco as new stations go on the air.

To Prod. TV Films
Plans for production of video film "tailored" to meet needs of advertisers and agencies were outlined this week in the announcement that Sterling Films, Inc., producers and distributors of television commercials, will establish a TV department. Carl King has been appointed to coordinate Sterling’s video activities.
"Let's Go Hillbilly"

Lufkin, Texas—"Let's Go Hillbilly," featured on KTRF, is claimed to be one of the longest running hillbilly programs in the nation. Heard from 1:00-5:00 p.m., show features tunes from each record distributing company as well as two transcription libraries.

Johnson Subbing For Lee

Cincinnati, Ohio—Rome Johnson, popular WLW folk artist, is filling in for Ernie Lee these weeks, while the latter is vacationing. Johnson, a member of the Trailblazers, vocal and instrumental quartet, is heard on "Top O' The Morning" and "Midwestern Hayride" as soloist.

WLW Airs Children's Stories

Lawrence, Mass.—"The Children's Story Hour," featuring Ann Minahan as story teller, recently made its debut over WLW and WLW-FM and will be heard each Saturday at 10:00 a.m. Program's sponsor is the Curran & Joyce Company of this city, distributor of Teddy, a chocolate malt-flavored drink, a case of which will be drawn for by the studio audience.

"Name The Singer"

Washington, D. C.—New daily on WWDC is "Name The Singer," heard Monday through Friday at 12:45 p.m. Disc Jockey Norman Gladey emcees the show which features a different Mystery Singer each day with special clues as to his identity.

Helps Blind Listener

Pittsfield, Mass.—Bob Yousse, morning announcer at WBHI, and a raider of piedleged Dalmatians on the side, recently presented one of his prize coach dog puppies to a blind listener whose own seeing eye dog was brutally poisoned.

Holmes at Berkshire Playhouse

Pittsfield, Mass.—WBBI production director and night manager, Thurston (Ted) Holmes, has been called back for his third consecutive season at the Berkshire Playhouse in Stockbridge, Mass. Just completing "Skin of Our Teeth," Holmes is presented in a hearing for "Coming Thru the Rye," an original Scottish play on the life of Robert Burns. Arthur Kent and Ethel Fellowes will be featured.

To Air City Hotel Opening

Cincinnati, Ohio—On Monday, July 19, WLW will broadcast a special 15-minute program at the opening of this city's Terrace Plaza Hotel. Taking the roving mike to describe the opening festivities will be Jim Gaylord and Brenton of WLW's Special Broadcast Services.

KITE Appointment

San Antonio, Texas—Latest addition to KITE's news and announcing staff is John M. Lewis, formerly with KSFA, Nacogdoches. While with the University, Lewis spun platters at XOR, China.

AM, TV Stations To Support Army's Public Rel. Program

(Continued from Page 1)

the Army's Public Information Division, program directors, editors and publishers—is "to improve the public information service of the Army, offering them enticing enlistment programs to especially qualified men, and put an important portion of the training of these new soldiers in the hands of professionals."

An initial quota of 100 men—16 or 17 from each of the six Army areas—has been set to test the program. Prospects must be between 18 and 25, with high school education or better and the recommendation of English, journalism and public speaking teachers.

After induction, they will take the normal basic training, then go to sol- diers, and then will be sent to the Armed Forces Information School at Carlisle Barracks, Pa., for six weeks. Preparation for the soldiers for the three months is in the hands of the management. Station or paper will prepare a report on the soldiers and this work, to allow the Army to sort out those unable to make the grade. Soldiers then will return to Carlisle for transfer to Army installations.

Present schedule calls for the men to begin basic training around Oct. 1, and to report to cooperating agencies early next year.

Cooperating station execs include: Radio: Harry Butcher, KIST, Santa Barbara; Julian J. Meili, KYON, Napa; Calvin J. Smith, KFAC, Los Angeles; Eddie Albright, KWKV, Pasaden; Thomas E. Sharp, KPSD, San Diego, California; Ted Cooke, KOIN, Portland, Oregon; Albert D. Johnson, KOY, Phoenix; Harry Peck, KFOR, Lincoln, Nebraska; Ben Ludy, WBIB, Topeka; Karl K. Koever, KMBC, Kansas City, Missouri; Jack Fitzpatrick, KEF, Denver; James G. Riddell, WXYZ, Detroit; R. C. Winnie, WMJ, Milwaukee; Helen Nelson, WBLS, Fort Haroon, Michigan; Cliff Gordon, WML, Missoula, Montana; Monte A. Kleban, WOAI, San Antonio; Martin B. Campbell, WPAA, Dallas; J. J. Bernard, KOMA, Oklahoma City; Henry B. Clay, WXXI, Shreveport, Louisiana; G. E. Zimmerman, KARK, Little Rock; Jack Harris, KFRC, Houston; W. H. Slavick, WMC, Memphis; Calvin T. Lucy, WRVA, Richmond; John M. Croft, WFLB, Fayetteville, Arkansas; Jim Woodruff, WBB, Columbus, Georgia; John Cleghorn, WBBC, Jackson, Mississippi; G. W. Covington, Jr., WCOV, Montgomery, Alabama; Harry Stone, WSM, Nashville; George J. Higgins, WISH, Indianapolis; Al Binger, WCOL, Columbus, Ohio; Lester B. Spencer, WHIO, Dayton, Ohio; Harry McGuire, WWIN, Louisville, Kentucky; Marshall Rose, WSAZ, Huntington, West Virginia; Leonard A. WBNL, Baltimore; Emerson J. Pryor, WWBN, Warren, Ohio; Bernice Judis, WNEW, New York; Raymond Katz, WWIN, New York; Virgil Sharpe, KOIL, Omaha.

Television: James M. Gaines, WNB T, New York; Robert Coo, WPIX, New York; R. C. Maddux, WOR-TV, New York; Harold P. See, WBB-TV, Baltimore; Norman Kahl, WAM, TV, Baltimore; Bruce Dennis, WGN, Chicago.

YOU ASKED FOR IT!..... NOW, HERE IT IS!

Quality Films for Television "tailored" to fit the needs of the advertiser ..... at the unbelievably low cost of LESS THAN $1000 per picture!

Get the FACTS...

by calling Carl King, head of our Television Department, and make an appointment NOW!

STERLING FILMS INCORPORATED

61 WEST 56th STREET NEW YORK 19, N. Y.

Circle 7-2443-4-5
Spec. Permit Holders Ask Ban Deferment

Washington, BURLINGTON—Deferral of the
ban on special temporary authorizations for a two-year period, with
reasonable expectation that FM will be
by the end of that time be sufficiently
well established to make up for the
service loss, was asked of the FCC
this week. It was denied that im-
pairment of the signals of full-time
stations resulted from special tem-
porary authorizations because "not
one full time station appeared to
argue its case before the Comis-
sion" in the May hearing.

Two more license applications (Continued on Page 8)

Ziv Buys Film Library
And Moves Stock East

Purchase of the General Film Li-
brary of California from M. M.
Landgrebe at a cost of $100,000 was an-
ounced yesterday by Frederick W.
Ziv company, producers of tran-
scribed radio shows. The library,
representing 300,000 feet of film
will be moved east and added to the
Ziv growing television department.
John Sinn, said, New film footage
supplied by Ziv represents stock
shots, production footage and short
subjects.

New Lever Prod. Set
For 35-Sta. Spot Sked

Lever Brothers next week launches
one of the heaviest ad campaigns for
a new member of its product line
with introduction of "Surf," soap
powder, in 11 key midwestern cities
and their surrounding markets.
In addition to a newspaper satura-
(Continued on Page 2)

In Bad Taste

Profanity coming from an argu-
ment near the speaker's platform at
the Democratic National conven-
tion in Philadelphia Monday night was
picked up by the TV sound mikes
and was carried on the television net-
work of East coast stations. The
argument came just after a Metro-
politan Opera Company tone had
announced he would sing the vocal
version of "The Lord's Prayer."

AAA Unit To Study
Operation Problems

New committee to deal with oper-
ing problems in radio and tele-
vion, as distinguished from prob-
lems of program production in these
media, has been formed by the
4-A's. It was announced yesterday.
Carlos Franco of Y&R, has been
named chairman of the new unit.
Franco, who becomes a member "ex-
officio" of the 4-A's committee on
media relations, is also a director of
BNR.

Employees of the new committee
(Continued on Page 8)

Three New ET Programs
Set By Kermit-Raymond

Three new transmitted programs are
being released by Kermit-Raymond
Radio Productions, Ray Green, gen-
eral manager, announced yesterday.
The first is a new quarter-hour five
times per week interview variety
show featuring Jackie Glea-
(Continued on Page 8)

130 Independent Stations
Covering Demo. Convention

By IRWIN ROTHEN
STAFF WRITER, Radio Daily
Philadelphia — Although network
radio and television coverage of the
major political conventions has thus
far stolen the spotlight here, a yeo-
man job of public service is being
turned in by the 110-old local sta-
tions—network affiliates and inde-
pendents represented here.
This by far the largest number of
stations ever to cover a single na-
tional event. About one-third of
them have brought in lines for direct
reports of convention proceedings
and activities of hometown delega-
tions.

Operating from small studios in the
basement of Convention Hall, the
Philadelphia stations are giving the
crowd a big play. The entire proceed-
ings are being fed to about 20 sta-
tions by WIBG, which also is airing
(Continued on Page 5)

Web Salesmen Solicit GOP And Dems
For Estimated $3,000,000 To Be Spent
Between Now And Next November

Commercial time salesmen of the major webss have begun
contacting the Republican and
Democratic National commit-
tees for a good slice of the esti-
imated $8,000,000 which will be spent by the political parties
between now and the Novem-
ber elections.

Indications are that the GOP
(Continued on page 6)

B.B.B. Suggests 'Code' For TV Selling, Adv.

In an ambitious effort to initiate a
level of standards for the advertis-
ing and selling of video sets—some
phases of which have occasioned
criticism from segments of the buy-
ing public—the Association of Better
Business Bureaus this week put for-
ward a number of proposals which it
suggests be the standards prepared at a
jointly by manufacturers and retail-
ers.

Proposed by the advertising stand-
ards committee of the Association,
(Continued on Page 7)

H'wood Bowl Symphony
Debuts On CBS Sunday

Hollywood Bowl Symphony Orches-
tra, under direction of Eugene
Ormandy, begins its first network
series Sunday over CBS, 3-4:30 p.m.
EDT, via KNX, Hollywood. (Continued on Page 2)

Georgia Quartet

Four stations in Georgia have
banded together as "The Georgia
Quartet." They are WGST, Atlanta,
WBDB, Augusta, WBBM, Columbus
and WSAV, Savannah. All four are
being represented by George P.
Holland Company and may be
purchased at combination rates.
They are 3 KW stations and claim
full coverage of the Georgia ter-

New FM Outlet

Milwaukee—WISN-FM, the new
voice of radio station WISN, went
on the air for its initial broadcast
Monday, G. W. Grignon, WISN
general manager, has announced.
The new FM station will broadcast
daily from 3 to 10 p.m., dupli-
cating all WISN programs for those
hours. Its signal will blanket the
city of Milwaukee, suburbs, and
rural areas beyond.
COMING AND GOING

JEAN ("Dr. Christian") HERSHOLT and MRS. HERSHOLT, who have been in Denmark during recent months, will arrive back in New York today aboard the Queen Elizabeth.

JOHN LEE, assistant director of sports of CBS, sailed yesterday for Southampton aboard the S. S. America. He'll cover the forthcoming Olympic Games.

ART LEE, editor on the Columbia network's "House Party" program, who is now vacationing, has arrived in New York for a brief visit.

S. C. VINSON, manager of KGIL, American network outlet in Little Rock, Ark., in town another of his frequent but brief business trips.

JULIA MEADE, model featured in "Tea Fashions on Parades," is in Glen Rock, N. J., for a six-day summer stock run as lead in "Laura," starting July 16.

LILLIAN SCHMIDT off to Thedford, Neb., to vacation from "Grand Slam" and other script-writing chores.

ROBERT B. JONES, jr., manager of WIBL, American network outlet in Pomona, Ill., is visiting in Chicago.

DON BALL, continuity writer on WOR, and his family, returned three weeks ago from New Haven, Conn.

FINANCIAL

NEW YORK STOCK EXCHANGE

(Continued from Page 1)

New Lever Prod. Set
For 35-Sta. Spot Sked

(Continued from Page 1)

on the CBS net, 8:30-9:00 p.m., Friday evenings.

Announcement of sponsorship of the show was made by J. K. Evans, general manager of the Corporation's Maxwell House Division. Young & Rubicam is the agency.

Nielson Cites 7 WGN Shows

Seven WGN local-sponsored shows broadcast by the four major stations in the Chicago area, according to an average audience report compiled by the A. C. Nielsen Co. for the February-March period.

On the Way! Another Charles Stark Transcribed Show

PS—It's Musical!

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

RADIO DAILY

JOHN W. ALCOATE: Publisher
FRANK BURKE: Editor
MARVIN KIRCH: Business Manager


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WEST COAST OFFICES

Ralph W. Steen
4045 Hollywood Blvd., Los Angeles 90028

RICHARD STAFFORD
1617 Ashland Blvd., 10th Floor, Chicago 10, Ill.

J. W. ALCOATE
915 Broadway, New York 18, N. Y.

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FINANCIAL

NEW YORK STOCK EXCHANGE

(Continued from Page 1)

Admiral Corp. 15 143 142 140
Tel & Tel. 34 331 332 329
CBS A 14 135 134 132 131
Fornsworth-R. 15 140 139 135
Gen. Electric 15 130 128 125 123
Philco 15 114 113 110 108
GM Corp. 15 124 123 122 121
Stewart-Warner 15 111 110 108 106
Westinghouse 33 303 302 300 298
Westinghouse Pfd. 92 92 92 92 92
Zenith Radio 32 312 311 310 308

NEW YORK CURB EXCHANGE

Hatzin Corp. 16 164 163 162 161
Nat. Union Bank 13 123 122 121 120

OVER THE COUNTER

DuMont Lab. 10 104 103 102 101
NBC-Columbia 18 170 169 167 166
U. S. Government 25 24 23 22
VCAO (Baltimore) 97 96 96 96
WJR (Detroit) 96 96 96

H'wood Bowl Symphony Debuts On CBS Sunday

(Continued from Page 1)

runs for eight weeks. Intermission feature, the "Greenroom," will continue, moderated by James Fassett, web supervisor of music.

INS has served

FOR 12 YEARS

AM

FM

W·I·T·H

Baltimore 3, Maryland

THE VIRGINIAN
50th STREET JUST WEST OF 6th AVENUE
AMERICA'S FAVORITE FOODS
"Around The Clock"

TOM TINSLEY, President
Represented by Headley-Reed

THE AMERICAN RADIO HISTORY

www.americanradiohistory.com
REPORT ON TELEVISION

30,000 SMALL FRY. The vast army of young listeners to WABD's Small Fry program has a solid core of 30,000 faithful followers who have qualified as members of the club.

ORIGINAL AMATEUR HOUR promises to repeat on television its great radio success. Two successive Hooper Reports have given it a whopping rating of 46.8—tops in television.

"COURT OF CURRENT ISSUES," television's most adult public service program. Vital topics of public interest are put "on trial" before a picked jury of competent authorities.

PROGRAMS FOR EVERY TASTE. This breakdown of a month's programs on WABD—key station of the Du Mont Network—shows a well balanced entertainment diet.

Ask Du Mont—For information on any phase of television—advertising, starting a broadcasting station, opening a dealership—ask Du Mont. Du Mont has pioneered in every phase of television; knows all the angles; is interested in anything that promotes television.

DU MONT TELEVISION NETWORK "The Nation's Window On The World" 515 Madison Avenue, New York 22, N. Y.

TELEVISION DU MONT

DU MONT NETWORK STATIONS

WABD—Channel 5
New York, N. Y.

WTTG—Channel 5
Washington, D. C.

WDIV—Channel 3
Pittsburgh, Pa.

WNHC—Channel 6
New Haven, Conn.
By RALPH WILK

CHARLES C. BARRY, ABC vice-president in charge of television and programs, arrived in Hollywood from New York on Tuesday.He will visit with ABC west coast officials for a week discussing summer shows and plans for the fall.

Bob Weise has packaged "Moments of a Lifetime" half-hour show featuring Benay Venuta as singing mistress of ceremonies and Walter Gross and his orchestra, with Paul Dudley writing and producing. Layout has an audience participation angle, plus guest star shots. Charlie Wick of William Morris agency is pitching the show for a fall commercial.

A. Culver and copy chief of John H. Riordan Company, Los Angeles, advertising agency, for 10 years, has joined the creative staff of Erwin, Wasey & Co., Ltd., Los Angeles.

Walter Bunker, Young & Rubicam Hollywood director of radio and television, back from three weeks of home office huddles in New York. Ruby Irwin, Young & Rubicam Hollywood radio commercial writer, has left for Chicago, where she will be married July 17 to Bernie Smith, scripter on the Groucho Marx Show and West Coast representative of "We The People."

Pet Milk Programs Will Switch To NBC

Pet Milk's programs, "Saturday Night Serenade" and "Mary Lee Taylor," will switch to NBC in October, it is announced by the Chicago NBC sales office. The "Mary Lee Taylor" show, which originates in St. Louis, will replace Mars' "Current Time" program. Gardiner is the agency for Pet Milk Sales Co.

Lampkin Takes Vets Post

Phil Lampkin, ex-Army lieutenant colonel formerly with the Special Services division and the Armed Forces Radio Service, has been named to succeed Ben Piemont as head of the production department of the Veterans' Hospital Camp Shows. Lampkin, a native of San Francisco, had had extensive theater and radio experience on the West Coast and in the East.

Mainly About Manhattan . . .

- - - Time-Life mag outfit, having changed its mind and now very much keyed up about video's future, is anxious to latch onto a television station. (Not that we blame them—it's the chance of a "life-time".) Talent booking offices, operating on the hunch that the record ban will be lifted pronto, are desperately trying to book their musical acts into towns where there are recording facilities available. . . . Earl Wilson tells of the bum who tried to top him for a dime for a glass of beer. "That's a tele show I'm following," the bum explained. . . . Competition already going on between CBS and NBC for their 2-hour Thanksgiving and Christmas show lineups. . . . Peggy Lee being tagged with a million bux plagiarism suit based on the "Manana" tune—a real round-tuit involving everyone except the guy that blew on the shellac to dry it. . . . Brian Donlevy being sought to take over the lead on "Jozzny Medoro" if the alter comes to the kilocycles in the fall. . . . Agency execs impressed with movie short currently at the Criterion featuring Allen Funt and his fabulous "Candid Mike." (His forthcoming television show is based on the same format.) . . . Gen'l Foods reported to be dropping Danny Thomas and grabbing Jack Carson. . . . Chevrolet bankrolling Yankee gridiron sked on WARD for '49 and '50.

- - - Allied Artists' "The Babe Ruth Story" has its world premiere at the Astor Theater on the 28th with Maxine Keith handling all radio and video for the opening, plus special promotion work on the film. Maxine has made quite a rep for herself as a special exploiter since she deserted the ranks of radio commentators—but if you ask us, she was right up there near the top when it came to interviews, fashions and stuff and somebody's missing out on a good bet by not grabbing her off.

- - - THE REVIEWING STAND: Anita Colby's sopples for Louella Parsons has proven her ability with a script, but the fact that she's employed by Paramount and plugged its product and players so heavily made her stint top heavy with obvious commercials for her boss, Henry Ginsberg. . . . "The Amazin' Mr. Tutt" is another of those lawyer programs that bloom regularly with summer flowers, but tain't nearly as sweet. Situations are too, too predictable. . . . "Tomorrow's Tops" is a fast-moving production featuring able teen talent with Margot Whitleman proving quite a showman and Jimmie Blake making a fine foil for her. . . . Margot's talent reflects the tutelage of her father, "Pops," and her aunts mother, Margaret Whitleman.

- - - TELE-SCOPES: "Author Meets Critic" is adult video fare, but some of the critics should stop talking down to the audience. Yes, and John McCaffrey could unbend a bit, too. . . . The DuMont session of the Original Amateur Hour isn't a bad way to invest 69 minutes of peering into the little window if tyros are your dish. Ted Mack is a pleasant television personality. . . . New Barry Wood TV show, "Places, Please," is a welcome addition to the video scene. It's a beautifully-paced, compact, fresh 15-minute job with Barry emceeing and presenting some of the finest young talent to be had in N. Y.

- - - SID-BITS:Deal cooking for humorist Edith Dunn to headline a fall comedy-variety daily package slated for noontime slot. . . . Last week's 5th annustry airing of Stains Country package, "Casey, Crime Photog," a swell tribute to Stains and the east and production staff. . . . Dick Ash, radio director of Blaine-Thompson, guest-lecreated the other side for Walter Groce's show in radio writing at Columbia University. . . . Ted Nelson has the exclusive radio and tele rights for American Professional Basketball League.

Wednesday, July 14, 1948
130 Independent Stations Covering Demo. Convention

(Continued from Page 1)

Radio highlights locally. Rupie Welbing is in charge of production, with music men Paul Knignt and Tom Moore alternating the sessions.

WPEN-FM is feeding the Continental FM network in addition to its local coverage. Handling the job for the web are Joe McCaffrey, Paul S. Green, John Liccione and Len Hall. Also very much in evidence are James Crossen, and James Gant, of YWF; Joseph Tinney, of WCAU; John Kennedy and James Quirk, of WPNL; Michael Deegan and Leonard Matt, of WDAS; Dolly and William Banks, of WHAT; Sam Ettinger and Sam Serota, of WIP; Pat Stanton of WJMJ; Al Stewart, of WTEL.

Perhaps the most spectacular job is being done by KCHS, Warner Bros. station in Hollywood, which is feeding the entire proceedings back to the coast, at an estimated line charge of $75 per hour. Cleo Roberts, George Lewin and Dave Cur are in charge of the station's coverage.

N. Y. Well Represented

New York stations are well represented here, with reporters, writers and newsmen covering all the action. WINS, the home station, is handling coverage from the Comiskey Park and WOR from the White House.

Minimum of six shows daily has been skedded for WNBC by news and special events chief Fred S. Heywood. Three of the station's newscaster-Kenneth Banghart, Bob Trout and Peter Roberts are doing their regular programs for the outlet in addition to covering for NBC. Mary Margaret McBride is on hand lining up special interviews, and came up yesterday with Van Heflin and Frances Perkins. Gov. Beauford Jester, of Texas, was heard on John McCaffrey's Room 416 stanza.

Local WCBS convention broadcasts are angled for the women's audience, with both Margaret Arlen and Bill Leonard originating their daily shows from the City of Brotherly Love.

Clarence Worden, public service director, is coordinating activities. Headed by news chief Dave Driscoll, the WOR contingent includes Dorothy and Dick Kolman, Martha Deane, Fred Vandeveer and Lyle Van, all of whom are handling celebrity and air color spots. The outlet's Bill Berns also is in town, acting as mentor to Anthony Astrachan and John Nason, winners of the WOR-Herald Tribune journalism contest, who are recording material for airing on the station on Sunday.

WINS Has Heavy Sked

Among the others, WINS, which did 8 shows from the GOP convention, again has its news staff on hand for complete coverage. Don Godshalk, Oil Ginsburg, Carroll Alpert, Sidney Walton and Joe Durso are handling coverage chores for the Crocey station. WBNH commentator George Hamilton Cosmico, former Congressmen from Missouri has one of the toughest schedules in the radio corps. He does four shows daily. The first at 8 a.m. and the last at 12:45 a.m. Cecil Brown is doing a daily show for WMCA and Lois Sergio is hosting for WNYC's Italian audience. WNYC is airing the entire conclave, via the Continental feed.

From Chicago, Clifton Utley is on hand, doing two programs daily for WMAQ, and Robert Hurleigh is feeding WGN. Among Pittsburgh broadcasters, Bill Burns and Don Hirsch are airing daily programs for KDKA and KDKA, respectively. Other local shows are being done by Albert Warner, for WOR; Ed Wallace, for WTM; and the Maclaranes, for WCBM and Tom McCabe, for WREX.

Broadcasters Listed

Among the independent stations which have sent staff men to the convention for live and recorded programs are:

WABC & WANY Television, Newark:

Val Frank.

WABC Synthesizer: William Lane.

WABC Reporter: John von Scherlen.

WABC Ring: Mr. Scherder, Miss Hubbard.

WABC Baltimore: Alan Pramlee.


WBXQ Kingston, Pa.: Charles M. Meredith.

WBCT Atlantic City, N. J.: Bern Poenoe.


WOTI Pittsburgh: Norman Walsh.

WOED McKeever Park, Pa.: Bob Rudner.

WOJN Johnson City, N. Y.: Herbert Rooker.

WFMZ Allentown, Pa.: Raymond Klein.

William Phillic and Earl Klein, Robert Carl.

WGFL Mahoning, Mich., and also representing WMJN Long Island, Mich., Howard Pink.

WJAS Louisvile: Dick Oberlin.

WHRB Rock Island, Ill.: Leslie Johnson.

WISQ Bowing: Paul Grundy.

WDAP Kansas City, Mo.: Dean Pfitzer.

HDN Philadelphia: Michael Dereman.

(Continued on Page 8)

He Has a Barrel of Fun with 'Crabs, Crustacean and Bureaucratic

Whether crabbing at his Maryland farm on the Patuxent River or crusading as a protector of the public interest in Washington, D. C., he devotes his enormous vigor to the cause at hand. His campaigns against clumsy or inept bureaucrats are severe but conscientiously fair. And his showmanship is such that radio listeners are kept interested in the continuity of his broadcasts.

As a result his program consistently rates high with listeners and advertisers. Currently sponsored on 304 stations, the Fulton Lewis, Jr. program is the original news 'coop.' It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 475 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).
Webs Contact Politicos For Commercial Time

Continued from Page 11, crowd will use more national and regional network time than the Democrats, according to one Web spokesman. He said that Republican candidates would use the Dewey time because of the large number of radio and television stations. If the Dewey campaign is successful, he said, "brought about by FM and television, means that our industry must toss out as rapidly as possible the economic malpractices that have caused us so much trouble."

Before the mid-year conference of the American Broadcasting Association in the Sheraton Hotel here yesterday, Bonfig averred that the trend in radio manufacturing appears to be undergoing a methodical and significant change. Industry has been a billion dollar business made up of many small and relatively few large manufacturers, but is now directing itself toward a smaller number of large manufacturers, he pointed out.

"In the early days radio was an opportunist's business," Bonfig said, "that is, the salesmen would sell a circuit diagram, a soldering iron, and a pair of pliers" that were a "best buy" and would be purchased in the entire factory 20 years ago.

Zenith exec said that the large number of small and "sideline" manufacturers had led to the "unsound merchandising practices, such as dumping,. Loading dealers with overpriced merchandise and then slashing prices; forcing sale of radio sets on combination deals with other appliances; resorting to various forms of commercial bribery; neglecting to instruct retail salesmen in merchandising features, etc."

The high point of this discussion was that "permanently successful" radio manufacturers show that the radio business "is a profitable one," and that companies which have concentrated on quality and sound merchandising are "finding today as much to-day as we did in our annual sales." Though radio sales in general have fallen off.

Bonfig also predicted that the radio industry, by virtue of FM and television, is bound to secure a "greater share of the consumer's dollar than it has in the past."

Janet Wood Joining WVNJ

Newark, N. J., Aug. 1, 1948. Janet Wood will be promotion and publicity director of WVNJ, 5,000-watt, scheduled to open Sept. 1 in Newark. Miss Wood resigned from CBS last week. She has been with CBS-owned stations' promotion service since September, 1945.

Skröck News

Covington, Ky.—Paul Sommerkamp, secretary of the Northern Kentucky Department, and Mrs. Sommerkamp are the parents of their first child, a 6 lb. 7 oz. daughter, born Tuesday July 28, at St. Elizabeth's Hospital, Covington.

British Export Record

British radio exports show that there is a demand in the overseas market for the monthly target value of exports of 1,000,000 pounds ($4,000,000) was exceeded, for British Information services, reports.

Second Group

A Bed Of Roses... Johnstone-Montel
A Boy From Texas... Shapiro-Bernstein
A Fella With An Umbrella... Feist
Better Luck Next Time... Feist
Bride and Groom Polka... George Simon
Dobla... Shapiros
Dream Girl... Famous
Dream Peddler... Famous
Dolores... Famous
Encore Cherie... Miller
Ev'ry Day I Love You... Mills
Fiddle Faddie... Famous
Home... Famous
Hoosier For Love... Famous
I Went Down To Virginia... Famous
It's A Most Unusual Day... Robbins
Just Because... Famous
Lady Eve... Famous
Little Girl... Famous
Nobody But You... Famous
Phone Bill... Famous
Take It Away... Famous
Tootie Cootie Doone... Famous
What Do I Have To Do... Famous
Yours... Famous

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RADIO DAILY

Wednesday, July 14, 1948

NETWORK SONG FAVORITES

The top 30 songs of the week (more or less), according to the copyrighted Audience Coverage Index Survey of Popular Music Broadcast On Radio Networks. Published by the Office of Research, Inc., Dr. John G. Postman, Director.

Survey Week of July 3-7, 1948

Title Publisher
A Tree In The Meadow Shapiro-Bernstein
Baby Don't Be Mad At Me Paramount
Baby Face Remick
Beyond The Sea Chappell
Blue Shadows On The Trail Sunny-Joy
Crying For Joy...Mannoch
Don't Blame Me... Harry Warren
Haunted Heart Williamson
I May Be Wrong... Advanced
I'd Give A Million Tomorrows... Oxford
It Only Happens When I Dance With You... Berlin
It's Magic... Witmark
It's You Or No One... Remick
Little White Lies... Brogan-Vocco-Conn
Long After Tonight... Remick
Love Of My Life... T. B. Harms
Love Somebody... Kramer-Whitney
My Happiness... Biske
Nature Boy... Burke & Von Heusen
New Is The Hour... Leeds
P.S. I Love You... LaSalle
Put 'Em In A Box... Remick
Rhode Island Is Famous For You... Crawford
Solve Dance Leeds
Serenade (Music Played On A Heartstring)... Duchess
Steppin' Out With My Baby... Berlin
Tell Me A Story... Lourd
We Just Couldn't Say Goodbye... Words & Music
Woody Woodpecker... Leeds
You Can't Be True Dear... Bilmore

Says FM And TV Alter Radio Mfg. Picture

(Continued from Page 1)
TV PLUGS BUILD SALES FOR PHILA. DEPT. STORES

Philadelphia—The sales potential inherent in imaginative and dramatic video display is currently undergoing measurement here, where the Gimbel Bros. and John Wanamaker department stores are devoting display windows and RCA television receivers of all types and price categories to a continuous video program for street traffic.

Philadelphia, PA.

The Gimbel's demonstration got under way during the first week in June, with 62-inch television sets being used, and Wanamakers installed their windows in time for the two conventions. Both demonstrations, which will continue until after the Democratic National Convention, have already attracted record window audiences and increased store traffic and sales of television and radio receivers, both stores have reported.

B.B.B. SUGGESTS 'CODE' FOR TV SELLING, ADV.

(Continued from Page 1)

the standards were prepared at a two-day meeting in which better Business Bureaus of six cities currently serve as sanctions.

Points emphasized in the standards include several which have been the basis of allegations previously made from the public in some quarters, and are suggested by the Association to adhere to clarity and frankness. "Definition of TV sets," the Association suggests, should clearly state whether a "unit or attachment" will reproduce both pictures and sound, or pictures only. It's also suggested that the price advertised should "conspicuously include" whether the amount included cost of installation, antenna, etc. or servicing necessary.

Association also recommends discretion regarding "claims" by a manufacturer and/or dealer, regarding programs or performance or picture size of a set. It suggests noting a distinction between program material televised from motion picture film and recommends that "superlatives and exaggerated general statements" descriptive of a set be avoided.

Pennsylvania—Robert L. Bendick has been named assistant director of news, special events and sports for 6BC television. It was announced yesterday by Edmund Chester, director. Bendick's appointment, effective immediately, follows that of Chester, former director of shortwave broadcasting to his newly created executive post.

ELECTED TO IRE POST

Toledo, O.—Dr. A. B. Ritter, radio engineer, has been elected chairman of the Toledo Section, Institute of Radio Engineers, succeeding William Stringfellow, television engineer. A. Garm was elected vice-chairman and John K. Beins, secretary.

GADABOUT!

Philadelphia—George Allen, president, President, told Sidney Olson, Life-NBC reporter, that television was "haunting" the city. "Wherever you go," he said in substance, "there's a video camera haunting you, in hotel rooms, at Convention Hall, in secret corners, even of parties where you want to relax!"

PRESS-TIME PARAGRAPHS

WMAL-TV, WBAL-TV Like Rates

WMAL-TV this week issued its second rate card, effective Aug. 1, as result of set increase in Baltimore to an estimated $6,000. New schedule excludes live studio programs, rate for which remains at $1,000 per hour. However, station is offering clients 52-week protection against further increases.

WCAU-TV SIGNS TWO FOR CONFLIT

Philadelphia—WCAU-TV this week added two sponsors for its coverage of the Democratic National Convention, also effectuated renewal of "Show Business" first program to go commercial on the Bulletin station.

WSPD-TV COMPLETES PRODUCTION STAFF

Toledo, O.—E. Y. Flanagan, genl mgr of Fort Industry's WSPD-TV, announced this week completion of outlet's production staff. Station getting set to air the next month.

FCC WILL CONSIDER PARA. DECISION IN LICENSING

Washington—Possibility of major movie companies being excluded from the television picture was raised yesterday as the FCC said flatly it is taking into consideration the Supreme Court decision of May 3 in the Paramount case in determining what action should be taken on an application by a company half-owned by Paramount to purchase a Des Moines radio station. This would appear to indicate that the anti-trust aspect of the war could be held against them as they apply for television outlets, although the FCC yesterday asked for a memorandum from the applicant discussing the matter.

The letter made public yesterday by the Murphy Broadcasting Company, Tri-State Meredith Broadcasting Company, Tri-State Meredith Publishing Corp., and A. H. Blank, all of Des Moines, Murphy, licenser of KSG and KSG-FM, Des Moines, has proposed to sell to Tri-State Meredith — which is jointly owned by Tri-States Theater Corporation, Murphy, and A. H. Blank — control of the KSG-FM station. The latter media company by agreement had joined with Paramount in the purchase of the KSG-FM license.

The matter has not yet been acted upon by the FCC, and statements made by the Commission indicate that decision of the "potential considerations"—namely, the May 3 decision.

Statement by Commission

"As you are probably aware, the Supreme Court of the United States issued on May 3 its decision in the case of United States vs. Paramount Pictures, Inc. That decision, predicated on a suit brought by the U.S. to restrain Paramount and others from violating the Sherman Anti-Trust Act adjudged the defendants, including Paramount, in violation of that Act and formally enjoined them from pursuing the practices in restraint of trade originally complained of. That decision is of interest to this Commission in considering the assignment before it because of the ownership by Paramount Pictures, Inc. of stock in Tri-States Theaters, Inc., which latter organization's in turn holds 50 per cent interest in the ownership of the instant assignee."

Before finally passing upon this matter, however, the Commission said it would be glad to receive a memorandum from interested parties discussing the question of the company's compliance with the decision in the light of the course of conduct of Paramount Pictures, Inc., as set forth in the above-mentioned Supreme Court Decision.

TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, July 14, 1948 — TELEVISION DAILY is fully copyrighted by register and protection.
Spec. Permit Holders
Ask Ban Deferment

(Continued from Page 1) announced it will cancel all STAS August 18, and will issue no more. The petition for reconsideration of this step was filed by Attorneys Philip Baker and Charles Thompson for several daytime stations. They include KTFL, WEAS, WPWA, WHIR, KXRN, WBHS, WLAD, WSET and WZBT.

They told the Commission that: "The so-called degradation of the nighttime service of full-time stations to which the Commission refers in its report and order as grounds therefor is unsupported by any evidence or statement in the record. It is inconceivable that the impairment of service would be as bad as the Commission seems to believe in its view of the fact that no full-time station appeared to argue its ease before the Commission."

Three New ET Programs
Set By Kermit-Raymond

(Continued from Page 1)

son, radio, stage and screen comic. The program is titled, "It's a Great Show." Red Robbins, famed disc jockey, also is being offered in a new one-hour daily Wednesday program, "Buddies' Next." Package consists of 312 one-hour shows, allowing a schedule of six one-hour shows weekly with the stations buying the show receiving a bonus of the sixth hour gratis.

The third show announced by Green is "Three for the Road," a five-minute comedy show entitled "Anything for Laughs." Program features Frank Gallup as comic with a different name each week. A minimum of 32 shows will be produced.

Brenton Leaves Relay Assn.

Ralph T. Brenton, president of the National Association of Relay Manufacturers, has recently announced that effective immediately, he will devote his full time to Potter & Brumfield, manufacturer of industrial relays, 549 W. Washington Blvd., Chicago. He has discontinued his operations as Ralph T. Brenton Sales Co., manufacturers representatives, and has turned this phase of his business over to the (newly formed) Lund-Hansen Co., which will continue to represent Potter & Brumfield and other lines formerly handled by Brenton in the Chicago area.

Indies From Coast To Coast
Reporting Philly Convention

(Continued from Page 5)

KFWF Los Angeles, Calif.; Clete Roberts, Manager.

Ratter's Pittsburgh, Pa.; William E. Weisgerber, President.

KFWJ St. Louis, Mo.; Richard Ott, Manager.

KFWO Oklahoma City, Okla.; Frank C. Ritter, President.

KFWO Kansas City, Mo.; John G. Cole, Manager.

KFWO Fort Worth, Tex.; John H. Voss, Manager.

KFWO Lubbock, Texas; John J. Flood, Manager.

KFWO Dallas, Tex.; John E. Flood, President.

KFWO Austin, Tex.; John E. Flood, Manager.

KFWO San Antonio, Tex.; John E. Flood, President.

KFWO El Paso, Tex.; John E. Flood, Manager.

KFWO Laredo, Tex.; John E. Flood, Manager.

KFWO McAllen, Tex.; John E. Flood, Manager.

KFWO Brownsville, Tex.; John E. Flood, Manager.

KFWO Harlingen, Tex.; John E. Flood, Manager.

KFWO Corpus Christi, Tex.; John E. Flood, Manager.

KFWO Galveston, Tex.; John E. Flood, Manager.

KFWO Houston, Tex.; John E. Flood, Manager.

KFWO Beaumont, Tex.; John E. Flood, Manager.

KFWO Shreveport, La.; John E. Flood, Manager.

KFWO Monroe, La.; John E. Flood, Manager.

KFWO Alexandria, La.; John E. Flood, Manager.

KFWO Lafayette, La.; John E. Flood, Manager.

KFWO New Orleans, La.; John E. Flood, Manager.

KFWO Baton Rouge, La.; John E. Flood, Manager.

KFWO Hammond, La.; John E. Flood, Manager.

KFWO Lake Charles, La.; John E. Flood, Manager.

KFWO Beaumont, Tex.; John E. Flood, Manager.

KFWO Victoria, Texas; John E. Flood, Manager.

KFWO Edinburg, Tex.; John E. Flood, Manager.
DEM'S ADOPT RADIO-TV FREEDOM PLANK

Fox Amends TV Bid; Asks Oakland Studio

Washington Bureau, RADIO DAILY
Washington — Twentieth Century-Fox yesterday formally asked FCC permission to amend its San Francisco TV application in order to include plans for an auxiliary studio in Oakland. Details of the proposed $45,000 studio were discussed during the hearings last month, but with the understanding that final approval was yet to be determined on the question of whether Fox would be permitted to alter its application at this late date.

It was intimated by counsel for (Continued on Page 7)

New Biz and Renewals Reported By WMAQ, Chi.

Chicago — Sale of a transcribed, daytime serial, and renewal of four half-hour periods paced the past week’s business for WMAQ. The business “Aunt Jemima,” an NBC recorded package, was purchased by the John Hulin Products Co. (bleaching agents), through Roche, Williams & Cleary Inc., for sponsorship on Mondays, Wednesdays and Fridays, 11-11:15 a.m. (Continued on Page 2)

Kennedy News Series To Be Sponsored On MBS

John B. Kennedy begins a new commentary series over Mutual on Aug. 1, with Doubleday & Co. providing credits for the program, which will be picked up by the Democratic National Committee for the conclave. Lee was kicked on the right foot by the frightened animal. He was a dually brisked right ankle. However, Nichols is in there pitching with the rest of the MBS.

Forensic Toppers

Washington — AAAA President Frederick Gamble and NAB Frexy Justin Miller will be featured speakers at the NAB 4th district meet, July 26 and 27, at the Greenbrier, White Sulphur Springs, W. Va. Fourth District Director Campbell Arnoux, WTAB, Norfolk, sent members an agenda yesterday which, according to NAB, sets the pattern for district meetings in the next three months. A banquet will be held in the evening.

Radio Delegation Will Cover Olympics

Top sportscasters and newsmen of the four major networks will cover the Summer Olympic Games in London with daily shortwave despatches and roundups during the 17-day international athletic competition.

First broadcaster to depart was John Derr, assistant sports director of CBS, who sailed yesterday aboard the “Ranger” with the first contingent of team members. Sports. (Continued on Page 3)

KSDJ, San Diego Station, Purchased For $272,000

Los Angeles — Negotiations have just been completed by the Black- burn-Hamilton Company, radio station owners, for the sale of KSDJ, CBS outlet for San Diego, for $272,000. From Clifton D. McKinney to David Saik, San Antonio manufacturer. (Continued on Page 3)

Convention Recognized Radio And Tele Along With Press In '48 Platform; Adoption Practically Unanimous

Philadelphia — Radio and TV's first combiand effort to cover events of major stature — both the Democratic and Republican meets in Philadelphia — have further illustrated the broadened and enlarged universe that now is available to break top news speedily to the public — with video this month adding the coup de grace to whatever opposition to radio and the sight-and-sound media remained from the news and picture services.

Such is the opinion of many top (Continued on Page 7)

NAB District 9 To Elect Directors At Chi. Meet

Washington, D.C. — With election of most NAB district directors accomplished through the mail, Charles Creek, director for the 8th District, has decided to hold the election for that (Continued on Page 3)

Some Of Godfrey's Time On WTOP To Gallacher

Washington, July 18 — Taking over some of Arthur Godfrey’s time on WTOP, Eddie Gallacher, WTOP, Washington, becomes a morning man. August 2 in a 40-minute section of (Continued on Page 2)

Co-Op Organization Formed By 18 Independent Stations

Formation of an Association of Independent Metropolitan Broadcasters representing 18 independent major market stations was announced yesterday in St. Louis by Frank E. Pollegrin of KSTL, who sponsored the organizational meeting the past weekend.

No officers, dues or other formal organization is planned, Pollegrin said, when he announced the group would function under an executive committee composed of S. A. Cister of WKYV, Louisville, chairman, Pat McDonald of WJWH, Memphis and Pollegrin of KSTL.

The purpose of the independent organization will be to interchange helpful information and ideas on a confidential basis, bi-weekly. Specific problems affecting independent stations will be considered as they occur. The AIM organization will (Continued on page 6)

New CBS Series

“My Favorite Husband,” new half-hour situation comedy series starring film actress Lucille Ball, makes its debut over the CBS network, Friday, July 25, 8:30-9:00 p.m., EST. The program, which was aired as a one-shot a week ago, evoked such favorable comments that it was decided to extend it to a regular series. Program will come from Hollywood.

Philadelphia — Moving into high gear for the first time, the Democratic National Convention concluded its major business last night after a stormy all-day session. Stealing a march on the Republicans, the Democrats included in their platform a plank calling for universal freedom of radio, tele-

Philip Morris Sales Show Marked Gains

Substantial increases in the sales of Philip Morris cigarettes for the first five months of 1948 were reported yesterday by O. Barker McComas, executive vice-president of Philip Morris & Co., Ltd., Inc., at the annual stockholders meeting held at Richmond, Va. Philip Morris cigarettes are heavy users of network and (Continued on Page 3)

Study Paramount Reaction To FCC Anti-Trust View

Reaction of Paramount to the FCC invitation that a brief on the relationship of its anti-trust conviction of May to its applications in radio and TV was very much in doubt yesterday. It was not known late yesterday whether the purchase agreement between Tri-States Mer-

www.americanradiohistory.com
Study Paramount Reaction To FCC Anti-Trust View

(Continued from Page 1)

ith Broadcasting Co. and the Murphy Broadcasting Co. for the purchase of KXLU, Los Angeles, as presented beyond its July 15 deadline. Either party could terminate the agreement at any time if Commission approval were not received by today.

See Question "Purely Academic"

If the agreement is not extended, then the question of Paramount’s anti-trust convictions is academic so far as this application is concerned. Paramount is 50 per cent owner of Tri-States Theater Corp., which is part of the merged Texas outlet deals, through, however, it is certain that the majors will be brought to address their anti-trust records before they can move into the T.V. field.

Texas Outlet Adds FM

San Antonio — KONO-FM, San Antonio’s fourth FM outlet, went on the air last week at 920 mc. Daily seven-hour program schedule is divided between KONO shows and its own origination. Slogan of the outlet is "Your Music and News Station."

Both stations are owned and operated by Mission Broadcasting Co., Eugene J. Roth, president.

New Biz and Renewals Reported By WMAQ, Chi.

(Continued from Page 1)

CDST, starting August 2 for 52 weeks. Program will be heard sustaining on Sundays and Wednesdays. "The Food Magician," now heard at 11 a.m., will move to 12:15 p.m. on August 2.

Longines-Wittnauer Watch Co., through Victor A. Bennett Co., renewed the transcribed "Symphonette" program, heard 10:30-11 p.m. Sundays, Tuesdays, Thursdays and Saturdays, for 52 weeks, effective August 1.

Buys Ziv Programs

Fred W. Ziv Co., producer of transcribed radio shows, announces that radio station KFGO, Fargo, N.D., has purchased a group of Ziv programs before starting on the air. KFGO, which plans to start broadcasting early in the fall, recently contracted for the Guy Lombardo Show, Boston Blackie, Favorite Story, The Berry Show and Philco Stage.

Coca-Cola Show Returning

The "Pause That Refreshes The Air," sponsored by Coca-Cola Company, returns to CBS after a summer recess on Sunday, August 1, 6:30-7:00 p.m. EDT. The musical feature includes Percy Faith’s orchestra with Jane Froman handling the vocal chores. Roger Pryor is the emcee.

Completely new idea... in Programming...

the new Charles Stark Transcribed feature

WEVD 3000 WATTS 1320 K.C.
PROGRAMS OF DISTINGUISHED FEATURE IN ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 1 MARKETS WITHIN THE NEW YORK METROPOLITAN SEEN BY WHOEVER AND AMONG AUDIENCES ON WEVD WIT-H AM FM

Baltimore, Maryland

TOM TYNLEY, President
Represented by Headley-Red

INDEX

Study Paramount Reaction To FCC Anti-Trust View

Texas Outlet Adds FM

New Biz and Renewals Reported By WMAQ, Chi.

Coca-Cola Show Returning

Completely new idea... in Programming...

FORD 1948

Complete for 1948...
Radio Delegation Will Cover Olympics

(Continued from Page 1) writer Bob Considine, who has been engaged as special correspondent by ABC, and Bill Henry, who leaves tomorrow on the Queen Elizabeth with the second group of U. S. athletes.

While at sea, Considine will do a special show from the Cunard liner interviewing officials and members of the U. S. delegation, Sunday, 6:45 p.m. From London, where Considine will be assisted by Frederick B. Opper, manager of the web's bureau there, a schedule of more than ten broadcasts has been set, covering the major track events and the basketball drama, as well as roundups and color.

For CBS, Red Barber and Judson Bailey will fly to England July 25 to join Derr and Stephen Land, ABC, London correspondent. Their reports will be aired on CBS news shows and Barber's regular simulated Letter will be heard also on a special 5:15 show across-the-board. Upwards of 70 spots on the Olympics are planned.

Henry Has Book Published
Henry, who is the author of a new book, "A Connecticut Yankee: History of the Olympic Games," will be heard from London on his nightly 9:55 p.m. mutual show and will do spots for his new novel program. Working with Arthur Mann, MBS London reporter, Henry also will do daily summaries on the proceedings in Wembley Stadium.

Sports director Bill Stern will cover for NBC together with correspondent Morris Mueller. Stern will do three-hour roundups on successive Saturdays, 8:30 p.m., beginning July 31, as well as inserts for NBC news shows, his nightly WNBC stanza and the Colgate Sports News. As a special feature, Stern will record interviews with American athletes for airing on their hometown NBC affiliates.

Grocery Chain On KTEF
The Handy Andy Grocery Stores have signed for a half-hour program Monday through Friday on KTEF, San Antonio. The programs are heard each weekday at 1 p.m. and feature the stores in the line's "Roundup Time."

Such Is Fame
Emerging from CBS, Wednesday, Bill Cullen and Tony Morris, of "Winner Take All," hailed a taxi. As the cab pulled up, Morris bought a sandwich. "Good call, Cullen," said the driver, "That's where you park your car."

"Yours on the same network with Arthur Godfrey. Tell me, what does Godfrey look like?"

NAB District 9 To Elect Directors At Chi. Meet

(Continued from Page 1)
district during the meeting scheduled for August 12 in Chicago. Nominations have been received by mail, under NAB by-laws, for this election. Ernst & Ernst, certified public accountants, designated by the NAB board to conduct balloting, have certified 17 nominees: Ralph L. Atlas, WBBM, Chicago; Charles C. Caley, WMWD, Peoria; Walter J. Damm, WTMJ, Milwaukee; Oscar C. Hirsch, WKRC, Cairo, Ill.; W. S. Hutchinson, WAAF, Chicago; Charles C. Kuhl, WOAK, Oak Park; Leslie C. Johnson, WHBF, Rock Island; Robert B. Jones, Jr., WBN, Peoria; F. Ward Just, WIKR, Watseka, Ill.; William J. Kutsch, WMJ, Peoria; Ben A. Laird, WDUZ, Green Bay; Harry R. Leopold, WJTN, Racine; Roy W. McLaughlin, WENR, Chicago; Fred C. Mueller, WEAK, Peoria; K. F. Schlitz, WBIA, Madison; Glenn Snyder, WLS, Chicago; Edward A. Wheeler, WSAW, Evanston.

Notice of these nominations has been sent to all 919 district members. Other nominations may be made at the meeting, from the floor.

Ex-Footballer Joins KRTL
Des Moines, Ia.—Arthur (Art) Vogel, former member of the Drake Univ. football team from 1943 through 1946, has joined KRTL as a staff announcer and color man of the play-by-play sports broadcasting team with Al Coleman, station manager Bob Dillon announced. Last year Vogel was head coach and a faculty member at Brighton, 11a. high school. He is a graduate of Drake, where he studied radio under Ed Barrett and did considerable public address announcing at basketball games.

KSDJ, San Diego Station, Purchased For $277,000

(Continued from Page 1)
KSDJ, with 5,000 watts on 1,770 ke, went on the air in 1946, and was owned by M. O. McKinnon, also owner of the San Diego Journal, and last year he sold the station to John A. Kennedy, West Virginia broadcaster. Studios and offices of the station are located in the Journal building and under the terms of the contract the facilities will remain there.

David Salish, a newcomer in broadcasting, is buying this property for his son Charles, who until recently was a captain in the Armed Forces Network. When the control has been wrested of a lot of the nation will be actively in charge of the operation.

"Life" Drive in Twin Cities
The Brown & Williamson Tobacco Corporation, through Ted Bates, Inc., is using newspapers, card cards and spot announcements to introduce its new Life cigarettes to the twin cities, Minneapolis and St. Paul, the first areas outside New York to receive the new product. A teaser campaign appeared in the Minneapolis and St. Paul papers the week of June 5. This was followed by larger insertions on June 30, the day the new brand was introduced.

Philip Morris Sales Show Marked Gains

(Continued from Page 1)
spot radio time and recently bought visual spots in television.

The company's sales for April and May 1949 showed a 12 per cent gain over the same period last year, while in the preceding three months of January, February and March, 1949, the sales gain was approximately 10 per cent over the same period of the previous years. These figures, McGinnis said, represents "a healthy trend."

It was pointed out that the gains were confined to the domestic business as exports are about the same level as last year.

Caskey App't To Head WPEN Prog. Operations

Philadelphia—Appointment of William B. Caskey to head WPEN program department operations was announced this week by general manager Edward C. Obrist. Caskey, assistant to the manager and director of advertising, assumes the duties of John L. McClay who resigned to accept a local television post.

Advertising and promotion will continue to be supervised by Caskey assisted by T. Harrison Mooney who has been made advertising operations assistant.

1,177,951 CARLOADS

In a region closely approximating the coverage area of KDKA, 1,177,951 freight cars were loaded with 32 important commodities during 1947. This total was higher than that of any other freight district in the country.

As we've mentioned before, KDKA covers a tremendous chunk of geography. People in KDKA-land produce a whole lot of the nation's goods, and consume every bit of their share, too!

50,000 WATTS
PITTSBURGH
NBC AFFILATE

WESTINGHOUSE RADIO STATIONS INC

KEX KYW WII WIZ WZOA KDKA WZTV

National Representatives, NBC Spot Sales—Except for KEX. For KEX, Free B. Felders

MONTICELLO

AMERICAN AND EUROPEAN PLANS

MAYFAIR PLAN

WITH SHOWERS

RUBBERIZED COACH TOP AND COCKTAIL LOUNGE

ALL NEWLY REMODELED

OCEAN BATHING

DIRECT FROM HOTELS

SUN, SEAWATER, SOILIER

ALL NEWLY REMODELED

WELCOMES ALL VISITORS

WWW.AMERICANRADIODHISTORY.COM
The Don Lee Broadcasting System's
Los Angeles Television Station

KTSL (W6XAO)

offers the newest and finest facilities in the world for the televising of your commercial programs and announcements...in the important and rapidly developing Los Angeles market. Detailed information and rates on request. Write or call Sydney Gaynor, General Sales Manager, Don Lee Radio Center, 1313 North Vine Street, Hollywood 28, California.

THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr. • SYDNEY GAYNOR, Gen. Sales Mgr. Represented Nationally by John Blair & Company
Windy City Wardrobe...

- Freddy Martin, stepping in Chi on a personal appearance tour, was guest of honor Friday at a party at the Sheraton Hotel at which he greeted agency execs and the press. . . . The big ones don't all get away. Art Merici, WBEB announcer, landed a 20-pound northern pike while vacationing at Round Lake, Wis. . . .

The RCA-Victor show will broadcast from WMAQ on August 15 when star Robert Merrill is in Chicago for a concert appearance . . . Sidney Sirota, NBC administrative vp in charge of television, is must of Chicago's headquarters. He visited NBS affiliated tele stations in the midwest. He returns to Hollywood next week . . . M. D. Scarsdott, formerly of XIXC, Iowa City, Iowa, has been appointed chief engineer of WGL, Galesburg, Il.

- Dolph Hewitt, WLS vocalist and member of the Sage Riders, has two recently released recordings on the Dixie label, three numbers of which were written by WLS talent. Backing his vocal of "Peg o' My Heart" is "Love You As You Are" by Doc Hopkins, folk song authority, and Dolph's recording of "I'm Mad About You" written by Don White of the Sage Riders, is backed by Red Blanchard's lyric "Sally's Gone to Santa Fe." The Maple City Four, also of WLS, have released two new records for their "Gaslight Ballads" album of Mercury recordings.

- Hal Tate Radio Productions, syndicators of the "Who's Talking?" transcribed program for local stations, have signed WDUB, Durham, N. C.; WCON, Atlanta, Ga., and WHAN, Charleston, S. C., and received a 13-week renewal from KALL, Salt Lake City. Show is sponsored on three of the stations. . . Dean Linger, ABC promotion manager, and Carl Sutphin, assistant, are in Philadelphia, O., arranging for the appearance there in August of the "Breakfast Club." . . . Leo Hekler, NBC guest relations manager, is in a Chicago hospital recovering from an appendectomy . . .

William E. Macke, who has had 23 years of radio experience, has been appointed advertising manager of Zenith Radio Corp.

O'Brien on Board

Hollywood — Eugene O'Brien has been elected a member of the board of directors by Major Star Records, it was announced by Howard Helmick, executive vice-president. O'Brien also continues as director of artists' activities.

Television

Thoroughly experienced motion picture, television, and radio writer, former newspaperman with knowledge of technical requirements, editor of former publication with producer, station or advertising agency.

RADIO DAILY

1501 Broadway
New York 18, N. Y.
AM-TV TOP PHILA. "NEWSHOUNDS"

TELE TOPICS

By JIM OWENS

ASSOCIATE EDITOR

HILLY FIGHT PROMOTER Herman Tay-
lor, who staged the Ike Williams-Beau-
klin brawl Monday date in Shibe Park, has
added thumbs down on TV. Fite, which is
aired by ABC, cost Taylor $10 G's, and is
plenty buming as a result. He blan-
ked the sponsors yesterday for "not co-
tracting," sex he'll ban the medium from
future matches. In his ill-considered fury, a
cauliflower dealer forgot to mention that
18,000 suckers paid a lucky price for tickets, while some 15,000 other fans—who
probably would've gone to Shibe Park if
it didn't cost 'em a half-year's salary—were
refused "ruthlessly" via TV.

ETTER BUREAU having most trou-
ble with Chicago dealers re outsourcing
until they're ready to put something on
their own, is trying to get easy on the sauce from now on. But—

Turnbuckle—WPIX gabber John
Wanneman is going to bring in some
vice. The FCC has renewed the station's
licensing agreement, with the station's
superior, the West Coast's best, said to be
very happy with the way the station is doing.

WABC TV's Bib & Tucker
Philadelphia—Video guns turned
shooting lizzards here Tuesday morn-
ing when NBC and Life staffers cov-
ered the annual party given by
MRS. PEARL MORSE, prominent Wash-
ington society matron. Affair, which was staged for top Demos,
was held on the NBC web at 11 p.m., following convention pro-
ceedings.

TV Pool Will Cover
3rd Party Convention

Full coverage of the proposed
two-day convention of the Henry
Wallace Third Party in Philadelphia
beginning Friday, July 23 is planned
by all video networks and independ-
ent broadcasters along the eastern
now. Plans for coverage of the
were completed yesterday by
representatives of the General Tele-
vision Committee for Pooled Cover-
age of Convention. Convention
is at a meeting held in Philadelphia,
which has marked the Union of
the Convention.

Arrangements call for a battery of
video cameras to scan the proceedings
both inside and outside Convention
Hall in Philadelphia during the
Third Party Conclave. In addition,
video cameras will be used in
Philadelphia for a special Third
Party rally Saturday night, July 24.

Syracuse Gets 4 CP's

Washington—Construction permits
for three television stations in
Syracuse, N. Y., were announced
this week by the FCC, with licensees of
AM stations getting two of the three
grants. WAGS and WSWR were
both successful in their bids, being
assigned Channels 2 and 5, respec-
tively. Estimated construction costs,
expected to be $96,889 for WAGS
and $122,500 for WSWR.

Third successful applicant was the
Meredith Publishing Co., of Des
Moines, la. Construction on Channel
4 is estimated to go to $124,862.

The same company has applied also
for Albany and Rochester, N. Y.

Chev. Buys Yank Grid
On WABD Through '50

Local Chevrolet Dealers Associa-
tion, Inc., will sponsor the N. Y.
professional football games on
WABD this fall and for the fol-
loowing two seasons. Under the pact
and distribution of TV module,
104 greater N. Y. dealers will under-
write telecasts of the games from
Yankee Stadium, as well as "away"
action games of the squad which can be
aired to WABD via cable. Seven
home games of the '49 season are in-
cluded in the arrangement.

Production will be handled by
Winslow Case, vice-president of
Campbell-Ewald, agency on the account.

Myers To Assist Smith

J. Robert Myers has been appointed
administrative assistant to Carleton
Smith, director of NBC's television
operations. Myers, formerly budget
chief of office of NBC, will assume
his new duties Sept. 1.

Myers joined the research divi-
ision of NBC in 1936, resigning in
1939 to become assistant director of
research for the NAB.

Fox Amends TV Application;
Would Add Oakland Studio

(Continued from Page 1)

other San Francisco applicants that
the Oakland studio plan was evolved
when Fox saw that KROW and
Television California had plans for
auxiliary studios elsewhere in the
Bay area. Yesterday's petition from
Fox pointed out that the original appli-
cation "did leave unanswered
that portion of Paragraph 13 in Sec-
tion V.C. pertaining to other studios.

While preparing its application
originally, the petition said, Fox
considered the possibility of locating
an auxiliary studio in the so-
called East Bay Area. Although no
decision had been reached by mid-
May, "Petitioner had, however, de-
cided to locate an auxiliary studio
somewhere in Oakland prior to the
commencement of the hearing (in
San Francisco) on May 24, although
final arrangements therefor, includ-
ing the necessary letters of agree-
ment and resolutions were sub-
mitted to us on June 1. This
information was prepared in exhibit form
by the examiner and all counsel at the
San Francisco presentation of the
hearing more than three weeks before petitioner actually pre-
ented its studio plans in evidenc-

Combined Efforts Re News Cover
A Top Job

(Continued from Page 1)

political and industry execs here,
in addition to several sideline con-
vention observers who've scanned
proceedings via TV. Typical reac-
tion of the "new look" in convention
news coverage engendered by the
web's addition of sight to their by
now veteran top flight AM "beats"
may be overheard in many gath-
erings in hotel lobbies. "The "Oh, yes
I saw that press conference on
television..." school has become num-
erous.

Tele Scored Many Scoops
Further to outline the off ute
"convention TV" has been the top
man during both conventions is
the fact that at least a half-dozen
major convention news breaks first
from the airwaves, which are a sta-
tion's best source of news.

Press conference, interview,
mark the broadcast features.

This was so during the GOP meet,
and was exceeded in number during
this week's meet, to the point that
it's been privately contended that a
few of the Demos have purposely
held it off until this week to give
them their face the TV fires. First
reasons: acceptable broadcast rates;
the official Democratic platform
would be offered, for instance, on a
WPIX show Monday by Mrs. Mar-
cella Kinsella. Her talk dealt on the
platform and shed light on the issue a full day before
it was presented to the convention
itself.

Inside Done from Henderson
The NBC-Life combo has been similarly a consistent newsitem.
what with several shows breaking
first info on a hot issue. Leon Hender-
son last Saturday on NBC pro-
vided the "inside" attitude of many
demo's regarding the proposed plat-
form's "hometown" on the Palestine
issue; and Sen. McGrath's press con-
fer Tueday in which he intimated
Sen. Barkley would get the nod on
Truman's running mate.

Films a Big Help
Added to its consistent cover of live
coverage, NBC is riding on its own
newspaper is establishing its own
and others is holding its own—and in some cases
eclipsing—the local newspapers with
convention features. Both NBC and
Paramount, which have film-recorded
the confab for outlets west of the
Hudson, say their celluloid material
hits the local air anywhere from
12 to 20 hours after actual showings. Largest stretch, of course is Los
Angeles—San Francisco pass-
edge by plane the morning after events and schedules them that
night.
**WORDS AND MUSIC**

*By FINKY HERMAN*

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**IN PAN ALLEY OOPS:** It's an old axiom along the street of swing that music publishers "start in business" with each new song they publish . . . the advent and growth of radio again proves (if further proof is needed) that hits can be made by smaller firms . . . in fact the latest data, released by Dr. Peatman, shows that all of the songs programmed on the nets from July 1, 1947 to July 1, 1948, the three most performed songs namely, "Now Is The Hour," "But Beautiful" and "Balladino," were published by Leeds, Burke & Van Heusen and Jefferson, respectively . . . however the larger music publishers will come into their own again once television assumes the proportions it promises . . . when that happens, the major publishers will once more publish simultaneously various types of numbers including the plug ballad, novelty, comedy, rhythm and instrumental pieces to the numerous variety acts . . . and the picture will seem brighter for many contact men, for their services will be needed to cover the many spots and contact new artists seeking material.

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**La Salle Music Publishers are reviving an oldie (originally published in 1934) "P.S. I Love You" . . . written by Johnny Mercer and Gordon Jenkins, this ditty stands a real chance to make the grade now that Mercer and Jenkins are high in the radio firmament . . . . Peter Maurice Music, Ltd., starting on another English importation, "The Flower Seller," written by Boris Parker, John Turner and P. G. Redi . . . Laurel Music Co. has acquired the publishing rights to the novelty, "Myrtle The Turtle and Flip The Fly," from Manor Music Co. . . . Tommy Valando, general manager of Laurel, who discovered and plugged the "Three Little Fishes" ditty to the top, feels that "Myrtle and Flip" will prove a worthy successor . . . . Leeds Music starting work on a clever little number, "Little Girl," written by Madeline Hyde and Francis Henry . . . number already recorded by Guy Lombardo, Kay Kyser, King Cole Trio, Larry Green and others.

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**ON AND OFF THE RECORD:** Easily one of the best items to stem from Apollo in Mary Small's fine edition of a new modern spiritual, "My Home, My Home" . . . reverse is "Lullaby of the Leaves." . . . Henry Cohen of the Rivoli Music Center on Broadway has picked several hits including, "Tender Charlie," "The Gypsy" and "Woody Woodpecker" . . . he's latched onto Perry Como's Victor record of "Ramblin' Rose" and predicts an early ride on the Hit Parade for this one . . . . MGM has a sure clip in the latest Kern Robbler waxing of "I Wanna Be A Cowboy In The Movies," flipped with "Twenty-Five Chicks, Thirty-Five Cows." . . . Stan Fritsch's vocal of the tunes is rib-tickling . . . and Gordon McRae offers a fine platter for Capitol with "Steppin' Out With My Baby" and "Evelyn." . . . Carlyle Hall's orchestra provides smooth musical support . . . Happened to hear the master of Dinch Shove warbling "The Flower Seller," . . . this Columbia platter should be released but quick . . . ranks with the best D.S. has ever done . . . . The cleverest satire of the week . . . when deejay Bill Williams, at WOV, "gave away" as prizes, the networks . . . next week he plans to give away vice-presidents . . . (are you reading, Fred Allen?)

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**Manor Music has a clever novelty tune titled "It Must Be L U V . . ." song has the earmarks of becoming another "Onesy Tweny" . . . . Mac Kooper, at Patmar Music, going all out on an oldie from the "Crazy With The Heat" score . . . written by Irving Graham and titled "With A Twist of the Wrist." . . . Beloved by hundreds of America's songwriters, Sylvia Rosenberg, "Girl Friday" to ASCAP prexy, Gene Buck, Deems Taylor and Fred Ahlert, rounding out her 20th year of sterling service . . . Tunesmith Carl Sigman will marry Terry Berk (she's secretary to Louis Prima) next month . . . . Eagle-Lion starlet Lois Butler, will guest tomorrow on the ABC telecast of "Three On The Town," which stars Bill Harrington, Phyllis Wood and Betsi Allison.
The National Daily Newspaper of Commercial Radio and Television

VOL. 44. No. 11 NEW YORK, FRIDAY, JULY 16, 1948
TEN CENTS

FM TRANSIT RADIO SERVICE OPERATING

'Newspaper Is Unfair; No Station,' Says FCC

Washington, D.C.—RADIO DAILY

Washington—The FCC yesterday reaffirmed its decision to allow the application of the Manfield and Lorain, Ohio, Journals for AM and FM stations in those cities. The two papers are published by the brothers Issam and S. A. Harville, who are believed largely responsible for the charges of Communism hurled against the Toledo attorney, Edward Lott. It was these charges which led to the House committee investigation of
(Continued on Page 3)

Two New Sponsors Reported By WCBS

Two new accounts for WCBS were announced yesterday by Arthur Hull Hayes, general manager of the CBS flagship. Albert Ehlers, Inc., for Ehlers Coffee, will sponsor the station's 8:00 a.m. news show three weeks beginning Aug. 17. Weiss & Geller is the agency.

Best Foods, Inc., purchased three 15-minute spots, a week in Arthur Godfrey's wake-up show on WOR at 11:00 a.m. and Nucous Magazine, which contains an advertisement, was placed through Bentao & Bowles.

Candy Company Client Will Sponsor 'Superman'

Returning to network radio after an absence of three years, Brach Candy Co., Chicago, will assume sponsorship of "Superman" over Mutual, across-the-board, 8:15 p.m., beginning Aug. 30. The 52-week contract was placed through George H. Hartman agency.

Fish Story

Salt Lake City—Thirty-seven of the 600 KSL cash-prize trout, tagged and planted in Utah waters on the opening day of fishing, have been caught by Utah anglers to date, according to Ted Kimball in charge of the KSL "Gold" Fish Derby. Numbers stamped on the tags attached to the fish are good for cash prizes ranging from one to fifty dollars.

Decca Signs 10-Year Pact To Record La Scala Operas

Decca Records will undertake an extensive campaign to popularize the world-famed productions of La Scala Opera Company via a 10-year deal providing for exclusive recording rights of the Milan (Italy) organization, it was learned yesterday. Deal was set recently by Jack Kapp, president of Decca Records, calling for the latter to set up and install a complete recording system in the La Scala Opera House for waxing entire performances. Kapp is reported on his way to London and Milan this week to handle final details of the contract, preliminary angles of which were brought about by Gaetano Orlando, a public relations expert now in the U.S. Latter was in Italy to handle public relations for the Christian.

NAB Urges Hearing On Band Re-Allocation

Washington Bureau—RADIO DAILY

Washington—The NAB yesterday asked the FCC for an informal hearing on the proposed re-allocation of the present 160-162 megacycle channels, and supports assignment of 20 and 450-460 megacycle channels for remote-pickup broadcast stations. NAB said frequencies assigned for this purpose have never been adequate in quantity or quality to serve
(Continued on Page 3)

CARE Radio Message Brings Many Contributions

A public service message contributed by Gillette Safety Razor Co. on the Louis-Vallot broadcast over ABC, June 25, brought sales of CARE food packages to Europe by $35,000 over the daily average, the
(Continued on Page 3)

FM School Of The Air At Syracuse 'U' July 19-21

Syracuse—First annual workshop conference of the newly-organized Empire State FM School of the Air will be held at Syracuse University, July 19-21. Aim of the confab is
(Continued on Page 4)

Illegal Competition Charged By Zenith

Suit has been filed by Zenith Radio Corporation against Sears, Roebuck and Company, International Detroit Corporation and the Colossal Radio Corporation charging unfair competition as it relates to the manufacture and sale of a phonograph pickup arm. The suit charges Sears, Roebuck with infringement on the design of Zenith's Cobra tone arm and that the impression has gone out in the trade
(Continued on Page 3)

Howard Named Pres. Of Tobacco Network

Greenville, N. C.—Louis N. Howard, president of WTHT, New Bern, and WJNC, Jacksonville, has been elected president of the Tobacco Network at a regular meeting of the regional
(Continued on Page 2)

Secret Out

Large outdoor sign in front of Embassy Newsweekly Theater, Broadway and 46th St., is outing passes with an ad of the mystery melody title on ABC's "Stop the Music." During show, Fox Movietone News still and opening monologue are flashed on the screen as theme is played. Immediately followed by announcement that music is titled "World Events."

100 Receivers Now In Use In Busses In Cincinnati Area; 300 More Installations Being Made

Cincinnati—First regular service of FM broadcasting to riders of city transit vehicles has been inaugurated in Covington, Ky., and pronounced successful by its sponsors, Transit Radio, Inc., WCTC: Cincinnati, Newport and Covington Railway, and the Dixie Traction Co., both known locally
(Continued on Page 3)

Decca signs 10-year pact to record La Scala operas. Decca Records will undertake an extensive campaign to popularize the world-famed productions of La Scala Opera Company via a 10-year deal providing for exclusive recording rights of the Milan (Italy) organization, it was learned yesterday. Deal was set recently by Jack Kapp, president of Decca Records, calling for the latter to set up and install a complete recording system in the La Scala Opera House for waxing entire performances. Kapp is reported on his way to London and Milan this week to handle final details of the contract, preliminary angles of which were brought about by Gaetano Orlando, a public relations expert now in the U.S. Latter was in Italy to handle public relations for the Christian.
**COMING AND GOING**

**WALTER WINCHELL.** American network commentator, is in Hollywood for Sunday's program, after which he's on a six-week vacation, returning to the air Sept. 5.

**JIM YANKAUER,** reporter on “This Is New York” broadcast over CBS, off for Antwerp aboard the S. S. Rotterdam. He’s heading for a European bicycle tour.

**THOMAS P. CAREY,** once-time program director of NBC’s international division and now as the overseas staff of Footo-Gen & Editors International, left early this week for Europe.

**BRUFF W. QLIN, Jr.,** president of WQQA, Moline, Ill., is in town this week on station and network business.

**MARK PERKINS,** general manager and KBAR, Mutual network affiliate in Letico, Tex., is back at the station after having spent three days in New York.

**G. W. “JOHNNY” JOHNSTONE,** radio director of the National Association of Manufacturers, yesterday wound up his visit to the Democratic National Convention and moved on to Washington for conferences. Today, he’ll work out on the Jersey coast and will return to New York Monday.

**RICHARD GOGGIN,** recently named West Coast representative of the television department of ABC, is expected in Hollywood today to talk over his new duties.

**PHIL GOULDING,** announcer on WNN and straight man for Harry Blackstone on that whiz-bang program, is holidaying in Maine. He’ll be back Monday.

**ADAM YOUNG,** station rep, and one of his sales staff, are back from Hartford, where WHEC threw a party for them.

**JIM MANNONE,** of the Mutual network’s Chicago sales office, leaves the Windy City today via American Airlines for Detroit.

**SAM ELDRIDGE,** program director for WLIR, leaves today for 10 days on Cape Cod.

**J. F. WILLIAMS,** vice-president of WING, American network outlet in Dayton, Ohio, in Gotham this week for a series of conferences with officials of the network.

**DWIGHT WEIST,** the flying emcee of “We, the People,” has zoomed in from Chicago, where he had been working out details for an industry film promotion series.

**MURRY HARRIS,** publicity director of WNBC, sails today on the M. S. Saxony for a three-week vacation in Paris and London.

**ROBERT SCHILLER,** regional sales manager for United States Television, is in Detroit on a merchandising trip.

**MILT BARRATT,** sports and news director of WINS, Hartford, is speeding today, tomorrow and Sunday in Gotham for the Giants-Dodgers series at the Polo Grounds.

**GERALD F. BOYD,** station manager of WPAY, Portsmouth, Ohio, is visiting the west coast this week. Mr. Boyd is a member of his national station representatives.

**JOHN LOTAS,** announcer at WWA, is back from vacation-honeymoon at Bennington, Vt.

**ART JOHNSON,** script editor and research director for “Housewife’s Protective League” of CBS, is motoring with his family to Hollywood, where he will work out of KNX, Columbia station.

**Howard Named Prexy Of The Tobacco Network**

(Continued from Page 1)

web’s board of directors here. He succeeds B. S. Hodges, Jr., general manager of WOTC, Greenville. Other officers elected were: Vice-president Victor W. Dawson, general manager of WFFC, Fayetteville; Secretary-treasurer Fred Fletcher, general manager, WRAL, Raleigh, and Rudolph K. Scott, of Raleigh, general sales manager.

Network is made up of six stations in Eastern Carolina: WGBR, Goldsboro; WOTC, WRAL, WHT, WTWH, WWCN, and WGGI, Wilmington.

Haword announced that an intensive promotion campaign will be launched under direction of sales manager Scott, and permanent committees will be appointed to handle various departments of the web.

General offices of the network are located in the Odd Fellows Building in Raleigh.

Carol Gluck On Hummert Show

Carol Warner Gluck, of the Blank Games office, has been signed as writer for the new Frank Hummert “Mystery Theater” series on CBS. In the past, she has done three scripts based on story ideas by Hummert.

Will Shortwave Series

Army Engineer Radio Force will shortwave the new CBS series “Let’s Dance, America” to U.S. troops overseas beginning with the July 15 “Mystery Theater” series. In the past, she has done three scripts based on story ideas by Hummert.
Decca In 10-Yr. Pact
To Record La Scala

(Continued from Page 1)

Democratic during the recent election and it’s said he set up the deal with Decca.

Poet is said to provide La Scala with approximately 60 million lira ($100,000) per year on a percentage basis. In effect, sale of Decca recordings of La Scala works throughout the world would bring in this amount.

Under present setup, Decca will make masters in Milan and produce platters in volume in the U.S. While La Scala has been recorded before by American outfits, this is the first deal in which an exclusive has been obtained by a U.S. recording firm with the Milan company.

World Famous Organization
La Scala has for decades been considered Europe’s outstanding organization, if not the field of Italian opera. The La Scala Opera House, the largest in the world (New York’s “Met” is in second place), was partially destroyed in a bombing raid during the war, but was repaired and reopened recently with a special program under the direction of Arturo Toscanini, who went to Italy for the purpose.

Many, if not most of the Metropolitan’s leading artists in the field of Italian opera have come to the 59th Street and Broadway direct from the famous institution in Milan.

NAB Requests Hearing On Band Re-Allocation

(Continued from Page 1)

the public interest from day to day, to say nothing of meeting distress needs in this emergency needs.”

The statement added that channels originally assigned in the 1900-3000 kc. range are subject to serious interference, especially in coastal areas, and that the 30-30 megacycle band assigned before the war was also subject to interference from long range, diathermy and other harmonics.

The 182 megacycle band is the only one left to the broadcaster in which to carry the program transmission load, the NAB statement said.

“Unquestionably, the statement added, “there would be greater use of these facilities were it not for the FCC, which is now getting under way. Commissioners Webster and Hen- nock did not participate, while Com- missioners Jones and Sterling dissented.

The matter is of particular interest in the trade because of the Commis- sion’s frank admission that competi- tive practices by the Horvitzes in running their newspapers have been considered — especially the attempts of the Mansfield paper to harass WNAM, existing Mansfield station. The Journal has refused advertising or program listing for WNAM. If it were to get a station it would publish the program log for that station but not for WNAM.

These practices only reveal a desire to stifle fair competition but indicate a lack of concern for the listening public in Mansfield,” said the Commissioners. The Hor- vitzes, it went on, “have sought to suppress competition in the dis- tribution of news and information and to achieve an advertising mon- opoly in the community through the use of exclusive advertising con- tracts.

Jones and Sterling Dissent

Were they to be licensed in Mans- field or Lorain, the Commission con- trolled, “competition in the dissemina- tion of news and information would be suppressed and . . . pressure . . . exerted on advertisers who require the use of the only daily newspaper in the city for their business, to enter into exclusive advertising contracts.”

Commissioners Jones and Sterling objected to the majority decision con- cerning the Mansfield-Journal Company. In a dissenting statement, that “no spe- cific conditions of law have occurred,” and also:

“It is apparent from this record that the Mansfield Journal Company, like most newspapers, has engaged in vigorous competitive practices, but these seem to be entirely within the realm of normal conduct of a private business enterprise, and, particularly, one in the newspaper pub- lishing industry. We see no reason for the lack of stability caused by the failure of the Commission to make proper and necessary regu- lations. Without such action by the Commission, manufacturers are de- terred from developing and stations from buying equipment.”

NAB added that, contrary to FCC belief, the sharing of frequencies for remote pickups with the network will not aid picture services has been practical, and there is no known objection.

“it is only the sharing of those channels with the mobile press that is in the public interest for they have the greatest value and both radio and press need them simultaneously whenever emergencies or events of public importance occur,” said NAB.

FM Transit Service

In Operation in Cincy

(Continued from Page 1)

ly as the Green Line. Total of 100 receivers is installed and functioning in Green Line vehicles, with short news bulletins, popular music and show tunes being the primary pro- gram content.

Service was inaugurated with a talk by G. Vondersmith, president of the bus line. He assured the audience during the past six months have re- ceived virtually 100 per cent ap- proval of passengers, riders of the opinion that FM would make bus rides more pleasant.

“National first,” Says Taft

Hubert Taft, Jr., executive veepee of WCTS and WKRC, and also presi- dent of Transit Radio, hailed the event as a “national first” and ex- pressed the hope that every city would follow in providing a brand new service by radio.

Transit radio receivers in use on the vehicles have two unique fea- tures, Taft said. One enables the set to be turned on or off by remote control from the driver’s seat and the other, by electronic control, in- creases speech level about six de- cibels over that of the music.

With the Green Line installation completed, WCTS technicians are now installing 300 more receivers in buses and trolley coaches on the Cincinnati Street Railway. It is ex- pected that this project will be com- pleted on or about Aug. 1, at which time, it was said, 380,000 riders each day will be added to the WCTS audience.

Philco Contest Winner Named

In a competition among all Philco distributors, the Jos. M. Zamorski Company of Toledo, Ohio, was awarded the 1948 “James H. Carmine” Trophy for “most consistently and most effectively advertising and mer- chandising all Philco products.” Pres- entation of the award was made at the national convention of Philco distributors in Atlantic City.

Arthur Johnson To KNX

Art Johnson, scrip editor and research director for “Hollywood Protective League” on CBS, is en route to the West Coast by auto. He will work out of KNX.

MUSIC . SPORTS . NEWS
WINZ FLORIDA'S BIG INDEPENDENT
Primary Signal
GREATER MIAMI AND FLOREIDA'S RICH EAST COAST FROM THE PALM BEACHES TO THE KEY WESTS.
STUDIOS: MIAMI, HOLLYWOOD, WINZ BLDG., MIAMI BEACH MAJOR STATION: HOLLYWOOD BEACH HOTEL 940 KX. -. FULL TIME
JONAS WELLAND, Pres.
Represented By: John H. Perry Associates
LOS ANGELES

By RALPH WILK

CBS' production "Our Miss Brooks" starring Arden, originally scheduled to debut July 12, has been postponed one week to July 18. The ninety-minute broadcast of the Dem- ocrats' Presidential Convention at Philadelphia this week preempted the time.

Peggy Lee will join "Supper Club" singing stars Perry Como and Jo Stafford as a regular member of the NBC program when they return to the air in the fall.

Jack Wormser has been added to KECA's writer-producer staff for the summer vacation period. He pinch-hit first for Frank Morris, who left the weekend for Chicago.

James H. Love, for the past year West Coast production supervisor of the U. S. State Department's International Motion Picture Division, has joined the KFI-TV staff as film editor.

William Spier, producer of CBS' "The Adventures of Sam Spade," is the first for a five-city trip. Gil Doud, co-writer with Bob Tallman of the program, will direct in Spier's absence.

An exclusive Hollywood Bowl program with Eugene Ormandy will be aired on KMPC each Mon. Program began July 12.

On the first week of "The neces- sary," director of the Hollywood Bowl and conductor of the Philadelphia or- chestra, will introduce musical selections and comment on the background of the music, composers, etc., as well as narrate his experience with famous artists who have performed with his orchestra during this year.

FM School Of The Air At Syracuse 'U' July 19-21

(Continued from Page 1)

"To teach participants the methods of effective radio planning, writing, produc- tion and classroom adaptation of radio programs."

Robert Hudson, director of education for CBS, will be the main speaker at a banquet on the 19th. His topic will be "Radio's Role in the Next Decade." Dr. Harold McCarthy, director of WHA at the University of Wisconsin, will keynote the conference.

Heading workshop sessions will be William Leverson, of Cleveland Public Schools; Elizabeth Marshall, WBEZ, Chicago; Olive McHugh, WGEN, Toledo, and Walter Krulen- vitch, program supervisor of WHA, Wisconsin.

Other speakers include Kenneth C. Eugene Foster, of Syracuse Un- versity's Radio Center; Paul Reed, director, Rochester School of the Air; Don Lyon, production supervisor, Radio Center, and Betty Griffin, educa- tional director of WITF, CBS outlet in Utica.

Fane Foster, Radio Center fac-ulty member, is supervisor of the conference.

Mainly About Manhattan...!

- It Had To Happen Don't They? They're going to make a movie based on the current craze for giveaways. I'll be tagged "Miss Mink of 1948." . . . Margaret Truman studying television makeup technique with a view to an appearance of series next winter. . . . Latest radio survey is a poll currently being taken of listeners at beaches. . . . H. D. Hover, who owns Clo's in H'wood, will bankroll a new television mag to the tune of 60 G's. . . . Paul Hartmen is peddling a mag article which insists that video will kill the legitimate theater just as talkies killed vaudeville. . . . Prof. Quix, who lost his gasoline-fuel oil sponsor because of unsettled marketing conditions in this industry, is being wooed by several agencies for a new full berth.

- Handsome Harry Warner, ABC's sports ace, heads for H'wood tomorrow where he's scheduled to face the cameras again in the U.A. flicker, "30 Seconds to Play," featuring top professional gridiron personalities. This marks Harry's 3rd screen assignment in the past 6 months ("Spirits of West Point" and "Babe Ruth Story") and shapes up our boy as important television material.

- CONVENTION CONCLUSIONS: Bill Slater scotched the town with prediction that Pres. Truman would call a special session of Congress for July 28th and also got the first one-on-one broadcast of the "demarche" (French for Gromyko) of Mississippi and Alabama delegates. . . . For over an hour Monday night, the Barkley was louder than the bite. . . . The Donkey was somewhat less spirited than the Elephant—the only action being the delegates fanning themselves. . . . With everybody against something, why not call it the Demo-CRITIC party? . . . Maybe you heard Vandeventer say it yourself the other night. During all the hollablocos, Van reported it this way: "I never saw so much noise in all my life."

- It happened on the Ed Wolfs new show, "Three for the Money," bowing in on Mutual. Clayton Colley, the emcee, had just made his first phone call when the woman broke in excitedly: "I know, I know, the name of the mystery tune is "The Old Gray Mare!"" Maybe they oughta run a special quiz just to see if the customers know their quiz shows.

- THE REVIEWING STAND: Morey Amsterdam's new stint for CBS must be regarded as definitely big time and credit for the click must point to Bob Hilsman for his faith in the comic. We use the term 'faith' advisedly, because the other nets were inclined to shy away from this completely uninhibited and unpredictable gent. Furthermore, Hub's choice of Irving Marsfield as producer-director must be considered an especially happy one, because the latter has shown through his expert guidance of the Arthur Godfrey Talent Scout stanza an astuteness possessed by very few in this biz.

- Gagwriter Ken Lyons, guesting on Dorothy & Dick's breakfast ailer, happened to mention to Dick Kollmar that "Boston Blackie" had been knocked off the air Wed. night due to the convention. "Some guy from the South took your place," he said. "I think it was Savannah Sam, or something." It was this same Ken Lyons, who, when commenting on all the giveaway shows invading the airwaves, cracked: "The only way an actor can get a job nowadays is to disguise himself as a frigidaire."


RADIO DAILY

Friday, July 16, 1948

CHICAGO

By NATH GREEN

HELEN HERZFELD, formerly pro- duction assistant for WGN-TV, has been transferred to the station's script department.

Starting this week, the Chicago- goan, quarter-hour program of musical variety, began a five-week series, featuring Louise King on Thursday nights and Connie Russell the other four.

"The Camel Caravan with Vaughn Monroe," which CBS completes its debut over the WBBM studios on July 19.

In a contest conducted by Radio Best magazine, NBC's Dave Gar- roway was voted Chicago's most popular disc jockey, and also "the most original new radio personality in 1947." In another disc jockey poll, conducted by Dave Harrison, Tribune columnist Al Benson, Negro disc jockey on WJJD, won the title of "Chicago's favorite disc jockey."

Wally Holden, Mutual account exec, back in his Chicago office after an eight-day vacation in Wisconsin during which it rained steadily for six days.

WGN introduced a new sports program, "Final Week-End Sports Review," on July 10. It will be handled by WGN director Frank Korch.

After serving 18 months in the armed services, Francis Scott is back on the NBC guest relations staff, re-placing Jean Bulhane, who resigned to enter the ministry.

"Whiz Quiz" Gels Sponsor; Olson To Handle Show

"Whiz Quiz," man on the street type of interview quiz featuring Johnny Olson, will be sponsored by the Popstel Ice Cream Co. over 43 of the stations of the ABC network, beginning Saturday, September 11. The program will be worked into "Whiz" and "Peanut Pete" candy bars and the commercials will be handled by Olin advertising agency of Chicago. Olson will set up a tape recorder in different sections of New York each week and will ask questions submitted by the listeners. The network was first heard as a feature on WJZ.

Admiral Corp. Buys Pressed Steel Subsidiary

Chicago—Admiral Corp. has pur- chased the domestic appliance divi- sion of Pressed Steel Co. at Hinges, Ill., according to a joint announcement this week by Ross D. Siragusa, president of Admiral, and John D. Brown, head of Pressed Steel. Transaction makes available to Ad- miral all of the electric range manu- facturing facilities of Pressed Steel, including equipment, certain inven- tories and trade names. Plant covers approximately 250,000 square feet.
OVER
250 TELEVISION SHOWS
will be Previewed
in the NEW
1948-1949
PROGRAM DIRECTORY
of
SHOWS of TOMORROW
As well as Important Articles
on
The TV Program Report
to be
PUBLISHED AUGUST 16
Advertising Forms Close July 30
NEW BUSINESS

WM AQ, Chicago: The sale of a transcribed daytime serial three days a week and the 52-week renewal of the half-hour program by the Longwittauer Watch Co., paced the business week. The transcribed Aah Mow program was purchased by the John Puhl Products Company (bleaching agents), through Roche, Williams & Cleary, Inc., for sponsorship on Monday, Wednesdays and Fridays, 11:00 to 11:15 a.m., CDST, starting August 2 for 32 weeks. The program will be heard on the same time on Tuesdays and Thursdays. The Food Magician, now heard at 11:00 a.m., will move to 12:15 p.m., effective August 2. The transcribed Symphonette program, heard 10:30 to 11:00 a.m., Sundays, Tuesdays, Thursday and Saturdays, was renewed for another 52-week cycle by Longines-Wittnauer Watch Company through Victor A. Bennett Company, Inc., agency for the watch firm.

Spot business included an order for participations in the Food Magician program, 11:00 a.m. (CDST) on Tuesdays and Thursdays, placed by Oak Soap Company, thru L. W. Ramsey Company, which two station breaks weekly for 39 weeks were ordered by the Beechwood Packing Company (gum) through Newells Emmett, Inc., The Pedestrian Division, Lever Brothers Company, through Needham, Louis & Brody, Inc., order a two-minute announcement and two station breaks weekly for 13 weeks.

Wedding Bells

Rae Sands, production assistant on CBS’ “Winner Take All” and “Hit The Jackpot” and William Raphael, script writer for the American Network, have just returned from a Nantucket honeymoon. They were married on July 1.

AGENCY NEWSCAST

HERSCHEL DEUTSCH has become a member of the firm of Small & Seiffert, Inc., advertising agency, New York. As part of his executive duties, he will supervise all radio operations for the agency. He was formerly associated with the Grey Advertising Agency.

BRIAN MacCABE, executive director of the London office of Footo, Cono & Belding, has been appointed as attache to the whole of the British team in the XIV Olympiad in London. Prior to the war, MacCABE was himself a well-known Olympic athlete, and was the only British finalist in the 800 meters in the 1936 Olympics in Berlin. His athletic career was brought to a close by the war, in which he was wounded twice and twice awarded the Military Cross.

IRVING GLASER, for six years art director of Goldring, Inc., has taken over the art directorial duties of Hiram Ashe Advertising Associates, Inc., according to an announcement made this week by Hiram Ashe, president. The appointment takes effect immediately.

THE KENDALL MFG. COMPANY, Lawrence, Mass., has appointed Kastor, Farrell, Chelsey & Clifford, Inc., to handle the advertising for their product, Soapine, effective August 1.

THE FOURTH NECESSITY

When NBC wrote another new page in television history by airing a three-city roundtable telecast this week, diplomat-politico James W. Gerard came out from under the lights with a pronouncement.

"There used to be," he said, "three necessities for victory in a political campaign—registering the vote, getting the vote out on election day, and radio. Now there's a fourth: Television."

Which is why presidential candidates allowed themselves to be cosmeticated by NBC's Dick Smith—and why NBC and LIFE magazine sent 230 staffers all told to Philadelphia —and why NBC knew that certain recordings of the conventions were regularly used for the first time and were gobbled up by NBC affiliates and nonaffiliates from coast to coast.

PUBLIC RELATIONS SERVICE AVAILABLE

...To a manufacturer, service organization, network or station there is an exclusive opportunity offered to secure an efficient and effective public relations service in AM, FM and Video fields.

...Public Relations Policies defined and established. Publicity prepared and placed. Exploitation executed.

...National Research facilities of unusual nature available.

...Geared to handle but one client in an industry, service is offered on annual retainer basis to function either as the public relations department of a client or to aid and supplement current staff.

...Interviews between principals can be arranged by writing—

Box 511, RADIO DAILY
1501 Broadway, N. Y. C. 18

TELEVISION

FM • RADIO • ELECTRONICS
ENGINEERS AVAILABLE

We have a number of exceptionally well-trained and experienced graduates who have completed advanced training in F.M. and Television and hold first class radio-telephone licenses who can provide immediate employment. For information, write or call Employment Director.

"Operated by leaders of the radio and television industries.

Visit the School exhibit for free catalog

RADIO-ELECTRONICS SCHOOL
OF NEW YORK
62 BROADWAY, NEW YORK 4, N.Y.
Bowling Green 9-1200

WNB Scope

PUBLIC RELATIONS
SERVICE AVAILABLE

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Ten hours a day of political telecasting. The biggest, biggest, most elaborate coverage of any event since radio began—national in range, superb in clarity. Emphatic confirmation of "1948—Television's Year."
WABD in Revamp of Studio Equip.

TELE TOPICS
By JIM OWENS
Associate Editor

RCA, which has been holding informal skull sessions for visiting engineers re the latest in video equipment, next week will kick off its study tours with a five-day course at Camden, Company, which has been flooded with inquiries from new stations, etc., the past half-year, decided to organize classes, tours and working demonstrations of what makes TV equipment tick. Cuba, Mexico & Australia will send reps to give RCA the run on J. J. the double-o... Cornelia Glass Co. of Boston is one of the 100 top customers in the wholesale of apparatus in outlet of material for video cathode-ray tubes, expects to be able to fill most urgent demands by the end of August, or fall at the latest. The tube shortage, as emphasized by practically all television manufacturers the past month, is now in the acute stage.

HELAM DRUG CORP., yesterday broke with what must be one of the heaviest promotion drives yet scored across a local TV show. Which (sell soft drugs, too) has covered 164 stores in the city, windows of which are plastered with posters promoting "Charade Quiz" on WABD. Bill Slater—who rates it—comes in for strong billing as show's emcee.

Video World, the package house, has changed its anital image with a new look, and a new top drawer talent for a dramatic series. Latter group, under title of Actors' Studio, Inc., such as Elia Kazan, Burgess Meredith, Cheryl Crawford, David Wayne. TV series, record, will be adapted from one-man plays and short stories selected by John Steinbeck... And, the WABC-TV, the WBEN-ws TV scan the entire production of Phillip Barry's "Foolish Nutrients" from the stage of the Grand Island Playhouse in Niagara Falls.

CLOSING SESSION (Wed. night) of the Dem. Convention clearly emphasized TV's ever-increasing handling of that than the GOP confab—without the last segment, without doubt its most breathtaking and inspiring job to date. Scanning of Pres. Truman as he boarded a special train in Washington and arrived at the Phila. station, was stark drama at its realistic best, with both DW and NBC-Live coming in for a deep bow. Latter's scanning of the Chief and party—and particularly the smooth切换 from Convention Hall to the studio as a-koo-deep of the excruciating atmosphere—was perhaps the finest example yet of what TV can do when assigned a major role to fill. The NBC-TV, a-closing, was a thrilling experience, NBC's brilliant scanning of the Alabama-Mississippi waterfront. NBC called the taping delegates for "River 22," let 'em give their gripes to the public on the spot, then toppped it off with a shot of the boys tussling their delegate badges on the table. No balloting necessary for TV, it's in.

TV of '52 Confabs
NATIONWIDE KINTNER

By 1952 the national political conventions, which yesterday closed in Philadelphia, will be aired to TV audiences throughout the nation "in the fullest sense of the word," according to Robert E. Kintner, ABC's executive veepee. He predicts that four years hence the video transmission picture will be "vastly altered" what with extension of coaxial cable or microwave transmission. As it stands now, by that time will also be improved advances in cameras, lenses and production technique, he believes.

Four Join Y. & R.

Four new staff members have joined the radio-television department of Young & Rubicam, Inc.: Wallace Chateauel, Brinon Johnson, Jr., Ogden Knapp and William H. Brown, Jr. Brown was previously coordinator of the Juilliard School of Music and a destroyer officer in the Navy. Knapp was formerly with the Music Corporation of America and Foote, Cone & Belding.

Form Tele Info Firm

Formation of a new service to provide central source of information on new developments was announced this week by Robert S. Keller, Inc. sales promotion firm. Information to be gathered under "Television Information Service" will cover sale distribution, equipment, market, etc.

KFI-TV To Scan Pro Grid

KFI-TV To Scan Pro Grid

Los Angeles—KFI-TV will be the exclusive television outlet in Southern California for all league games and selected exhibitions played by the Los Angeles Rams in 1948, W. B. Ryan, KFI general manager, announced yesterday. Station 10 will retransmit 14 games, starting with the intrasquad exhibition contest earlier August 14 and ending with the Pittsburgh Steelers game December 11 or 12 in the Coliseum.

McCay Jins WCAU-TV

Philadelphia—John McCay, program director at WPN, has been appointed program coordinator at WCAU-TV. In his new capacity McCay will be responsible for program development and special writing as well as coordination of local and network programming, station assignment and overall scheduling.

WNHC-TV Aiding Dealers

New Haven: At a special service for radio dealers and servicemen throughout Connecticut, WNHC-TV, it now telecasts its test pattern from 10 a.m. to noon, and 2 to 5 p.m. five days a week, Mondays through Fridays. Regular program begins each day at 6 o'clock in the afternoon. WNHC-TV, under its present program schedule, is off the air Saturdays.

Sets 125 G Program To Replace All B'cast Units

In line with a substantial hike in billings the past several weeks, provided by a nation of major long-term advertisers, WABD studios next week will undergo a complete refurbishing to streamline and modernize studio operations at an estimated outlay of $125,000. Face-lifting, which will remodel and install studio equipment, including cameras, lighting, etc., to the junk pile, is the first major overhaul since the DuMont flag is raised.

Audition TV Package

A new television show, "From Head To Toe," was auditioned last week at the Town House Hotel. The package, of Raymond M. Light, Frank Danzig and Catherine Nesburn, is an audience participation quiz... giving away clothes instead of money. Clothes are shown on Caroline Leondetti Models, who are being used exclusively on the show. M. C. is J. C. Flippen.

Morrison Joins WFIL

Philadelphia—Robert Z. Morrison, Jr., has joined the sales staff of the Philadelphia Inquirer Radio and Television Stations, it was announced by John E. Surrick, sales director. Morrison will be in charge of new business development for the Inquirer radio and television outlets.

Children Want Stories.

Video Survey Shows

Survey of children's TV programs showed that children who are interested in stories of adventure are the ones who watch TV the most. In a study of 500 children in the third grade, it was found that 9 out of 10 children said that they preferred adventures over stories of everyday life.

WWY Names Kamins

Len N. Kamins has been named as television sales manager, effective immediately, of WWY-TV, Detroit. He was formerly with Gale, Brook, Smith, French and Dorrance.
Unfair Competition Charged by Zenith

(Continued from Page 1)

that the tone arm marketed by the mail order house is the same as the Zenith product. The suit also alleges that the Colonial Radio Corporation and International Detrola Corporation have manufactured and are manufacturing the tone arm sold by Sears, Roebuck and have contributed to the unfair competition upon which the suit is based.

CARE Radio Message Brings Many Contributions

(Continued from Page 1)

Advertising Council announced yester-

day.

The increase occurred on the Mon-
day following the Friday night broad-
cast. CARE officials attributed the sudden rise in sales directly to the announce-
ment which was aired between the sixth and seventh rounds of the fight by sportscaster Bill Corum. Sales on Tuesday took a decided dip back toward the daily average, CARE reported.

Broadcast of the appeal was ar-
anged by A. Craig Smith, Gillette
 nymph in charge of advertising, and
Maxon, Inc., agency for the firm, pre-
pared the copy stressing the need for
the food packages.

Send Birthday Greetings To —

July 16
Phillip S. Barrison
Charles Eliston
Frank Singiple
Evelyn Lynne
Murray Grabhorn
July 17
George Barnes
Carl Burkle
Ed Sims
Walter P. Burra
John B. Hughes
Charles Howard
Dick Ruben
July 18
Harriet Millard
Red Skelton
Marvin Mueller
Hal Stiles
Adele Rosen
Howard Jones
July 19
Merlin H. Aylesworth
Frank Hodson
Irene Hubbard
July 20
Irving Fields
Henry W. Longe
Murray Forbes
Don Stevens
July 21
Evel Hitz
Allyn Joly
Art Franklin
Fulton King
Walter E. Benolt
July 22
Joe B. Carrigan
Shirley Howard
Jack Edwards, Jr.
Audrey McGrath

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.
FORECASTS TV MANUFACTURING BOOM

Religious Workshop Plans Are Completed

Chicago — Third annual religious radio workshop will be held at the University of Chicago, Aug. 2 to 27. It was announced over the weekend by Ross Snyder, associate professor of religious education on the faculty there.

Conference will be broken down into five sections. They are: Constructive goals and policies of religious broadcasting; writing and producing religious programs and programs.

(Continued on Page 5)

Cleveland Firm Gets CP Over Scripps-Howard

Washington Bureau, RADIO DAILY

The FCC on Friday announced a final grant of a construction permit to the Cleveland Broadcasting Company for operation on the 1000 band with five KW, unlimited. At the same time the competing application of Scripps-Howard was turned down, with the decision based largely on the Commission's desire to diversify the ownership of the means of public communication. Commissioners Walker, Webster and Hennessy did not participate.

28% G.E. Increase Reported By Wilson

A rise of 28 per cent in net income for the first six months of 1948 as compared with the same period a year ago was revealed by Charles E. Wilson, president of General Electric Company in a statement to stockholders released Friday. The Wilson statement follows: "Operations of General Electric" (Continued on Page 5)

Novel ET Series

Mel Blanc, creator of the voices of Donald Duck and Bugs Bunny, has recorded ten animal voices to be used by the First National Bank of Minneapolis for a series of commercial spot announcements which will be heard on WDGY, WCOL and WELD. Deal for the Blanc recordings was handled by the Olmstead & Foley agency in Minneapolis.

McNeil's '4th Party' To Hold Convention

Chicago — Doubtless Don McNeil's "Fourth Party" political convention, continuation of the promotional stunt of ABC's "Breakfast Club," will be a bane of the recent Republican and Democratic national conventions. The "Fourth Party" convocation will be held in New Philadelphia, Ohio (population 13,000), on Friday, Aug. 13. Entire "Breakfast Club" cast will arrive in Canton, Ohio, August 12, greeted by civic officials, and escorted by automobile caravan over the 30 miles to New Philadelphia, where there will be a torchlight parade in the town square. Friday the 13th will be prohibited in New Philadelphia, say 28-year-old Mayor Robert Lukens, and stores and offices will be closed during the "Bugling," the cast will originate from the Tuscarora Park amphitheater, seating 2,000 persons.

Periodic Examination Of News Staffs Urged

The NAB Radio News Committee, meeting in Washington Friday, urged broadcasters to re-examine periodically their news organizations to improve those subscribing to the newsmen and coverage of local news. Meeting at NAB headquarters, the committee also voted to continue the radio news clinics, which were begun in Springfield, Ill. in 1945. The clinics are workshop sessions for radio newsmen and management.

The group heard NAB President (Continued on Page 5)

BMB Subscribers Total 706; Same Figure As 1st Study

Reporting a total of 706 subscribers for the new audience measurement Bureau, BMB Friday pointed out that the list of subscribers totals exactly the same number which participated in the organization's first study.

There are 506 AM stations listed among those subscribing to the new study. In addition there are 97 FM stations and five television stations.

Four nationwide and four regional networks comprise the balance. It was explained that many of the FM stations that formed the recently inaugurated Combination Subscription Plan which permits common AM, FM and television stations in the same city to subscribe on a single subscription fee, based on the combined revenue of the several stations. This differs from.

(Continued on Page 5)

RMA Gives Figures On Tele Progress With Receiver Production Rate Seen Setting New Mark

Tri-States Blasts FCC, Withdraws Station Bid

Washington Bureau, RADIO DAILY

Washington—The FCC will be told today or early this week that it has rejected in an independent group in handling the projected sale of KSO and KSO-FM to the Tri-States-Meridian Corporation, and that because of the long delay the group would not have back out of the deal. The agreement between the purchaser and the Murphy Broadcasting Company, (Continued on Page 6)

What's My Name? Revises Odds On Its Giveaway

In an attempt to improve listener's chances of being called by a giveaway show—estimated odds of 22,000,000 to 1 against it were first revealed by RADIO DAILY over a month ago—ABC's "What's My Name?" has completely reversed its (Continued on page 6)

NAB Official Okays New Co-op Indie Group

Washington—Commenting on the organization of 18 independent broadcasters in a cooperative group known as Independent Metropolitan Broadcasters, A. D. "Just" Willard of NAB (Continued on page 6)

'Voice Of America' Relay Started Sunday By BBC

The State Department on Saturday announced inauguration of a new relay of "Voice of America" programs by BBC. The new service, which went into effect Sunday, is provided for in agreements recently negotiated.

(Continued on Page 2)

Headliners

President Harry S. Truman and Governor Thomas E. Dewey are slated to make their first appearance together since their respective nominations at the dedication of New York's Idlewild Airport, July 31. Ceremonies will be covered by WNYC and WOR, of the city's major radio stations, as well as the network.

Columbia-NBC Courses Will Cover Radio, TV

Columbia University School of General Studies will offer 27 radio and television courses in cooperation with NBC during the 1948-49 academic year, it was announced Friday by Sterling W. Fisher, manager of the web's public affairs and education department.

This marks the fifth consecutive year that NBC and Columbia have (Continued on page 6)
COMING AND GOING

HARRY WISMER, director of sports of ABC, last Saturday in Hollywood, where he'll be featured in a RKO Productions program, "30 Seconds to Pluto," in the cast will be top-flight pro football stars.

NORMAN CORWIN, writer and producer for ABC, expects to be in New York today from the West Coast. He plans a trip to New England later.

JOSEFINE OF CAMP, actress heard on the "Dr. Christian" program over CBS, has left town. She was notable by her absence at the opening day of the show on January 19, 1948, in the cast included a number of celebrities, none of whom was present.

JOSE M. GARCIA, vice-president of Publicized Inter-American, Havana, associate agency of National Export Advertising Service, Inc., has arrived in New York to study methods used on top-flight radio and television programs.

TED SCHNEIDER, director of daytime operations at WNB, is expected back today from Montague, N. J., where he vacationed.

HARRY MARBLE, who is heard on CBS Saturday mornings, is an "on-air". During his absence Dennis James is taking over.

MIKE JABLON and NAT RUDICK, of Gainsborough Associates, publicists, have returned from a trip to Washington and Philadelphia.

Goodwin Named Manager of WJNR By McNeil

Appointment of Harry D. Goodwin as manager of WJNR, radio station of the New York News, was announced by John McNeil, newly appointed director of radio operations for the News. The appointment will be effective August 5.

Goodwin has been promotion, public utility and managing merchant of the station WCP, Boston, since 1944. Previously he had served for 14 years with WBZ, Westinghouse station in Boston.

SMPE Exec. To Speak

J. A. McClellan, executive vice president of the Society of Motion Picture Engineers, will address the National Television Film Council at its meeting at Sardi's Thursday evening, June 7, at 7:30 p.m. Mr. McClellan heads 17 technical committees of SMPE, will discuss the future of films in video.

NOW AVAILABLE

TV TROUBLE-SHOOTER

A top-flight radio-TV writer-director and IDEA MAN. To organize or HEAD-UP advertising agency or station program department. Or assume executive duties over-all planning and NEW BUSINESS in Television. Heavy advertising agency experience. Both C.B.S. network and local station experience. Knowledge of films, live talent, animation, music, etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc,
PEOPLE
ARE "SEEING THINGS"
IN DETROIT

Every day of every week, WWJ-TV, Detroit's first and only television station, has the eyes of Detroiters focused in its direction. WWJ's diversity of programs and features has aroused the interest of Detroiters of all ages, in all walks of life, to the point where steadily increasing sales of television receivers has attracted an impressive list of national and local advertisers. Thanks to WWJ-TV's pioneering and showmanship, television has already become an effective advertising medium in the Detroit market—4th largest in America!
CALIFORNIA COMMENTARY . . .

- Television can possibly improve films, Ronald Reagan, president of the Screen Actors Guild, told a luncheon meeting of the Hollywood Ad Club. He pointed out that television can be made for a more adult audience and said that his organization's theory of payment for an actor's work on video is that it should be on a royalty basis. Among the other speakers were Rodney Pantages, Stuart Lubin, William Lokey, Bernard Tabakin and Phil Booth. Lou Place, of the Russell Seeds agency, presided, and Malloyd prepared the program. By the way, Benton Paschall, former commercial manager of KBOY, Sacramento, who has been made manager of Western Radio Advertising, Inc., lost no time in joining the Hollywood Ad Club. A split connecting rod brought a split vacation for Reverend Church & Rubicam's Coast publicity director, who's been in Hollywood after a week since he planned. Need of a brand new engine stopped the Samuel family vacation at the midpoint last weekend at Newport Beach. Art Linkletter, accompanied by his wife and oldest son, is vacationing in the mountains of New Hampshire.

- Jeannie McKeen holds the record for guest appearances on "Sound-Off." She made her first appearance on the program July 12 . . . Mr. and Mrs. Boris Kholo, off to New York for the premiere of "Tap Roots," Universal-International picture, stopped en route to see Ralph Edwards in "Goodbye Again" at the El Teatro de Santa Fe, New Mexico . . . Joy Hodges, wife of radio writer Paul Dudley, to Pittsburgh to appear three weeks in "Rosalie" at the Pittsburgh Festival . . . KGW, Portland, hold "open house" July 17 to celebrate the opening of its new studios in the new Oregonian Building . . . "Bud" Edwards and Ernest Felix of the ABC Western division staff, recently decided to give "the fishing freshman," Don Searle, their chief, a lesson in "landing the big ones." They all went trolling at Dana Point, and the net result (no pun intended) was that Searle caught 12 barracuda, Felix six and Edwards only one.

- Joe Floyd, of the Hollywood theater, Sioux Falls, South Dakota, and Cliff Gill, now of Hollywood, who originated "Blind Date" in 1943, recently staged a new quiz show, "Starway To Fortune" at Floyd's theater. The program is designed for both AM and television. . . . Irene Woods, singing star of the Surratt show, had her own commercial show twice a week over WHEB in Portsmouth, N. H., when she was 11 years old! Robert Hussey, Young & Rubicam Hollywood program development director, off with his family for two weeks at Ojai, San Francisco and Lake Tahoe . . . Gale Gordon is on vacation, "to use the word loosely. However, his vacation adds up to both work and commuting. Gordon spends weekends at a Santa Barbara guest ranch, and Fridays and Saturdays on rehearsals and the broadcast of "Junior Miss."

- Allan Young's new variety show, which already has aroused considerable spectator interest due to its two-way format, TV or radio, is ready for waxing by the comic and will be ready for presentation to prospective sponsors within the week . . . Jerry Lawrence has added a twist to his "The Quiz Down." The highlight of the show features a Caroline Leonetti model as "Lady Luck," who awards the prizes to the winners. The program is sponsored by Rexall over KMPC five times weekly . . . Dick and Gene Wesson, zany brother comic team, just reunited by their manager, "Bullets" Durum, are now preparing their half-hour radio package for the fall season . . . Frank DeVol's third Capitol record album, "Classics in Modern," set for national release. Wax package features DeVol's 38-piece concert orchestra playing fox-trot adaptations of "The Breeze And I," "Moon Love," "Our Love," etc.
Periodic Examination Of News Staffs Urged

(Continued from Page 1)

Justin Miller and General Counsel Don Petty discuss the "Mayflower Rule," forbidding editorializing by broadcasters, and voted to continue opposition to the rule until final reversal.

Chairman E. R. Vadeboncouer, vice-president of WSYR, Syracuse, reported to the group on an appearance by himself and Michael Hanna, WCIC, Ithaca, N. Y., NAB 2nd District director, before the law revision committee of the New York legislature, to urge inclusion of radio newsmen in a bill to protect newsmen from pressure to reveal sources of information.

"The booklet to be Published"

James L. Rowe, president and general manager of WCTC, New Brunswick, N. J., reported on a New Jersey newspaper editors' group that has signed an agreement to cover radio newsmen.

At the suggestion of Judge Miller, the committee agreed that the Vadeboncouer report should be distributed to NAB member stations as a pamphlet, listing states having newspaper-privacy laws with or without exceptions covering radio newsmen.

WFLI-FM Fax Edition Carries 7 Advertisers

Philadelphia — First commercial facsimile edition of a radio newspaper, an inquirer was aired by WFLI-FM the end of last week, with seven quarter-page ads in the eight-page, 30-minute edition.

A weekly feature of WFLI-FM, the fax edition carried news, pictures, weather and advertising, to tele- and comic pages. Ads were prepared by the ad departments and agencies of the seven participating firms. Finished copy and layout was submitted to the station's art staff for inclusion in the issue.

Initial advertisers, all of whom signed 13-week contracts, were: Bold Cigars; Mort Farr; Greystone Wines; W. J. Korn & Co. ad agency; Land Title Bank & Trust Co.; Lit Brothers and Parkway Bread.

28% G. E. Increase Reported by Wilson

(Continued from Page 1)

Company and its consolidated affil- iates reported a 28.2 percent in- crease in net income for the first six months of 1948, which resulted in a profit available for dividends of $49,022,389, or $1.89 a share of common stock. This net income represented an increase of $28.2 percent over the $40,503,075, or $1.17 a share, earned by the corre- sponding period of 1947.

At this rate, the earnings were equivalent to 7.1 cents per dollar of sales in each re- cording period. In 1947, this figure was 6.7 cents per dollar of sales. In 1947, Electrical Securities Corporation, a former investment affiliate.

"For the three months ended June 30, 1948, the consolidated net income was $20,531,190, equivalent to 7.2 cents per dollar of sales and to $1.01 a share of common stock. This compares with $24,383,484, or 7.3 cents on the sales, and 80 cents a share, earned in the corresponding quarter last year.

"Net Sales at $772,761,791 were on a higher level than last year, and the company's stockholders' equity percentages and the company's balance sheet are in a strong position to withstand any further increases in the level of prices due to inflationary trends.

"A dividend of 40 cents a share of common stock will be paid on July 10 to the holders of record on July 1 for the quarter of 1948 making a total of 80 cents a share in dividends for the first half of this year, which is at the level paid for the same period last year.

BMB Subscribers Total 706; Same Figure As 1st Study

(Continued from Page 1)

the subscription arrangement for the first survey as subscribers that were entered as individual broadcasters.

New Subscribers Listed


New television stations subscribers included: WSNV Cincinnati, Ohio; WTV Miami, Fla.; WFTV Boston, Mass.; WTCN Minneapolis, Minn.; WTVK-TV New York, N. Y.

KYW Holds Open House For Broadcasters

Philadelphia — All NBC program origination in Philadelphia plus 30 special pick-ups for a half-dozen additional broadcasters were handled by KYW during the recent Republican and Democratic National Conventions.

Although not taxed to capacity, the Westinghouse station's facilities were used to their fullest for a close performance on several occasions during the two conclaves. Early evening, late-night and midnight hours from the Ward's Convention Center were hand-carried, and many other programs were handled during the Tuesday and Wednesday (July 13-14) sessions of the Democratic convention. The convention proceedings of Wednesday extended well into Thursday morning.

Reports, Stations Listed

Among the individual news reporters and stations accommodated in addition to NBC were Blair National, WJW, Detroit; Bill Thomas, Harris Breth, and Bill Burns of WCPA, Cleaveland, Ga.; Galen Fromm and Bill McKechnie of WBAL, Balti- more; John Don Hirsch of KDKA, Pittsburgh.

Coverage of the conventions by the press was highlighted by two 54-minute forum programs which originated directly from the convention. The two broadcasts were WTTF, Hartford; WATR, Waterbury; WNLC, New London; WSTC, Stamford; WHNC, New Haven; WTOP, Torrington and WNAE, Bridgeport.

Special records were made for the NAB, Louis and KGU, Honolulu by KYW.

Religious Workshop Plans Are Completed

(Continued from Page 1)

Program series; utilizing radio programs in the educational work of the church, building relations with the listening public, and training religious broadcasters in the local community and in the seminaries.

The workshop was directed by Everett Parker, director of the Joint Religious Radio Committee and instructor at Columbia and Yale, will direct the workshop.

Enterprise Non-Sectionarism

A non-sectarian enterprise sponsored by the U. C. and the Joint Religious Radio Committee, workshop will include open discussions, observations of local radio shows and an advanced program for those who have attended previous sessions.

Instructors and lecturers include Arnold Marquis, of the NBC-Uni- versity of California Radio Institute; Frank Papp, director of NBC’s "The Eternal Light," Buell Gallagher, Pacific School of Religion, David Edwards, University of Chicago; George Probst, director of University of Chicago Round Table, and Old Mr. radio director, Pontiac, Ill., public schools.

National Guard Series

Chicago—A new series titled "G. I. Notebook," presented by the Illinois National Guard, has given its debut on WCF7 July 17 at 12:45 p.m. and will be heard weekly. Series will feature guest service men, a com- mentary by Frank Smith, veteran editor of the Chicago Sun-Times, and news flashes concerning Guard activities. Each week the history of a National Guard outfit will be reviewed.

Takes WLHN Sales Post

Takes WLHN, Laconia, New Hampshire has appointed John J. Reed to its account executive for the Lakes Region territory. Reed was previously a copy- writer for Abner J. Celula & Asso- ciate, New York, before taking advertising and sales promotion manager of Motor Parts Company, in Philadelphia.

Reneus 'Favorite Story'

Frederic W. Zir Co., announce that the D. H. Holmes Company, New Orleans department store, which has been a Ziv advertiser since 1944 re- cently renewed the half-hour dramatic program Famous Story for a second year over WDSU.

Bankroller

Lanny Ross’ program on WNB is bankrolled by Swift. It now comes to light that Lanny is doing some very attractive advertising himself. The New York Public Li- brary reports that its free outdoor advertising is being handled by Ber- rant Park and continue until Sept. 15, "are being made possible through the generous gift of Lanny Ross, the singer."
The weekly in radio

Dems Adopt Radio-TV Freedom Plank
By ERNEST STERN

The Democratic Party, concluding their oven-baked Philadelphia National Convention in the wee small hours of Thursday morning, went through with a plank in their platform calling for universal freedom in radio and television and the prohibition of "the vigilante movement" of worldwide freedom in the gathering and dissemination of news by press, radio and television, with complete confidence that an informed people will determine wisely the course of domestic foreign policy," plank was one of few not marked by partisan bickering. "Coverage of the Democratic Convention cost the major webs over $2 million and TV stations a combined total of over two million for both major political confabs in the "City of Brotherly Love," New FCC ruling makes it necessary for broadcasters about to go on air to notify the Comm, at least two days in advance of commencement of program testing date. The NAB engineering experts are expected to recommend industry cooperation with the FCC in solving engineering problems and frequency allocation difficulties. Inter-American Association of Broadcasters adopted "in principle" a 15-point program advocating the right of free radio to editorialize. Organization also adopted a resolution stating freedom of air "has been virtually abolished in Latin America." Continental FM Network announced a weekly series of top "name" bands to be aired from Continental Hall, beginning last Sat. It's the first, according to Larry Carl, web president, the program to have been aired on an exclusively FM network. Commercial time salesmen are expected to make their move to drive soliciting Republican and Democratic National committees for a good slice of the estimated $5,000,000 which will be spent by the parties between now and Nov. elections. Indications are that the GOP will use more national and regional net time than the Democrats.

The 4-A's announced formation of a new committee to deal with operating problems in radio and TV, as distinguished from problems of program production. Carlos Franco of WABC, New York, is chairman. Other groups. Willard said he understood the aim of the organization was to improve the program structure of independents.

NAB Official Okays New Co-op Indie Group

"What's My Name? Revises Odds On Its Giveaway"

"Tri-State's Hits FCC, Withdraws Stations Bid"

Tri-Stakes Hits FCC, Withdraws Stations Bid

licensees, had provided that either party could cancel if FCC approval was not granted.

Although the matter came before the Commission, and it is said a decision will be taken in a matter of days, the letter that finally went out was dated July 12 and received July 15. The letter was scheduled to have been filed last February.

The letter asked for comment on the anti-trust violations of Paramount Pictures in regard to this application. Paramount being a 50 per cent owner of the Tri-State circuits, which is also owner of the Tri-State Meredith Corporation. The company insists that this is not a pertinent issue and indicates that if Paramount does not control. Blank also referred at that time to testimony before the FCC by Paramount's video head, Paul Chamin, chairman of the board of Tri-State Meredith application for a TV license in Des Moines until he read in the trade press, "No Competitive Application"

Furthermore, the FCC will be told, the Commissions will be told, there have been competitive applications, ruled in favor of applicants with records of anti-trust violation. In other words, it is a competitive application, Reference will be made to cases in Williamsport, Pa., and Lexington, Va.

The letter to the Commission, which was being drafted over the weekend, also will point out that the buying corporation had to put up $300,000 in February, which money is still tied up and might remain as money lost. Maybe the FCC can stand such delay but business men cannot, it will say. The other thing the letter will be that, pending FCC approval, the purchaser has no right to act in any station before then. In other words, the FCC is acting now on the assumption that the present station management, the point is made that seemed to be thewise investment six months ago might have depreciated in value by the time FCC approval is finally given, either through mismanagement or through FCC action granting other stations for the same area.

The Tri-State Meredith TV application remains in effect, however, and the Commission will have another opportunity to raise the Paramount anti-trust issue in this case.

"KQV Records Durocher Shift"

Pittsburgh—KQV recorded on tape the official press conference at the Hotel Schenley Friday morning when M. A. Dorgan, president of Durocher Management of the New York Giants and revealed that Leo Durocher would succeed him as manager. Also the Dodgers announced Burt Shotton as manager. KQV broadcast the announcements and interviews on the 1:15 p.m. newscast.

The market was the first to be covered by the radio and television freedom plank adopted at the Democratic National Convention.

What's My Name? Revises Odds On Its Giveaway

"What's My Name? Revises Odds On Its Giveaway"

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What's My Name? Revises Odds On Its Giveaway

The market was the first to be covered by the radio and television freedom plank adopted at the Democratic National Convention.
ABC SETS PLANS FOR N. Y. STUDIOS

MANUFACTURING BOOM PREDICTED FOR VIDEO

Just in Case... Toledo O.—To protect its cameras at Swany Field, home of the Mudhens of the American Association, WSPD-TV has ordered a "Tuf-flex" plate glass screen through which the baseball action will be pictured. Screen is four by nine feet, is one-half inch thick, and is made by Libbey-Owens-Ford Glass Company. It is on a temporary platform in the second deck of the stands and has an open end for swinging cameras down the first base line.

500 Atlanta Dealers Get RCA-WSB Demo

Atlanta, Ga.—Dealers in this area were provided a preview of tele live work at a demonstration-showing by RCA which was participated in by WSB-TV, this city's first video outlet set to debut before the fall. Showing, which was attended by some 500 RCA dealers, was featured by a special closed-circuit telecast by WSB-TV, designed to outline the effect of an ambitious set sales campaign about to be started by the manufacturer.

Dealers were hosted at a dinner by The Yancey Company, which Joseph S. Elliott, vice president in charge of RCA home appliances, was principal speaker.

Competition of plans for its N. Y. video studio, to occupy the width of a city block between 66th and 67th Streets off Central Park West, was announced Friday by ABC, construction of which is to begin immediately. Although cost of reconstructing the present studio, a riding academy, is not disclosed, ABC will reportedly pay an annual rental of $68,000 plus taxes.

New studios, which will serve both the network's flagship WJZ-TV, are said to be "America's largest" by Robert E. Kintner, executive vice-president. New building will provide 2,000,000 cubic feet of space and will cover the entire tract between 66th and 67th. Main studio will measure 200 feet by 120 feet by 100 feet in width with a 45-foot ceiling. Unit will be provided with sound-proof, fireproof, acoustic, and architectural materials, to分红 the principal studio into smaller facilities. Facilities will be provided for the distribution of pictures to public viewing rooms, lobbies, client's room, and executive offices. Permission to view shows will be restricted only to those invited, Kintner said. In addition, rental will install a control room on special balcony with telephone facilities. The first 20 technicians and 16 cameras will be used by ABC staff, and duplicate sets of studio equipment will be available for emergencies.

The Week in Television

Film Library Set Up via Fox-Up Pact

20th Century-Fox and Twentieth-Fox, a special agreement, Saturday's session of its executive杀菌 "Pace Playground," feature of which was to be appearance of three lion cubs from the Pali- lads Park manager. Everything was fine until the lion man out discovered showtime would conflict with the cubs' dinner hour. Since they're still too young for bottle-feeding, Mom would have to come along, he said... Cute idea, anyhow.

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**Song Writer Has Say**

"I was very pleased to see, on reading your issue of July 12th, that the song NOW IS THE HOUR, of which I am co-writer, has ranked first on the Annual Peetman Survey. However, your line is rather different from mine. I feel sure that you would want to correct an impression which takes credit away from a person to whom credit is due.

NOW IS THE HOUR was written by a New York, pop number, briefly. I will give you its history. Thirty-five years ago a piano solo was written in Sydney, Australia, by Clement Scott and titled SWISS CRADLE SONG. This was played in the silent movie houses and was a huge success all over the world, finally arriving in Australia. There, a Moa woman, Maivah Kiahau, took 16 measures from the melody and turned it into a little melodic theme, and to this she wrote a four line poem. The Moa folk musician, Ruma, took one of the measures and made it into a five note theme. It is Australian in origin. Over the years it has been sung both in Australia and New Zealand on a war tour, toward the end of the war, the number was done for the U.S. Navy and then for the Royal Canadian Air Force. In 1945 when I gave the number to a group of radio performers in New York, they took it and began to sing it. It was recorded by a group of radio performers in New York, they took it and began to sing it. It was recorded by various artists and became a huge hit. It is still sung today.

**First Broadcast Draws Sponsors**

L. A. Levine and the Hunting Club program, conducted every Sunday at 7:30 p.m. on WNUK, by Walter Fitzgerald and Wally Peters, drew such a live listening audience on its first broadcast that it was immediately signed up for a second. This was the Huntting Club program, hosted by the Fitzgerald Amusing Co., Kellogg Marine, and Ratway Marine. All three cooperative sponsors paid off the Johnson Sea Hole, outboard motor.

**A Mystery Each Night**

San Antonio, Texas—Harold Carr program director for KABC has announced that nightly the 7 p.m. time slot will be known as "Mystery Time" on the outlet. To appease the thousands of fans who thirst for adventure, the station has scheduled "I Love Adventure" for Sunday, "Front Page" for Monday, "Challenge of the Yukon" is heard on Tuesday, and "In a Ring" on Wednesday. A schedule has been prepared for the rest of the week. "Wednesday "Mystery Time" is Wednesday, "Thursday "Mystery Time" is Thursday, "Friday "Mystery Time" is Friday, and "Saturday "Mystery Time" is Saturday.

**KZL Staffers Win NFPW Award**

Denver, Colo.—KZL's only feminine newsman, Ila McLeary, who had won the National Federation of Press Women's first award for preparation of a radio newscast. Announcement of the award was made in St. Paul, Minn., last week. This is the organization's fourth consecutive national award for excellence in radio writing. Miss Hastings is a graduate of the Univ. of Colorado School of Journalism, and is a successful free lance writer of juvenile fiction and trade articles for about two years before joining the staff of KZL.

**In Good Company**

Cashing in on a publicity break that amounts to a flack's dream, WINS Friday sent copies of the July 10 issue of "The New Yorker" to about 100 agencies. Copies were sent by Peter Arno, who shows a battery of microphones surrounding the speaker's stand in Convention Hall, with a note saying that his book, "The New Yorker," is in print and available for $2.50 per set. The WINS release also stated that the book is being distributed to all major radio stations.

**Katz Tells Of WNAX**

Last fall when The Dolan Corp. purchased WNAX, the five-state midwestern area, they asked WNAX, Yankton, S. D., what to do about the advertising campaign. The Dolan Corp. asked about the future of WNAX, the station located in present of the station. The station was received in a six-page, three-color newspaper ad, and the station's billboard ad, checking the ad's distribution make it a complete story.

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Winchell’s Sponsor May Be Old Gold Cigs.

Hottest tip—and a pretty good bet for several reasons—as to Walter Winchell’s next ABC sponsor is centered on Old Gold and its agency, Lennen & Mitchell, a deal which would put the commentator back in old familiar surroundings. While L&M has not yet made an offer to ABC it is known that P. W. Lennen, agency board chairman, is contemplating an offer of $50,000 for Winchell’s services, the guarantee the gambler has from the network.

Within the last week L&M, by

(Continued on Page 3)

Crosby Renewed On ABC By Philco For 3rd Season

Renewal of Bing Crosby for the third successive year was announced yesterday by James E. Carriuolo, president of Philo Corporation. Crosby, who will again be heard on ABC Wednesday nights from 10 to 10:30 p.m., EST, will be supported by John Scott Trotter’s orchestra, the Phyllites and guest stars. The 1948-49 program will be transcribed in Hollywood with the Hutchins Advertising Agency handling the Philco account.

Dyke Gives NBC Position On Code and Enforcement

In a letter to the trade, Ken R. Dyke, vice-president of NBC, clarified National Broadcasting Company’s position as it relates to the NAB Code and its enforcement. The Dyke letter, in part, reads as follows: “Confirming the statement issued by Justin Miller, president of the

(Continued on Page 3)

Unique Request

Sudbury, Ont.—The late W. E. Masen, president of CSKO, Sudbury, and publisher of the Sudbury Daily Star and the North Bay Daily Nugget, in his will asked that all profits from CSKO be distributed each week to the Sudbury Federation. In the future CSKO will be operated independently from the newspapers with G. M. Miller as p. o. sident.

‘Don’t Want $7,300,’ Winner Tells MBS

Don’t ever think radio isn’t full of surprises. Fellow named Jack Adams, 26, of Huntington, W. Va., won $7,300 cash Saturday night on Mutual’s telephone giveaway, “3 For the Money,” and called back an hour later saying he didn’t want the money. He said he wouldn’t take it. The Mutual people fell on their knees. He said he had been offered $3,300 on a telephone cable splicer would put him in the upper tax bracket. Also, old kinds of common were telephoning to sell all kinds of gadgets and the Chamber of Commerce wanted him to make a speech. A representative of Ed Woll Associates, who owns the show, left for Huntington last night with a check for $500 to make a final pitch. If he fails, it may be the beginning of the end for giveaway shows.

U.S. Delegation Warns Of Press Control
In Special Report To Council; Urges Safeguards

‘Voice Of America’ Adds New U. K. Relay

Inauguration of a new relay of the Voice of America broadcasts by the British Broadcasting Corporation was announced yesterday by the Department of State.

The new service, which went into effect Sunday, is provided for in agreements recently negotiated between ABC and the State Department. It contemplates the use of five additional

(Continued on Page 2)

Baker Named Gen. Mgr. Of WKBW In Buffalo

Roger Baker, station manager of WKBW, Albuquerque, N. M., and prior to that associated with the Buffalo Broadcasting Corporation and WLW, Cincinnati, will return to Buffalo on August 1st as a commercial manager of WKBW. Clinton H. Churchill, found

(Continued on Page 2)

1,000 Radio Engineers To Gather In Los Angeles

Los Angeles—More than a thousand radio engineers will converge on Los Angeles’ Biltmore Hotel on September 30 for their annual West Coast Convention, it was announced.

(Continued on Page 6)

Radio, Television Coverage
For Third Party Convention

Radio and television networks return again to Philadelphia and Convention Hall this weekend for coverage of their third national political convention within a space of five weeks. This time the spotlight will be turned on Vice President Wallace’s Third Party conclave from Friday, July 23, through Sunday.

Webs are shaving down their overall convention stuffs to about one-third of the number which worked the GOP and Democratic sessions, although news chiefs maintain that the convention will get as much coverage as the news warrants.

At a meeting yesterday with Ed Frisbie, radio director of the National Wallace for President Committee, three of the major networks agreed to air the keynote speech Friday by Charles P. Howard, Des Moines attorney, but CBS has not

(Continued on page 6)

Texas Libel Hearing Set For Thursday

Houston—Hearing on the KPRC-Houston suit to clarify the right of radio stations to allow free speech to political candidates is set for Thursday in Federal Court here.

Texas laws made the stations liable for anything libelous that any speaker may say over the station’s facilities while the FCC has ruled in the Port Huron decision that a station cannot

(Continued on Page 3)

Mobile FM Experiment Planned In St. Louis

St. Louis—FM radio service for city bus riders will be tried out here, starting Aug. 4, under an agreement made by the St. Louis Public Service Co. and KXO-KFM, it was announced yesterday by C. L. (Chet) Thomas, general manager of the Star—Times

(Continued on Page 4)

Holiday

Ted Husing, WHN’s famed disc jockey, will take his first vacation in three years when he leaves tomorrow for a three week trip to Europe. During his absence, guest stars will take over his disc jockey chores at the New York indie. J. Stafford will sub for him on the evening shows and Bud Hemsleys on the morning shows for the first week.
**Radio Daily**

**COMING AND GOING**

MAJ. BARNEY OLDFIELD, of the public relations staff, U. S. War Department, stopped off in New York yesterday enroute to Canada for a vacation.

KENNETH BAKER, research director of the NAB, in New York for a meeting of NAB's technical committee.

ROBERT HUDSON, Columbia network director of education and public opinion programs, left Sunday for Syracuse. He's in Boston today and will be home tomorrow.

JACK GROJAN, production chief at WNEW, left yesterday for a three-week vacation in Chicago and Phoenix.

ROBERT E. SUMMERS, public relations manager of WFAA, Dallas, is in town. Visited yesterday at BMB.

DICK DUDLEY, disc jockey at WNEW, will leave tomorrow via the air route for a week in Bermuda.

HARRY GOLD, salesman at WMS, Hartford, Conn., is looking up a lot of sunshine at Sound View, Conn.

Baker Named Com. Mgr. Of WKBW In Buffalo

(Continued from Page 1)

Baker broke into radio in 1928 as a member of the staff of the Buffalo Broadcasting Company and during his eleven years association with the company served as studio and program director and director of sports. Baker joined WLW in 1930 to fill the position vacated by Red Barber and three years later became public relations director and promotion director. In 1943 he was made a member of WLW's management committee.

**FINANCIAL**

**NEW YORK STOCK EXCHANGE**

[Stock prices listed]

**NEW YORK CURS EXCHANGE**

[Stock prices listed]

**AM FM**

**W I T H**

Baltimore, Maryland

**WEVD**

3500 WATTS 1320 K.

PROGRAMS OF DISTINGUISHED FEATURES IN ENGLISH JEWISH ITALIAN

See the "Who's Who" advertising in WEVD

WEVD - 117-119 W. 46th St.

HENRY GREENFIELD, Mgr. Director

N. Y. 19

**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, 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.

**Stork News**

A daughter was born to Mr. and Mrs. George Faber July 9 at Evanston (Ill.) Hospital. Faber is a news-writer at WBBM, Chicago.

**Blanket Kansas, SELL Kansas**

with WIBW

The Voice of Kansas TOPEKA

**Vets To Get Sets**

Sammy Kaye, bandleader, President of the Hospitaled Veterans' Foundation, will present twelve radio sets to the veterans at Halloran General Hospital, Staten Island today. The object of the foundation is to donate radios and television sets to all Army and Navy hospitals.

**He went from 88 to 33 1/2...**

Star of Charles Stark's newest Transcribed Show

**Radio Daily**

**Tuesday, July 20, 1948**


John W. Allicote : : : : : : Publisher


Published daily except Saturdays, Sundays and Holidays of 1951, Broadway, New York 15, N. Y., by Radio Daily Corp., J. W. Allicote, President and Publisher; Donald M. Mersoner, Treasurer, and G. F. Sizer, Manager; Marvin Kirsch, Vice-President; James Owens, Associate Editor; Chester R. H. Baldwin, Vice-President; Charles A. Allicote, Secretary. Terms (Post-free) United States outside of Greater New York, one year, $10; six months, $5. Subscribers should remit with order. Address all communications to Radio Daily, 151 Broadway, New York (15), N. Y. Phone Wisdom 6-7336, 7-6337, 7-6338.

**WEST COAST OFFICES**

Atlanta, Wilt, Manager

6425 Hollywood Blvd. Phone: Goodtime 6107

Washington Bureau

Andrew H. Gates, Chief 11451 Dumbarton Rd.

Phone: Wisconsin 2787

Chicago Bureau

N. W. Green

14240 Ashland Blvd. 845 N. Clark St.

Phone: State 2222

Entered as second class matter, April 5, 1923, at the post office at New York, N. Y., under the act of March 3, 1879.
Government Control
Danger, UN Reports

27 television stations. It is estimated there are 91 daily newspapers and 10,000 weeklies and in addition three major new agencies which serve both radio and the press.

Through this extensive network for the collection and dissemination of news and information, the report states, "information and news available to the people of the United States is unsurpassed in any other country of the world. The probability that false or distorted reports will be corrected by true reports is correspondingly great."

In such a government of power to combat false or distorted reporting likely to injure friendly relations between states may be destroyed, and if either suppression would constitute a dangerous infringement of Freedom of Information," the report warned. The future promotion of radio and journalistic organizations on a non-official basis, was described as "the promotion of high information standards."

Suggested a greater exchange of journalists with other countries.

Dyke Gives NBC Position
On Code and Enforcement

(Continued from Page 1)

National Association of Broadcasters, the National Broadcasting Company has endorsed the Standards of Practice adopted by the NAB on May 13, 1948 and has notified the NAB that all requirements of the NAB Standards of Practice will be fulfilled in effect on all NBC network programs and on all NBC owned and operated stations by January 1, 1949.

In this manner, all of the major provisions of the new NAB Code have been a part of NBC practice for some years. The NBC Program Policies incorporating all standards covered in the NAB Standards of Practice will be issued as an early date.

Murphy Heads Press Dept. Of Columbia Records, Inc.

Walter Murphy, for several years Assistant Manager of the Magazine Division in public-information of the ColumbiaBroadcasting System, has been appointed Director of the Press Department of Columbia Records, Inc., Frank W. White, President of CRI announced Friday.

Murphy attended St. John's University before joining CBS in 1939. Following a period as College Editor in the network's Press Information Department he became a State Representative and in December, 1941 was appointed Director of Press Information of the Fleet Broadcasting Company.

He served in the army for four years and rejoined CBS in November, 1945.

BBC Musicians Strike
Slated for August 1

(Continued from Page 1)

refuses these demands on the ground that they will cost an extra million dollars a year; the musicians claim the increase would be only one-tenth of that figure.

Although prominent dance-band leaders are against strike action any concessions could be got from the BBC without drastic steps, the Union seems to be bent on calling it man out if its claims are not obtained before the end of the month. Their grave situation is likely to arise if, in order to exert pressure on the BBC, the Union extends its ban to BBC staff at the present time when radio is in the proposed strike action.

Emergency Plan Drafted

BBC's Director, Sir William Haley has reported to have completed the drafting of emergency plans. One possibility is that the BBC spring would not be observed by any strike action and would be used in programming standard radio transmissions.

Winchell's Sponsor
May Be Old Gold Cigs

(Continued from Page 1)

Lennon's personal direction, asked ABC for time costs on the show and was told the rate would be $150 per hour time. According to that figure, Old Gold ads formerly cost the network the 15 minutes "Stop the Music" was regularly heard.

Because of a different time limit, the advertiser is trying to show Old Gold 3d budget, the network and ABC to find the cost of "Stop the Music" for almost nothing, a network show in the far-bottom average-cost class.

Lennon's is said to be not for the old Gold account. Winchell show in order to get a form grip on the Old Gold account.

It so happens that the bid reasons Old Gold bought the 15 minutes "Stop the Music" was regularly heard. Because it preceded Winchell and was thus the higher rated of the other three segments of the time period.

It is believed that if OS makes its official after it will be readily accessible to Winchell and ABC. It would be pleasing that ABC has a strong reason for continuing an Old Gold since the advertiser had to get additional time a nighttime show next fall, and if Lennon says Winchell, then Lorrillard would not like to return to CBS.

Winchell Seems Agreeable

Tied in with OS's sponsorship of "Stop the Music" and its possible future billing, Lennon's demands was made, which the giveaway has gotten from the network. In recent week, Winchell has not failed to mention "Stop the Music" every Sunday afternoon in the "Mystery Tune" as a news item.

It all began the night a woman on New York's Lower East Side named the tune and collected $25,000. The room was turned up to a high volume and Winchell happened to catch excitement. He used the idea for his last campaign, designing the winner as a "poor woman." At this point certain ABC executives, following the way of Winchell plugs, for "Stop the Music." Simultaneously, Winchell could see that a bandwagon had suddenly come around the corner where he should hop aboard. Three weeks ago Winchell was given a "hold for release" clamp on "Mystery Tune" which would begin on "Stop the Music" when the one in question was released. Last Sunday night when a Louisiana woman gave the correct title a flash went out from ABC's New York "Morose in Hollywood," informing him to let go with the clue to the new tune. A few minutes later realization, the new clue fairly ahead of anyone else.

Stock News

Hollywood-The stork made another visit to CBS here last week. Bob Carred, CBS newscaster, was present with his second son and second child Tuesday, July 20. The new arrival weighed in at 8 lbs. 11 oz. at Good Samaritan hospital.
Mainly About Manhattan!!

- **WOODBURY GETTING set to invade the video field. May latch onto a tele-filmed movie-narre series. Erskine Johnson’s “This Is Woodbury.”** One of the quiz shows the show uses estoys every week for the big prize, with the producer pocketing the loot himself. (Stages merely get the AFRA rate for “winners”.) Willys Cooper directing new Army show on NBC. Bill Marshall will take off the direction of “Sea Hunt” when he finishes his “Dick Tracy” chores. Arthur Hama directing “Famous Jury Trials” while Charlie Powers vacations. Drop in the sale of sheet music has a Tin Pan Alley worried. Benny Goodman, talking about opening a ‘special musicians’ nite club in Woodbury. Radio actors huddling about what to do now that the audience participation shows have all but replaced them. Betty Garde a regular on the Morgan Money show. Bill Gorman’s two new 15-minute series (Walk to Anywhere and San Fernando Valley) attracting plenty of agency attention. Mike Finnout’s new singles bodhiman-champ at N.Y. Athletic Club. (Reminds us of the old wheeler. Do you play bodhiman? Answer: No better or worse than for next follow).

- **Jerry Wayne will be honored with a plaque from the World’s Fair of Music tomorrow for having the biggest record hit of the past ten years, his fabulous seller, “You Can’t Be True, Dear.” Wayne, who recorded it with an organ, will celebrate the occasion by singing the tune to the accompaniment of a 6-piece band.**

- **FILLER-DILLERS:** Pete Donald, in London, writes that he’s run into Foschino Squares. Jack Barry’s comment on the Mike: in-squad.” There’s a dime show... Outside the Firestone Inn, two Seniors (Ford and Claghorn) competing constituted—In this case, Cooperating. Since Joe Curtin started taking vitamin pills, Sid Paris refers to him as “The Iron Curtin.” Al Sarch holding the flop operatic company. No hits, no runs, no arias.

- **Songwriter Don Field (he wrote “Remember Pearl Harbor”) was conferring with his publicist, Art Franklin, when the latter was suddenly seized with a pain in his side. Reid, who is also a McGill University medical school graduate, guessed the symptoms sounded like a floating kidney. But “I’m no longer an expert,” he added. “Perhaps you’d better ask someone bigger than me.” “Maybe you’re right,” you’re agreed. Franklin. “I think I’ll talk it over with Iris Berlin.”**

- **The Press-Advertising and Radio-Circle of RFC is lending plenty of muscle to their national “Get-Out-The-Vote” Campaign. Among the literature they’ve prepared is a radio kit which includes a series of public service scripts and spoj announcements for use by radio stations on a non-payola basis. This kit, in our book, contains some of the best of its kind we’ve seen thus far.**

- **Decca Records have formed a new subsidiary, Brunswick Record Corp., to market a complete line of platters on latter label thru distributing. New disc will peddle for 75c and will include such artists as Woody Herman, Tony Martin, J. Dorsey, Bob Crosby, Count Basie, Frances Langford, Charlie Barnet, etc.**

- **SID BITS: Bret Mackison being set for a series of altercations in Westport.” Stats Cotswold guests tonight on WABD’s “Photographic Tottin.”** Marril J. Joels set for a running man on “Dick Tracy.” Roosevelt Raceway proving that the Trotting Races probably be more popular with video fans than the flat races. (Make a prettier picture and easier to follow).
Mama Hanson is the central character of a book, a play, and a recent movie starring Irene Dunne.

The wonderful thing about the Hanson family was the way they faced the future with confidence. That confidence was all due to Mama. "If anything goes wrong," she'd say, "there's always my Bank Account to pull us through."

Things worked out fine for the Hansons. And they never realized that Mama's Bank Account was Mama's own myth.

"I Remember Mama" proves something. It proves that, with a reserve fund in the present, you face the future with a confidence and faith that helps you get results.

But the average family doesn't have a Mama Hanson to give them that faith with a fable. The average family needs to know that there are real savings, real security protecting them, good times and bad.

That's why so many families have begun to save the automatic, worryless way—with United States Savings Bonds.

Savings Bonds are government-guaranteed to pay back four dollars for every three, and in just ten years. It's an investment that's safe—it's an investment that grows.

And to make it simpler still, your government offers you two fine plans for their purchase: (1) The Payroll Savings Plan at your firm. (2) For those not on a payroll, the Bond-A-Month Plan at your bank. Start protecting the future of yourself and your family now—today.

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

This Space Contributed by RADIO DAILY
Radio, Television Coverage
For Third Party Convention

Radio Daily

Cleveland Mushrooming Video-Wise

Faster than Any Other City
According to Video Dealers

These quotes from the June 24th edition of TELEVISION DAILY tell the Television story in Greater Cleveland. More people are watching WEWS Teleision than ever before.

"Nearly 10,000 Sets After Only 6 Months"

(STATE ESTIMATE—7,000)

Latest figures from Television Distributors indicate more than 7,000 sets in Northeastern Ohio ... a plus value for WEWS advertisers ... Teleision forge ahead on the double.

WEWS—The Only Video Outlet in Cleveland

THE SCRIPPS-HOWARD RADIO STATIONS

- WEWS Television — WEWS-FM Cleveland, Ohio
- WCPO, Cincinnati, Ohio (Not building television)
- WNOX, Knoxville, Tenn.

All these stations represented by THE BRANHAM COMPANY
TELEVISION DAILY, Tuesday, July 20, 1948 — TELEVISION DAILY is fully protected by register and copyright.

WEB SHOWS OF SPORTS DECLINING

TELEVISION TOPICS

By IRWIN NOSTEN
(Pinch Hitting for
Vacationing Jim Ovema)

Dumont, angered by press reports of price cutting on video sets, is prepar- ing to crack down on underselling dealers. It's no honeymoon: The assignment is, to advertise to, accord- ing to gent. mgr. Ernest Marx, with chisel- ers due to use DM franchises, or else face a series of Jacksons of the West, ABC

gets a new current event story. Thurs.,
8 (9-9:30 p.m.) over WATV and four other stations in the country. Titled “Quizzing the Pros,” it's a Bob Barker package, directed by Dick Guggen, with Allen Prescott in the lead. It's a combined variety show and quiz program, where the music is for the new Chrysler commercial which makes its debut on WABD.

THE HE-CHI-CHI and cliché girls of The Fashion Group will get the lowdown on tele-"their" Hotel Roosevelt luncheon tomorrow morning. Included are representatives of the industry, George Moskovics, of CBS, and Helmut Kubica, of BDBDO. The ultra-busy Paley will also be on hand. "Beakin'" of girls, and who isn't these days, Aggi McNellis started shooting in North American Video's "It's a Woman's World" series yesterday. Stanley Simmons and Chas. Bermeister are handling production of the series.

THE WWJ-TV science series, produced in cooperation with the Univ. of Michigan, has been the most educational tele pro- gram in the country in a survey by Wesley E. Brumley, who hosted the show most ambitious and im- pressive."... After several last-minute postponements, WPXI finally aired its firstتخميل show last night, from Queens-"renna, with Guy Lebow and Jack McCarthy "in the gab."

WMAR-TV vags have conferred upon cameraman Stanley Davidson the im- pressive title of professor of entomology, who has just completed a week's tour of Maryland and found what he considers to be a species of his own. Stan, who was working on a story involving a "fly eye" camera, was bitten by a fly while filming a close-up of a fly's nest. The fly took off in frustration, and Stan was left with a mysterious new camera film, which he hopes to develop and show at the next meeting of the Maryland Entomological Society.

Scripter Jines WMAR-TV

Baltimore—Grace Mitchell joined the staff of WMAR-TV as script writer, it was announced by the out- taken yesterday. An Army Air Force veteran, Miss Mitchell is a graduate of Smith College, where she majored in theater.

EXECUTIVE PREDICT SPACE SELLOUT

Local sporting events — cream of the crop of early TV programming — are slowly finding their own level in the medium and will become strictly a local station pium before another year passes in video. First indication of the trend was the NBC broadcast on N.Y. Giants home games after two years for Chesterfield because of new commercials which conflict in time slots. Texaco, Kraft and Lucky Strike, for example, all of whom are in the 8 to 10 p.m. bracket. As a result, Chesterfield went to WPXI on July 6, to do the remainder of the Giants’ after-dark games.

Dodgers on Exception

Dobbs on CBS, kayoed during the GET convention, are acting more like a network with the conflicts of “We, the People” duplication. Lester who will bite the dust of the "We, the People" series in the week of the “prior commitment” Old Gold has with the web. Same thing happened to the show two weeks ago. However, next year will be a different story, according to the web, which feels that 40 nighttime lineup will produce a long shift to preclude a network commercial.

Dumont’s Yankees games have kept some fans on edge, as they have not been a conclave, and it’s felt the same will hold for 1949. But Dumont may make use of its split web operation, i.e., feeding affiliates with one show while airing the baseball games locally over WBBD. There seems to be little doubt in the minds of industry exerts that it will follow the pattern set in radio.

CBS Buys New Antenna

New five-kw. transmitter and special antenna have been purchased from RCA by CBBS-TV for installation before the end of the year, pending FCC approval. New setup will extend the antenna's coverage area and improve signal quality. Antenna will be an array of 16 dipoles mounted atop the Chrysler Bldg. spire, having a power gain of approximately 45.

KFI-TV Staff Switch

Los Angeles—Robert Hiestand, KFI production manager, has been trans- ferred to KFI-TV and Pat Kelly has been named production manager, in new changes designed to ready KFI-TV for its programming debut next month.

Hiestand has been appointed a pro-duction executive in charge of auditions for KFI-TV.

TV Receivers, Films

Los Angeles—Production of video receivers as well as TV films and spot commercials are planned by Hayes-Parnell Productions, Inc., recently in- corporated in Nevada with capitalization of $500,000, firm announced yesterday. The offices are at 600 Sunset Blvd., Hollywood.

Parnell S. Billings, former exec of Belmont Radio Corp., is chairman of the board and veep. Commentator Sam Hayes is president and general manager.

Filming is already underway, but set production will not begin until next year, it was stated. When set is under construction, it will be the largest in the country, the aforesaid price range has not been set.

According to Hayes, three films have been started and will be shown, together with a fourth, by Sept. 1. Featured is a series of 62 five-minute golf shorts.

Staffers include Jim Leister, producer-director; Ed Dunn, John Dunn and Louis Sylvester, cartoonists; Bob Schow, titles, and Harry Lehman, editing.

FLIGHT" FOR WMZ-TVM

Milwaukee—Flock of new biz sign- ups by WMZ-TV, includes 15-week spot contracts by Norcross Greentop Cards, through Abbott-Kimbali; Con- dita Dry, through Maxon, and City Liquor Distributors, placed direct. Also signed were two for one- minute spots during four weekly airings of "Midget Auto Races" for three local sponsors, two of them using tele for first time.

Telenews On WSPD-TV

Toledo—WSPD-TV, the Port In- dulsen outlet here, has become the eleventh station to purchase the Telenews-INS weekly newsreel. The 20-minute show will make its debut on Friday, July 23rd, the week WSPD-TV takes the air. Program is sponsored by Chevrolet dealers in that city.

Salvation Army Would Offer TV, Sans Bar

An appeal for a video receiver by World Service time as an aid to the rehabilitation of indigent alcoholics was voiced yesterday by the "Angels of the Bowery." The two Salvation Army Jutes, Captains Oliva McKee and Louise Lader, want the set for the Red Shield Club so that "men who are determined not to drink will not be lured into temptation and barrooms by television." Large screen is needed, they said, because most of the men who come to the club have impaired eyesight from hard-drinking days. Club has only one rule: men who drink on his breath or person may enter.
NETWORK SONG FAVORITES
The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.
Survey Week of July 9-July 15, 1948

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>A Folly With An Umbrella</td>
<td>Foist</td>
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<td>A Tree In The Meadow</td>
<td>Shapiro-Bernstein</td>
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<td>Baby Don’t Be Mad At Me</td>
<td>Paramount</td>
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<tr>
<td>Blue Shadows On The Trail</td>
<td>Andy-Sammy-Joy</td>
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<td>Dolores</td>
<td>Famous</td>
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<td>Dream Peddler</td>
<td>Southern</td>
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<td>Ev’ry Day I Love You</td>
<td>Harms</td>
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<td>Haunted Heart</td>
<td>Williamson</td>
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<td>I Went Down To Virginia</td>
<td>Jefferson</td>
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<td>It Only Happens When I Dance With You</td>
<td>Berlin</td>
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<tr>
<td>It’s Magic</td>
<td>Witmark</td>
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<td>It’s You Or No One</td>
<td>Remick</td>
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<td>Just Because</td>
<td>Leeds</td>
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<td>Little Girl</td>
<td>Leeds</td>
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<td>Little White Lies</td>
<td>Bregman-Vecco-Conn</td>
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<td>Love Somebody</td>
<td>Kramer-Whitney</td>
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<td>My Fair Lady</td>
<td>United</td>
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<td>Nature Boy</td>
<td>Havens &amp; Van Heusen</td>
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<td>Now Is The Hour</td>
<td>Leeds</td>
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<td>P. S. I Love You</td>
<td>Lola Selle</td>
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<td>Put ’Em In A Box</td>
<td>Remick</td>
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<tr>
<td>Rambling Rose</td>
<td>Laurel</td>
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<tr>
<td>Rhode Island Is Famous For You</td>
<td>Crawford</td>
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<tr>
<td>Serenade (Music Played On A Heartstring)</td>
<td>Duchess</td>
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<tr>
<td>Steppin’ Out With My Baby</td>
<td>Berlin</td>
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<tr>
<td>Takin’ Miss Mary To The Roll</td>
<td>Miller</td>
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<tr>
<td>Tea Leaves</td>
<td>E. H. Morris</td>
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<tr>
<td>Tell Me A Story</td>
<td>Chas. K. Harris</td>
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<tr>
<td>Toole Oolie Doolee</td>
<td>Laurelle</td>
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<tr>
<td>When The Red Red Robin Comes Bob Bob Bubbin’ Along</td>
<td>Bourne</td>
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<tr>
<td>Woody Woodpecker</td>
<td>Biltmore</td>
</tr>
<tr>
<td>You Can’t Be True Dear</td>
<td>Biltmore</td>
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</tbody>
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Second Group

| A Boy From Texas | Shapiro-Bernstein |
| Baby Face | Remick |
| Better Luck Next Time | Foist |
| Come What’s The Same | Prince-Ward |
| Chillicitoe, Ohio | Mollin |
| Confess | Oxford |
| Don’t Blame Me | Harry Warren |
| Dream Girl | Famous |
| Encore Charlie | Miller |
| Fiddle Faddie | Mills |
| Foolin’ | Jay Dee |
| Heartbreaker | Leeds |
| I’d Give A Million Tomorrows | Oxford |
| I’m Looking Over A Four Leaf Clover | Remick |
| It’s A Most Unusual Day | Robbins |
| It’s The Sentimental Thing To Do | Fisher |
| Just For Now | Advanced |
| Last Thing I Want Is Your Pity | E. H. Morris |
| Louie Louie Tonight | Brookman Music |
| Love Of My Life | T. B. Harms |
| Old Ferris Wheel | Goldmine |
| Take It Away | Pemola |
| What’s Good About Goodbye | Melrose |
| You Call Everybody Darling | Mayfair |
| You Were Meant For Me | Miller |
| Yours | E. B. Marks |

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AGENCIES

Vernon Bowen has joined the copy department of Geyer, Newell & Ganger, Inc., It has been announced by H. W. Newell, executive vice-president. Bowen previously was associated with Donahue & Coe, Inc., as an account executive and copywriter. Before that he served as a copy supervisor for Kenyon & Eckhardt, Inc., and as associate copy director with J. M. Mathis, Inc.

Malcolm Greep, general manager of WVJS, Owensboro, Ky., has announced that Joe Fife, WVJS commercial manager, will leave this week for Chicago, where he will have offices at 360 N. Michigan Ave. Through special arrangements with The William G. Ramboueau Company, national representative organization, Fife will serve the interests of the station in the Windy City.


Stonewall Bakery, Long Island city, N.Y., maker of Stoner’s “Old Fashioned” Breads and Rolls, has appointed Tracy, Kent & Co., Inc., as advertising agents.

WMAR TV

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!
SPEC. NITE PERMIT BAN OK’D BY C.C.B.S.

ET-Bar Still Firm, Says Music Comm.

Recent reports — flying thick and fast — that the Petrollo ban on records might come to an end soon are without any basis in fact so far as recording and transcription companies can tell, it was learned yesterday.

In a meeting of the executive body of the Industry Music Committee at the Waldorf-Astoria Hotel, New York, industry representatives learned from one another that no word has ever been received from Petrollo in answer to industry requests, by various companies, to begin contract negotiations.

NAB was represented at the meet.

(Continued on Page 6)

Kaltenborn To Europe; Harkness To Substitute

H. V. Kaltenborn, veteran NBC correspondent, will leave Friday on a factfinding tour of Europe. He plats a broadcast from Berlin on August 6 and other foreign broadcasts as his itinerary permits. Kaltenborn’s schedule includes visits to England, Holland, Germany, Italy and France. During his absence Richard Harkness, NBC Washington commentator, takes over Kaltenborn’s Monday, Wednesday and Friday broadcasts.

Al Capp To Substitute For Pearson On ABC

Al Capp, creator of the comic strip, “Li’l Abner,” will substitute for Drew Pearson on four successive Sundays over ABC starting Sunday, Sept. 5. Pearson will begin his vacation on August 8 and will return to the air on Sunday, Sept. 12. Frank H. Lee Company sponsors Pearson on the ABC web.

Adams Accepts $7,300 With Radio Fanfare

Huntington, W. Va. — Mostex Jack L. Adams, who declined to accept $7,300 cash Saturday night at Munro’s giveaway quiz, “Three For the Money,” succumbed to the lure of folding money yesterday afternoon when Edward Lee, public relations counsel for Ed Wolf Associates, owner of the show, induced Adams to accept the money in the studios of WPVL, network outlet here.

Adams’ reluctance to take the money faded when he was counseled by civic leaders. They pointed out that the embarrassment of being a winner was worth $7,300. Adams then took an income tax bill. They even offered to have his telephone number changed so that he might be saved the annoyance of callers who sought to share his wealth or sell him something.

Mr. Lee, the New York public relations man, was present when Adams accepted the $7,300 in the studios of WPVL. In fact he congratulated Adams on his good judgment and spoke well of the station which arranged some special spot announcements asking the residents of Huntington to stop bothering him.

ABC’s Programs Lead In New Hooperatings

Walter Winchell and “Stop the Music” (8:45 p.m.) continue to run one-two in the July 15 Hooperatings, same position they held in the previous report. “Commentator” had a rating of 12.0, “Stop the Music” 8.9.

(Continued on Page 5)

Clear Channel Group Asks Commission To Officially End Authorizations; Calls Program-Quality Inferior

Commission Resolves 4 Conflicting Requests

Washington — The FCC yesterday announced four proposed decisions in docket cases in Maryland and Pennsylvania. The Commission proposed to grant a construction permit to a number of other station proposals for operation at Cumberland, Md., on the 1390 band, with 280 watts unlimited — denying the conflicting applications of Tri.

(Continued on Page 3)

ANA’s Convention Set For October in N. Y. C.

Association of National Advertisers will hold its 39th annual meeting at the Waldorf-Astoria Hotel, New York, from Oct. 25-27, it was announced yesterday by Robert B. Brown, board chairman of ANA and veep of Bristol-Myers. First two days of the event will be restricted to ANA members.

(Continued on Page 3)

Jane Froman To Resume “Pause That Refreshes”

Jane Froman, who five years ago was critically injured in the Lisbon Clipper crash and since has needed the support of either crutches or cane, is now able to do without either, and will walk unsupported when she re-

(Continued on Page 3)

Mutual May Use Stratovision In Telecasting World Series

Hookup between television stations in the East and the Mid-West for airing of the World Series in October was seen as a strong possibility in informed trade circles yesterday. Should a link between the two AT&T regional webs be effected, it will be a seven-league step towards a nationwide video system.

(Continued on Page 7)

Educational FM

Columbus, O. — Ohio State University plans an application to the FCC for an educational FM license, announced Howard L. Bevis, president. The university plans to operate the station in conjunction with its present 5,000-watt AM transmitter, WOSU. Eventually the station will transmit programming to part of a regional FM educational network.

Baptist FM Network Forming In Texas

Belton, Tex. — The first of eight FM stations to feature religious programs in a network promoted by the Baptists, General Convention of Texas, has gone on the air here. It is KMHN, owned by Hardin-Baylor College which is operating here on a probationary 30 day permit preliminary to getting a full FCC license. It is operating with 13,000.

(Continued on Page 3)

Oregon State Station Plans Religious Workshop

Corvallis, Ore.—ROAC, the state-owned, educational station this week announced a special “RELIGIOUS RADIO WORKSHOP” to be held on the Oregon State College campus.

(Continued on Page 2)
COMING AND GOING

JOSE RAMON QUINONES, owner of WAPA, received his Puerto Rican passport after attending the meeting of the Inter-American Broadcasting Union in Havana, Cuba, where he represented the Puerto Rico Association of Broadcasters.

HAL DAVIS, publicity director of Keystone & Eckhardt, is spending two weeks at his summer home in Vermont. N. Y., where he and his family also own a farm, and will remain in Vermont during the summer.

ANN GILLES is in Philadelphia setting the final touches on the programming of the station. She recently visited with the station's management to discuss the station's future.

JAMES R. McCAIN, president of Crusader, Inc., a public relations firm, arrived in New York on Monday to attend the Annual General Meeting of the Board of Directors of the company.

DICK SCOTT, owner of the station, is spending a week in the Bahamas with his family.

OSCAR KATZ, director of research at the station, is spending a week in the Bahamas with his family.

JOHN A. BUNING, general manager of the station, is spending a week in the Bahamas with his family.

The new WERG-FM studio in Miami, which is being constructed, will be ready for operation by the end of the month. The station is scheduled to begin broadcasting in September.
RADIO DAILY

**Agency NewsCast**

**UDA UROFS** has joined the creative staff of Erwin, Wasey & Company (Los Angeles), coming from Ponto, Cone & Bolding. Eight years with the latter agency as copywriter, her work includes copy on food, financial and household products accounts.

**DONACO PLASTICS, INC.**, Chicago, has announced the Chicago office of Bozell & Jacobs, Inc. to handle their advertising. A national magazine campaign will be used to promote the firm's plastic stacking steaks. The campaign will be based upon the idea, "End Bathroom Clutter," Philip Routa is account executive.

**STAFFORD R. TAYLOR** has been named production manager of the Eye & Ear News Advertising Bureau, Columbus, O., succeeding Wesley A. Groth, who joined the American Motorcycle Assn. staff.

**THE GALLUP CO.**, Indianapolis advertising agency, headed by Charles A. Gallup, has been named with Bozell & Jacobs, Inc. (Indiana). Mr. Gallup has formerly been with the Indianpolis Star, has an account executive in Omaha and later as vice-president and co-manager of the Indianapolis branch. All accounts of the Gallup Co. will henceforth be serviced by Bozell & Jacobs, Inc. (Indiana).

**M. HERBERT KING**, formerly with Emerson Drug Co., has joined SSC&I as controller. Winfield Hatch, formerly connected with JWT and Geyer, Newell & Ganger, is now in the production department at SSC&I.

**ANA's Convention Set For October In N. Y. C.**

(Continued from Page 1) The program committee, which includes E. W. Gray, Esso Standard Oil; J. Ward Maurer, The Wildroot Co.; Frederick Tewes, Hr. Pitney-Bowes, Inc; Frank Ennis, America Fire Insurance; and L. Zone Walter, The Flinftkite Co., is planning a series of luncheons, including a special luncheon for women, and a series of general sessions. The convention will be held at the Hotel Pennsylvania.

**Jane Froman Will Return On "Pause That Refreshes"**

(Continued from Page 1) turns to the CBS program "The Pause That Refreshes" on Sunday, August 1. Miss Froman will be featured with Percy Faith's orchestra on the new CBS series which will be heard over CBS from 8:30 to 7:00 p.m. EDT. Roger Pryor will be master of ceremonies.

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**Commission Resolves 4 Conflicting Requests**

(Continued from Page 1) State Broadcasting Company for the same assignment. Turned down for Erie, Pa., were the Times Publishing Company and the Community Broadcasting Company, with the Erie Broadcasting Company given the nod for the 1/20th band, with 250 watts unlimited. Granted was the application of the Capital Broadcasting Company for operation on the 1/30th band with 50 watts unlimited in Annapolis, Md., for the same assignment in nearby Cambridge, Md., by John F. Kramer was unsuccessful.

Keystone Broadcasting Company was okayed for a new Class C station at Harrisburg, Pa., with the York Broadcasting Company and the Reading Broadcasting Company turned down for conflicting applications in York and Reading respectively. Keystone is owned by J. Hal and John F. Steinman, who also hold the licenses to WIBO, Harrisburg; WDEB, Wilmington; WGAL, Lancaster, Pa., and WBEY, Easton, Pa. York Broadcasting is licensee of WORK, York, and Reading Broadcasting license of WRAW, Reading.

**Stork News**

Peter Robbe, KNX-CFN Merchandising Manager, has announced his first son and second child.
Mainly About Manhattan...!

- Colgate interested in the Bob Burns "Country Editor" series.
- John Garfield spending his evenings studying Freud, Jung and Adler. He'll go back to school to get a psychoanalytic degree. Jimmy Durante won that lawsuit brought at him by an ex-scripter. Frank Cooper goes too pressing Alan Young. Nighttime baseball cutting into summer Hoopers again. A major film outfit wants Ralph Edwards to portray a press agent in a forthcoming pic. It's another daughter for the Nat Hiken. Jane Pickens show switched to Tues., nite at 9. With Rosemary Rice in the "I" role, a proposed new series based on "I Remember Mama" was audition-waxed for Ted Bates agency.
- Mutual's Paul Carlin, not knowing there was a $25 prize offered for the largest weight gain, claimed the place where he was vacatining ate his 7 lb. haul—costing him three and a half bucks a pound.

- Alan Courtney tests Aug 2nd with a new disc-jockey routine over WLIB, Monday through Saturday from 12 noon to 3 p.m., featuring guest stars, interviews and his own special brand of listenable chatter. With some 21 years of broadcasting behind him, plus a record of more "firsts" and innovations than any other lad we know, Alan is what you might call "seasoned" radio talent.

- SID BITS: The Eddie Dunn quizzer, "True or False," moves to Atlantic City's Million Dollar Pier for Saturday's airing... John Ford's attack on excessive commercialism in an interview with the Daily News' Penny Stevens made good reading as well as a lot of sense... Donald Buka, featured in "The Street With No Name," currently on the Roxy, is the film's best press agent. Since returning to N. Y. a few weeks ago, he's starred on 32 air shows, with each program including a plug for the pic... Roger Bowman subbed for Howard Clancy on NBC's "American Album of Familiar Music" for 3 weeks. When Vic Damone opens at the Glen Island Casino tomorrow, he'll have to double into the National Guard one nite a week for his duties.

- Jack Lait and Lee Mortimer, who co-authored "New York Confidential," (Ziff-Davis), take the air tomorrow on the Martha Deane show over WOR. This will be an historic broadcast for several reasons—one of them being that it's probably the first time in his life that Mortimer has gotten up before 5 p.m. The two scribes will give out with the inside on the big burg's foibles and follies with anecdotes about the big and small shots who make up the conscience and color of the Big Town.

- FILLER-DILLERS: Pete Donald, speaking a poor grade of French, writes from France that it's led to several embarassing moments... If meat prices go any higher, it'll be "Folly Mignon," says Harry Conover. And Ben Grauer guesses we should call it "Skyline Steak"... Renzo Vincent thinks it's wonderful that the new advent of color is coming as a surprise, as he's one of holding twice as many people. Now four times as many people will be able to square into them... A lot of actors who don't click on television, points out Jean Carroll, have learned that glass will tell.

- Danny Seymour and Lester Gottlieb, quizzmaster and producer of CBS' "Sing It Again," were the first to use the Durocher page one story for radio material, outside of the routine reporting of his resignation and switch to the Giants. The day after the story broke, the boys collaborated on a parody which had Horace Stoneham as its answer. The Durocher-minded contestant wrongly answered: "Leo Durocher."
Safety Awards
Akron, O.—Three local stations—WAKR, WADC, and WHKX—are cooperating in giving complete coverage to the safe driving contest sponsored by the Summit County Safety Council, by airing the “Safe Drivers’ Quiz” program. The quiz, which brings the daily winners of “mystery man” citations for careful and courteous driving to the microphone, is being broadcast half of its programs in English and the remaining half in Spanish.

Three chapters of “The Bell Ringer” by Vern Swartilager just published is devoted to Clyde Rembert, managing director of KRLD, Dallas, and how the two programs “Padre’s Kids World” and “Kangaroo Court of Kids World” are being. One of the chapters is devoted to an account of the 400-mile trip made by a KRLD producer and technician to obtain firsthand information for the broadcast.

Pearl Brewer, office manager of KIT-S, San Antonio is getting away from it all and is traveling to Colorado for her vacation. Traffic manager Anna Scharf has returned from her vacation with an added coating of tan. Vernon Satterwhite is listed as the next vacation goer. Satterwhite is preparing a special welcome for his brother who is traveling from Wellington, New Zealand to San Antonio.

Ralph Dodge, manager of the Up-town Theater in Houston, is heard in a program of organ music over KTRH. Dodge is heard in tunes of yesterday, today and tomorrow. He was a theater organist in the days of silent movies in Houston.

Charles Lutz, manager of KYFM, San Antonio, has announced that arrangements have been made to air the returns of the primary election to be held on July 26. Results of the local and state vote will be aired.

Old-fashioned harmony and songs make up the program of the Alumni Four heard for a quarter hour over KYFM, San Antonio each Monday evening. The quartet is a member of the Society for the Encouragement of Barbershop Harmony and is composed of Sonny Blevins, bass, Harry Morgan, tenor, A. B. Cole, lead and Harley Chrisman, tenor.

New national sales representative for KNX, Port Worth and WGB, Dallas, has been announced as the John Blair & Co. Both are MBS outlets and are sold in combination at a single price for coverage of the Dallas-Port Worth area.

San Antonio dealers who desire to be disc jockeys may now have that desire fulfilled on KFTE, San Antonio, each morning between 8 and 9 p.m. During that time Joe Allison, m.c., on the KFTE three-hour “Radio Almanac” presents “a would be disc jockey. The guest platter spinner picks his or her own favorite artist, bringing along his own favorite recordings or selecting them from the KFTE music library.

Wedding bells have rung for Edward Lee and Esther Flores in San Antonio. The bride is secretary to William Smythe, commercial manager of KCOR, San Antonio. The groom was a member of the announcing staff.

ABC’s Programs Lead
In New Hooperatings
(Continued from Page 1)
and “Take It or Leave It” was third with 8.8.

“Mr. Green” in the 15th slot had a rating of 6.6, the lowest rating ever published in a Hooper First Fifteen report. “Music Hall” and the Bob Hawk show also had 6.6 ratings.

Among the 17 shows listed in the report, five are audience participation programs and eight are mystery shows. First quarter-hour of “Stop the Music,” also sponsored by Old Gold, landed in seventh position with a rating of 7.9, same one chalked up by “This Is Your FBI.”

In the July 16 report, ABC moved into first place with its average weekly rating for night time programming, leaping ahead from the previous report over both the NBC and CBS networks.

Average evening sets-in-use was rated at 18.0, down 5.4 from the last report. Available homes was 67.6, a drop of 6.6 over the previous report.

Tennessee University Aids
ANA-AAAAA Campaign
Knoxville—The University of Tennessee announced through Acting President E. B. Thomas full support of the economic education program of the Joint Committee of the Association of National Advertisers and the American Association of Advertising Agencies.

The University will undertake a broad program based on the philosophy of economic education outlined by the Joint Committee. Objectives are to explain the advantages of the American economic system, how it functions, and why it should be preserved and strengthened.

Details of the program have not been finally settled. “The need for such a program, however, is clear,” said President Bohm, “there is no greater task for American universities today than the building of economic understanding among the institution’s students.”

Curnnins Returning
Bernie Cummins, the maestro who originally opened the Terrace Room of the Hotel New Yorker just eighteen years ago, comes back to the midtown spot with his band on July 29th.

PUBLIC RELATIONS SERVICE AVAILABLE

To a manufacturer, service organization, network or station there is an exclusive opportunity offered to secure an efficient and effective public relations service in AM, FM and Video fields.

Public Relations Policies defined and established. Publicity prepared and placed. Exploitation executed.

National Research facilities of unusual nature available.

Geared to handle but one client in an industry, service is offered on annual retainer basis to function either as the public relations department of a client or to aid and supplement current staff.

Interviews between principals can be arranged by writing—

Box 511, RADIO DAILY
1501 Broadway, N. Y. C. 18
C.C.B.S. Approves FCC Ban On Spec. Night Authorizations

(Continued from Page 1)

The Commission's finding regarding the degradation of night-time service of full-time stations, said C.C.B.S., "has been so thoroughly established by the experience of the past and by generally accepted engineering facts and principles that it is not open to serious question. When issued for night-time operation on clear channels, they (temporary authorizations) almost inevitably result in objectionable interference within areas where listeners are dependent on clear channels either for their only night-time broadcasting service or for any choice of programs broadcast at night."

C.C.B.S. said, too, that it has been the experience of members of C.C.B.S. that in virtually all instances where such temporary authorizations and limited-time plans are requested, the programs proposed to be broadcast are not of sufficient importance to justify depriving rural listeners anywhere of their sole means of night-time reception or their sole opportunity for any choice of programs. The C.C.B.S. can be demonstrated by an analysis of the requests for such authorizations on file with the Commission, it was said, and, if permitted, C.C.B.S. believes it would be of help to make such an analysis over a given period. The only exception, it is believed, are serious emergencies, such as, or other disasters, which are of infrequent occurrence and for which the authority of the Commission can be provided by other means."

C.C.B.S. claimed that though justification for maintaining and protecting rural reception at night through skywave service generally throughout the year applies also to shorter periods, including particular evenings and particular hours or fractions thereof, "it necessarily includes a temporary period such as the two-year postponement requested by the petitioners. There is no more reason for degrading the already too meager service received in rural areas for a short period than for a long period."

In addition, said C.C.B.S., "Daytime limitations on skywave stations must be considered in the light of consequent objectionable interference to reception in rural areas, particularly in the periods just following sunrise and just preceding sunset (and, to a lesser extent, also in other portions of the day), depending on the location and power of each station. With each station already granted authorization granted to such stations for night-time operation the amount of interference will be vastly increased."

ET Bar Still Seems Firm, Says Music Committee

(Continued from Page 1)

N.B.C.'s Biblical Program Now Airing World-Wide

"The Greatest Story Ever Told," the program which dramatizes the teachings of Christ and which is broadcast in this country over the NBC network by the Goyder Tire & Rubber Company as a public service program, is now being broadcast to the entire world through the facilities of the World Wide Broadcasting Foundation. More than fifty-eight foreign countries will hear the broadcasts as they are short-wave through stations WRL, WRUW and WRUX. Short-wave broadcasting through these stations begins on Sunday, July 25, and will continue indefinitely. The present broadcasting time is 4:45 p.m., EDT, every Sunday. The programs will be broadcast from the recordings of the original programs as heard by listeners in this country.

Secret Missions" Debut

On July 18th at 9 a.m., a new radio program, "Secret Missions" made its debut over WOR-Mutual. This was the first in a program weekly for four years, based on the book of the same name by Rear Admiral Ellis M. Zacharias, U. S. N. (Ret.) published by G. P. Putnam's Sons in 1946.

Gueresting On WCBS

Audi Murphy, "most decorated" American soldier in World War II, will be Margaret Arlen's guest on her WCBS show Thursday, July 22, at 8:30-9 a.m.

...calls the tune

and on WATV it's the merry jingle of cash registers when your product reaches the thousands of JUNIOR FROLICS television fans who daily at five line up to follow Uncle Heil's film funnies and cartoons.

WATV 13 channel 19

www.americanradiohistory.com
TELEVISION DAILY
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MID-WEST TV LINK FOR SERIES SEEN

ABC To Televeive Forum As Net Co-op Show

AM-TV duplication of ABC's "America's Town Meeting" beginning Oct. 4 was announced yesterday by Robert E. Kintzer, executive veepee of the web. Program is now an AM co-op and will be given the same commercial status on tele.

Aired from New York's Town Hall, Tuesdays, 5:30-6:30 p.m., the program will be picked up by WJZ-TV, which goes on the air Aug. 10, and fed to WPIT-TV, WMAL-TV, WAAM and WAMC-TV. In addition, arrangements are being made to film the show for delivery by air to ABC affiliates not served by the coax or relays.

Negotiations for the duplication were completed between Charles C. Barry, web manager of ABC, and General V. Denny, Jr., president of Town Hall and moderator of the forum.

According to veepee Murray Grabhorn, director of co-op sales, New York sponsor for the series will be announced this week. He added that the web has received "numerous inquiries" from industrial concerns in the other cities.

Video Tower Forbidden By Dallas City Council

Dallas, Tex. — The application of Tom Potter to erect a 300-foot television tower in a residential area east of downtown Dallas was denied by the Dallas City Council. The vote was unanimous.

R. K. Prescott, lawyer for Potter, told the council that "you're voting against 60,000 school children and the citizens who want television if you vote against this tower."

Press-Time Paragraphs

Dems Plan Short TV Spots for Campaign

Washington — Present plans of Democratic National Committee, still to be worked out in detail, call for use of short tele spots during the upcoming Presidential campaign. Ten-minute spots presently indicated, with detailed blueprints slated to be revealed next week.

Salt Lake City Outlet Joins NBC Web

Signings of KDYLTV, Salt Lake City, Utah, as an NBC non-intercon

ected TV affiliate was announced yesterday by Ernest H. Wootley, director of the web's stations department. Owned by Inter-Mountain Broadcasting Corp, outlet began commercial operation July 7.

Keynote Speech Gets 46.4 Repeating

SEATTLE — Barry's tele rating for his keynote address at the Demo-

cratic convention was 46.4, according to a survey of New York City TV boxes by C. E. Hooper, Inc. Set-in was 48.4 per cent with 96.0 per cent concentration on the convention.

Diamond Benefit

Disabled American veterans benefit baseball game at the Polo Ground tomorrow night between the self-styled Flat Tires (lee am-

phibious) and Broken Wings (arm ammephobies) will be carried by WPX. 8 p.m. Program will include also an amnesies match against the Frilans Club and appear-

ances by show biz head-

liners. Among those playing for the Frilans are Phil Weintraub, Bob Pedic, Maxie Sunshine and Phil Stivers.

Large Screen Receiver Debut By RCA-Vidor

Tele projector specifically designed for presentation of shows to large audiences is now "in quantity pro-

duction and initial distribution has begun, RCA-Viator announced yes-
terday. Projected images produced by the receiver—which sells for $2,650 plus $250 for installation and service—may be tailored to screen sizes from 3 by 4 feet to 7 by 9 feet. Known as model TLS-83, the set is primarily intended for hotels, clubs, amusement parks, hospitals, churches, and educational and industrial. Units will be sold to theaters, an RCA spokesman said, but only for lobby use. Ad-

ance orders have been coming in at a "pretty good" rate, he added.

Projection system utilizes an RCA-developed five-inch kinescope, face of which is 5.5 inches square and 14-inch spherical mirror. Picture is then reflected through a 9/16-inch spherical correcting lens to form the enlarged image on the screen. En-
tire unit is mounted on rollers and measures about 4 by 2½ by 3 feet.

Mutual To Hook Up Regional Links Via Plane

(Continued from Page 1)

(Continued from Page 1)

(Continued from Page 1)

for first refusal rights to the Series, is quietly making plans for the widest possible coverage. Web affiliates in major league cities with TV stations now on the air are WGN-TV, Chi-

cago, and WNAC-TV, Boston, with the Sanfrancover outlet in Washington possible in operation by October. Should the games be played in any of these cities, the Mutual affiliate would act as the originating stations.

Games probably up to New York将会 be available to non-MBS stations, al-

though Gillette Safety Razor Co. and Ford Motor Co., which have commercial rights to the classic, would have the final say on this matter. If some or all of the games are played in TV cities where MBS stations could not handle the actual pickup, camera work and feeding back could be farmed out to other outlets.

Pittsburgh Without Video

Of the ten major league cities, all but Pittsburgh have one or more TV stations in operation. Of the other

eleven, only Cincinnati is not linked to one of the networks, but the Reds are in seventh place in the National League. And even if the team should pull off the unlikely feat of winning the pennant, television may be the answer. It will be recall-

ed that Westinghouse successfully sold a set in Columbus, Ohio—a 150 miles from Cincy—during the GOP convention last month.

Expands TV Operation: Webb, Evans In New Posts

Creation of new tele and radio pro-

motion units in the NBC advertising and promotion department and in NBC Spot Sales was announced yester-

day.

New post of manager of network audience promotion will be filled by William E. Webb, former manager of tele audience and institutional advertising, according to James H. Nelson, ad director. Webb has been with the net for 10 years, and served for two years as lieutenant commander in the Navy.

New manager of advertising and promotion for AM and TV in Spot Sales is Jacob A. Evans, formerly manager of audience promotion. An-

nouncement of the shift was made by James V. McConnell, director of Spot Sales. Evans came to NBC two years ago from KSPT, Des Moines, Iowa. He served in the Army Air Forces for four years,
**COAST-TO-COAST**

**WCOP Hosts ARB Bloodmobile**

Boston, Mass.—WCOP turned its lobby and Studio B over to the services of the ARB Bloodmobile recently, cooperating with the organization’s current blood bank drive in this city. Donors made appointments and were registered in the station’s lobby, with the Bloodmobile unit stationed in Studio B. During the two days, WCOP broadcast four interviews, entitled “Report From A Blood Donor.” In an additional effort to aid in publicizing the Red Cross drive.

To Sponsor Football Broadcasts

Minneapolis, Minn.—Al Harding, WCCO sales mgr., has announced that the entire line-up of four football broadcasts will be sponsored on WCCO, during the 1948 season. Program titled “Preview and Review” will be sponsored by the Twin City Federal Savings and Loan Assoc., the “Football Scoreboard” will be sponsored by Durkee-Atwood and the Sunday “Sportsline” broadcast has been sold to Juster Bros. Standard Oil Co will sponsor the play-by-play coverage of the Minnesota home away games with Halsey Hall and Paul Wann calling the plays and Bob LeVoir doing the statistical analysis.

**WSB Gets Citation**

Atlanta, Ga.—The National Board of Fire Underwriters awarded a citation of honorable mention to WSB for its “outstanding public service in fire prevention, and for its original dramatic programs emphasizing the need for greater fire safety in the home, as well as throughout the community.” Presentation was made by Paul B. Hulshof on behalf of the national organization. John M. Outler, Jr., WSB’s general mgr., accepted the award for the station.

**New Series On WPAT**

Paterson, N. J.—“Inside the City Desk,” a new WPAT feature took to the air with the first broadcast on July 21st. Format of the program treats of stories never seen or heard by the average newspaper reader yet occurring daily in every metropolitan city. The program is running the range from the ludicrous to the pathetic. Offerings on this headline news is picked to the most outstanding incidents met by newspapermen of many years standing. They will also explain the moves underlying most of them.

**Hunger Talk**

Buffalo, N. Y.—“Hunger Talk,” an informal discussion on aviation subjects and how it effects the people of America. Will be heard each Sunday at 10:15 by 11 p.m. over WKBW. Leading aviation people of Buffalo will formulate the weekly panel with visiting aviation dignitaries joining in while they are in town on aviation business. Subjects to be included will be military developments, private aviation developments and the progress made in the field of helicopters and jet propelled missiles.

**KMOX Summer Replacement**

St. Louis, Mo.—Last Sunday, KMOX began a series of new programs titled “Sunday at the Chase,” a network summer replacement for the “Sunday at the Coliseum” series which has occupied this slot for the past ten weeks. Show will continue as a variety feature with name bands and popular stars from the Chase and Park Plaza hotels. Producer is Paul Shumate, KMOX staff producer and show is directed by Al Brand, station’s p. d. with Lambert Kailman as emcee.

**WNAX New News Service**

Sioux City, Ia.—Service Clubs and Convention meet in this city are receiving special direct wire broadcasts from WNAX’s Sioux City news room. A brief summary of top Chicago and Hollywood news is placed in the Martin Hotel and the Mavfair Hotel for regular weekly meetings of the Rotary and Toastmasters Clubs. WNAX’s news service is available to conventions and sales meetings being held in the city’s largest hotels. Airings are made by Art Smith, station’s news editor, who has been summarizing the day’s news developments in pertinent short news flashes at weekly gatherings since last Jan.

**Visitors to CKNW**

New Westminster, B. C.—Canadian born Bob Nolan and his “Sons of the Pioneers,” well known Western vocal group, spent their 15th anniversary in Vancouver’s C. B. Brought to Canada by Bill Rea of CKNW, it is probably the first time a group of this size has ever appeared by Canadian station. Group traveled to Vancouver Island (Nanaimo) with Bill Rea and CKNW’s Rhythm Roundup for a concert and then back to Exhibition Park in Vancouver where they played to a capacity audience.

**On Univ. Radio Workshop**

Denver, Colo.—Clarence Moore, KOA’s program dir., and Bob Young, chief announcer, are teaching special classes for the summer Radio Education Workshop at the U. of Denver. Bill Walker, KOA producer-dir., and Moore and Young, industry staff members of the U. of Denver faculty, will participate in the Second Annual Radio Show, “KOAVF Station Operation July 26 to Aug. 27. Moore is also a member of the University’s Radio Advisory Committee.

**$900 Worth of Recording**

Hartford, Conn.—Mrs. Clarence Manning of New Britain won $900 on MBS’ “Three For The Money” program recently while listening to WONS. was presented with a recording of the conversation between her and the program’s m.c., Bud Collier, when the phone call was put through by Ralph Klein. WONS program dir. gave Mrs. Manning the disc after an alert WONS employee recognized that part of the show. Mrs. Manning was baking a cake when the phone rang. The cake was spoiled, but she won $900 with which she can bake many more cakes.

**50 Words Gets 1 Week’s Vacation**

Washington, D.C.—WOL’s women’s dir. Mary Diplig, Young is fighting for another in a series of contests on her daily “Listener’s Exchange” program (9:45 a.m.). Listeners are requested to state in fifty words or less, “why we should send food parcels abroad.” Contest, which runs through July 26, will offer choice of a one-week, all expense (except transportation) paid vacation for two at Wentworth Hall, N. H., or $200 in cash. Seven additional prizes ranging from books to jewelry are offered runners-up.

**Names Baby After D. J. Program**

Phoenix, Ariz.—Lew Lowry, KOOL disc jockey has had a baby named after his program. Mother, Sally Saunders, and regular listener to Lew’s “Melody Merchant” program, heard at 1 p.m., was particularly intrigued with his theme, “Melody Time.” Hence, the baby now carries the name of “Melody.” Before the baby’s mother is doing well, as well as “Melody” and Lew Lowry, the proud disc jockey.

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**WORK**

York, Pa. Established 1922

**WAGL**

Lancaster, Pa. Established 1922

**WRAW**

Reading, Pa. Established 1922

**WKBO**

Harrisburg, Pa. Established 1922

**WEST**

Easton, Pa. Established 1936

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*Steinman Stations*
CAMPAIGN START ADVANCED SIX WEEKS

Candidates Scheduled For Both Radio And TV

Democratic and GOP presidential nominees will be afforded network AM and TV facilities next week—one of them on two occasions—due to a special session of Congress and the opening of Idlewild International Airport in New York. During the latter event, President Truman and Mr. Thomas Dewey will be heard by the nationwide audience and seen by televisioners on the same speaking platform.

ABC, CBS, MBS and NBC have scheduled President Truman’s special message to Congress next Tuesday. (Continued on Page 7)

28 Stations Signed For Sam Hayes Series

Twenty-eight radio stations have been contracted to broadcast the NBC Radio-Recording Division for broadcast this fall of the NBC recorded series, “Touchdown, Tips with Sam Hayes,” according to Donald J. Merriam, manager of the Division.

Stations signed to date are: Mobile, Alabama, WLA; Montgomery, Alabama, WAXA; Fort Smith, Arkansas, KEPW; Little Rock, Arkansas. (Continued on Page 2)

Dropping ‘Albert’ Package

“It’s Always Albert,” a CBS package which made its debut July 2nd on the air in the 8:30 to 9:00 p.m. period, and which features Arnold Stang, Jan Murray and Bert Kelton, will be dropped after its fourth broadcast this Friday evening. “Romance,” now heard Mondays at 9:00 p.m., will be continued. (Continued on Page 2)

WBIG Polio Fund

Greenboro, N. C.—To date a total of $3,100.00 has been raised through WBIG for the Bob Jones Polio Fund and the station hopes that the contributions will pass the $4,000 mark this week. Edney Vige, station manager of WBIG, revealed yesterday. The fund will be turned over to the Central Polio Hospital, now being built in Greensboro.

No FM-CP Extension, FCC Tells Laggard

Washington. — The FCC yesterday rejected the request of the Times-Mirror Company, Los Angeles, for an extension of its FM construction permit. The company has asked that the permit be left in status quo while it determined whether to go ahead with its FM plans. The Commission said it had found several similar requests from FM permittees and has denied those. What you are, in effect, requesting is that an (Continued on Page 5)

Connolly Gets Promotion; Heads CBS Program Sales

Thomas D. Connolly, a member of the CBS staff since 1929, has been appointed manager of program sales, network sales department, William C. Gillingham, CBS vice president in charge of sales, announced yesterday. (Continued on Page 5)

Radio Stations Cited For News Treatment

Baltimore—Five stations in the Baltimore area and a radio newscaster have been cited for contempt of court by Supreme Bench of Maryland. This is the first time they have been cited under the court’s rules on crime news. The stations have until August 16 to file an answer. Those named by the court were: (Continued on Page 5)

Mestre Reports Threat In Argentine Radio Row

Threats from anonymous persons were received by Goar Mestre, Cuban broadcaster and newly elected president of the Inter-America Broadcasting association, as a sequel to the recent presentation of a resolution (Continued on Page 2)

3-Day Radio Workshop Ends At Syracuse “U”

Syracuse—The first annual radio workshop conference of the Empire State FM School of the Air closed at Radio Center, Syracuse University, yesterday with teachers from all sections. (Continued on Page 5)

Heavy TV Program Interest Indicated By Show Entries

Ranging from big name “live” shows to cartoon strips and 30-second weather jingles, television package producers to date have submitted 300 program suggestions for inclusion in Radio Daily’s Program Directors Guide of Shows of Tomorrow which will be published next month. The television entries so far show an increase of nearly 150 program ideas over the total number carried in the 1947 edition. The increased television interest and the entry of over 1,000 AM and FM programs indicates that the 1948 edition will excel in information content any previous Shows of Tomorrow issue. In the AM field Adult Dramatic Series programs show a gain over last year’s entries. Music programs, both popular and classical, are high on the list while disc-jockey submissions show a slight drop over the number entered last year. Distributors and industry participation programs show an increase and quiz programs seem to be holding their own as a program category.

Both GOP, Dems Set Up Headquarters

In Washington For Opening Of Congress On Next Monday

National campaign headquarters for radio, television and press for both the Republican and Democratic parties have been established in Washington and will probably remain there throughout the campaign. Heretofore the national headquarters for both parties have been in New York City. (Continued on Page 8)

Multiplex Fax Plans

Expanding In Miami

Miami, Fla.—Miami Herald and WAAM-FM, which last week began the first multiple broadcasting of news by the newly authorized multiplex facsimile system, will place a minimum of 50 recorders in public places by Dec. 1, each to be leased for $5 a month. Herald currently broadcasts five daily multiplex editions, averaging seven papers each, daily a few. (Continued on Page 8)

Approve Publication

Of BMB Radio-TV Data

Publication of radio ownership figures by BMB was approved this week in a joint meeting of the bureau’s research and technical committees. Data on television ownership will follow.

The committee also urged that the (Continued on Page 2)

WNEV Gets Into Act

Jack Adams, who first refused, then reluctantly accepted $7,300 Mutual quiz prize, has been invited to appear on WNEV’s “You Can Lose Your Shirt.” WNEV officials said, “If Adams is worried about income tax brackets, our show can help. Money lost on it is deductible, because all goes to recognized charities. In fact, we’ll even fit the $1,000 limit.”
COMING AND GOING

Dwight Cook, moderator on “The People’s Platform,” heard on CBS, will originate his program at Philadelphia starting the convention of the hotel group and will return to New York Monday.

Harrison Wood, Sunday afternoon commentator on ABC, will be in Washington for some conferences. He returns for his broadcast next weekend.

Bob Valdor, erstwhile NBC and ABC staff who now is narrating the poll-winning “What’s up on WJT,” is in town for a short vacation, during which he’s renewing old acquaintances.

Marty Werden, program staff member of “This is New York” on WCB, leaves Sunday for two weeks at Ogunquit, Me.

Howard Hill, president of WSFA, management, and outlet of NBC, is visiting recently at the New York offices of the network.

Chrsopher Lynch, Irish tenor, is about the European circuit to England. He is accompanied by Mrs. Lynch.

28 Stations Signed
For Sam Hayes Series

(Continued from Page 1)


Dropping ‘Albert’ Package
After Friday’s Broadcast

(Continued from Page 1)

10:30 to 11:00 p.m., takes over the Friday spot this week starting July 29th. In place of “Romance,” a musical program will be heard, title and details as yet decided.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Business transacted at the recent AFM convention in Atlanta was to a head when among other items the musicians’ union issued its combined license fee for recording companies, both the phonograph record and transcription manufacturers, as well as put into effect its by-laws as changed earlier.

A disagreement with SESC resulted in Atlanta hotels banning radios in their rooms. The reason for action was SESC’s request for additional fifty cents revenue per radio per room.

FINANCIAL

NEW YORK STOCK EXCHANGE

(Continued from Page 1)

New York, June 27, 1948

NORMAN CASH, contact men in the station relations department of NBC, will be in White Sulphur Springs for the meeting of the 4th District, NAB, Monday and Tuesday.

Adelaide Hawley, leaves by plane tomorrow for Paris to cover the fall styles showing, will drive down to Long Island to report the fashion show which she co-ordinated for Lady Beach Club parties.

Edward E. Hall, Eastern division manager in the station relations department of NBC, will report the network of the meeting of NAB’s District 4, July 26 and 27, at White Sulphur Springs.

Ben Grauer, announcer and commentator for NBC, leaves late tonight for Philadelphia, where he’ll cover the Monopoly convention tomorrow and Saturday, and there, he’ll return to New York for his chores on the Walter Winchell Summer replacement.

Ted Lawrence, disc jockey on WHN, is on a three-week vacation, which he’ll spend in Canada, partly in Bermuda. He’s expected back Monday.

Approve Publication
Of BMB Radio-TV Data

(Continued from Page 1)

bureau approved the release of BMB data on all stations be made available to advertisers and agencies. Committee members, after reviewing experimental research for Study No. 1, ascertained that a slightly more detailed ballot than was used in 1946 will provide more usable returns.

Mestre Reports Threat
In Argentine Radio Row

(Continued from Page 1)

to the association condemning Argentina’s interference with freedom of radio, according to reports from Buenos Aires yesterday.

Mestre said the threats were contained in two anonymous letters and that he did not take them seriously. Herbert Clark, correspondent of the New York Daily News, also reported threatening telephone calls at his home in Buenos Aires.

That’s not a pleasant picture. It’s a shot of a New York television 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 teaming up with the sellers and advertisers 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?
another first by
Charles Stark Productions...

Jacques Fray
radio's first
classical disc jockey.

Looking for a completely new idea in programming... a show that opens up a whole new avenue of sponsors and listeners? Then send today for the bright, new folder giving the facts about the new Jacques Fray show. We'll send it to you free, along with an audition record, if you drop us a line, send us a wire, or give us a jingle via long distance.

Jacques Fray, world famous pianist of the Fray and Braggiotti team, now becomes radio's first classical disc jockey. He calls on his colorful career to supply him with new and unusual facts about composers and performers... invites top stars of the music world as his guests at the turntable... introduces music that comes from your own station's record library... he puts a smile into serious music. In Jacques Fray's own words, "...this isn't a program for highbrows. It's for people who like to listen to music."

The Jacques Fray show has proven its merit before millions of listeners in America's most discriminating city... New York. Now it's ready to do an equally outstanding job for local and regional advertisers throughout the nation.

half-hour program for 3-a-week broadcast
COMPLETE AUDIENCE PROMOTION PLAN FREE

Attention Radio men: the Jacques Fray show may be sponsored by one, two or three advertisers.
**Windy City Wardrobe!...**

- Trudy Weinelck of the WBBM continuity editing department will try her luck in the Chicago Sun-Times "Miss America" contest.
- Elsie, the famous Borden cow, and her new son, Bourguignon, are being exhibited at the Chicago Railroad Fair on the lake front by the sponsors of CSS' "County Fair."
- The press was on hand last week to see Dave Garroway, popular NBC disc jockey, receive the Radio Best magazine award as radio's most colorful personality of 1946.
- And the broadcast scribblers and radio folk adorning to the Blue Note, jumpin' live spot to a three-hour session of tarot music.
- G. E. G. Eustice, Zenith Radio Corporation's vice-president in charge of engineering, received the President's Medal of Merit July 14 for his contribution to victory in World War II, at a luncheon sponsored by the Chicago Association of Commerce and Industry.
- NBC isn't taking any chances of failure of electric lighting power in its Merchandise Mart headquarters. An emergency lighting system, using U. S. Navy designed battery-operated lanterns is being installed in vital areas throughout the 19th and 20th floor offices and studios.
- Ben Lockridge, Mutual account exec, all to the northern wilds of Wisconsin in his new car, then on to northern Michigan to see all the young Lockridges.
- Kay James back in the NBC offices as secretary to Arthur Jacobson, program manager.
- Another potential hit tune has been composed by Cesare Pietillo, music director at WBBM. It's "Back In the Heart of the Hills" (lyrics by Paul Cunningham) and sounds like a winner.
- That clever telecomedy "At Our House," starring Jim and Edie Dexter on WKBK, is being reeleded for nation-wide celluloid distribution by Television Advertising Productions.
- NBC's telecast WENR-TV will start test patterns August 1.
- Steve Gibson's Red Caps in Chicago to help plug release of the newest Mercury recording, "Money is Honey."
- R. B. White, ABC supervisor of agriculture, will fly to Washington, D.C., July 23, to be guest of the National Safety Council, which will sponsor National Farm Safety Week beginning July 25.
- A novel twist to the broadcast of the Olympic trials by WEAW. Evanston FM station was the simultaneous broadcast of the events from WVIS, an AM-FM station in Owensboro, Ky. The trials were relayed to WEAW from Dyche Stadium by telephone wire, and on the request of WVIS, whose power is 1,000 watts AM and 49,000 watts FM, the finals were relayed from WEAW by telephone wire, resulting in immediate duplication of the programs.
- Now that practically all homes are equipped to receive FM programs on the higher band, FM station WGN-E, which has been broadcasting on two wave lengths for the last two and a half years, has discontinued broadcasts on the 45.9 me band and now will be heard only on the 867 band...
- Pete Milk's "Saturday Night Serenade" will move to the full NBC network October 2 and will be heard from New York from 6:30 to 7 p.m. CDST, will have a repeat broadcast from 10 to 11:30 p.m. for the mountain and Pacific Coast areas. 
- WGN is inaugurating a new job counseling program, Saturday, 10:45-11 p.m., on which Dr. Charles Dewey will conduct job analysis interviews with job applicants...
- experiments with television on his cabin cruiser and claims he picked up WGN-TV's signal ten miles out on Lake Michigan.

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**Los Angeles**

By RALPH WILK

"Straits Arrow" producer Neil Regan, is on a three weeks business trip back east. The executive, Brad Brown has taken over the direction chores for the KFJH-Don Lee series.

Carole Landis fans clubs throughout the country are swamping Hollywood Stock Records for copies of the "talking picture" she made on the Friday before her death, the last record of her voice. Ironically enough, when Carol gave her autograph for the other side of the record, she wrote: "Happiness Always."

Columbia's popular cowboy star, Gene Autry, has signed for a one-week personal appearance at the Oriental Theater in Chicago. Autry will be at the theater from August 26 through September 2. The CBS "Gene Autry Show" will originate from Chicago on Aug. 26.

When Spike Jones and his niece Helen Greco, return from their Hawaiian honeymoon, they plan a series of personal appearances before Jones' air show, CBS "Spotlight Revue," resumes its Friday night airings October 1.

WJTs schedule beginning August 27 includes entertainment stints at Cal-Neva Lodge, Nev., Oakland, San Jose and,Sacramento, Calif., Vancouver, B.C., Seattle, Wash., and Portland, Oregon.

**RADIO DAILY**

Thursday, July 22, 1948

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**College Radio Station**

Auburn, Ala.—The Auburn Radio Club is installing a 400-watt transmitter in the Communications Lab building at Alabama Polytechnic Institute here. The new transmitter will be a part of a network of college radio stations set up for the benefit of non-technical students who wish to communicate. A major purpose of the network is a closer fraternal spirit between the various radio drives.

**TELEVISION**

Well-known ex-NAPO currently in key position. Background includes tap-top level public relations, network and local picture writing-directing-producing. Will make demands for time and space for endorsement television positions.

154, RADIO DAILY
1531 Broadway, New York 18, N.Y.

**There's That Voice Again.**

**BASIC MUTUAL NETWORK**

5000 watts, 1260

SYRACUSE, N. Y.

Studies in the Wilson Blg.
A. Godwin, General Manager
Represented nationally by
Paul H. Raymer Co.
Religious Radio Confab
At Chicago “U” Aug. 2-27

(Continued from Page 1)

Chicago — Third annual religious radio workshop, to be held on the University of Chicago campus Aug. 2-27, will grant 23 honey awards for the best religious programs aired over local stations in the U.S. and Canada during the past year. Any religious organization which broadcasts over local stations is eligible to enter programs in the competition. Entries should be sent to Ross Snyder, Chicago Theological Seminary, 5757 University Avenue, Chicago. Worship is sponsored by the federated theological faculty of the University of Chicago and the Joint Religious Radio Committee.

Named NBC Budget Officer

John C. Tiedeman, 32, has been appointed budget officer of the National Broadcasting Company, effective Sept. 1, 1948, it has been announced by John H. MacDonald, network administrative vice-president. Tiedeman succeeds J. Robert Myers who has been promoted to the post of administrative assistant to Carlton D. Smith, director of NBC tele.

and Press Association in contesting the rules of the Supreme Bench. These rules, it is pointed out, are also applicable to the press of Baltimore.

3-Day Radio Workshop

Ends At Syracuse “U”

(Continued from Page 1)

ations of New York State participating in sessions devoted to techniques of writing, production, planning and utilization of radio in the classroom.

Robert Hudson, CBS director of education and opinion, addressing workshop conference banquet, pointed out the need for more creative work in the field of radio education. He said that the networks are moving more into the field of criticism of our social institutions and that radio, itself, must now be accepted as a social institution in its own right.

Emphasizing the need of free access to information of all communication media in our system of democracy, Hudson said that the recent death of George Polk, CBS correspondent in Greece, is an illustration of the threats today to free access. Democracy as we know it in America, he said, is impossible without all our media of communication.

O’Dwyer Cites Cowan

Tommy Cowan, WWNY chief announcer, has been cited by Mayor William O’Dwyer for his coverage of the Golden Jubilee parade. Cowan has been with the city station since its inception in 1926 years ago.

No FM-CP Extension, FCC Tells Laggard

(Continued from Page 1)

FM channel be reserved for you for an indefinite period of time and that you not be required to make any use of that channel in the meantime. The Commission believes that a grant of such a request would be contrary to the intent of the Communications Act. . . and against the public interest, in that the public might, thereby be denied an FM service which could otherwise be provided by another applicant who is now ready to go ahead.

“In this connection it should be noted that five applications are now pending for the four Class B channels remaining available for assignment in the Los Angeles area.”

Connolly Gets Promotion; Heads CBS Program Sales

(Continued from Page 1)

Connolly was a member of the sales promotion division when he first joined the network. One year later he became director of program promotion and last February was transferred to the post of assistant manager of program sales.

testimonial with teeth

Greater testimonial than this hath no program:

The McCanns at Home” radio’s oldest food program, has enjoyed the sponsorship of . . .

Dugan Brothers for 21 years

The Hawaiian Pineapple Company for 19 years

The Richmond-Chase Company for 19 years

The Minnesota Valley Canning Company for 19 years

Any sponsor who wants action fast—at a delightfully low cost-per-thousand homes reached — belongs on the “McCanns at Home”, starring Dora and Alfred McCann, right from their Yonkers home. Call LON-4-8000 and ask for more facts.

WOR

heard by the most people where the most people are
PLUG TUNES

ON RECORDS and TRANSCRIPTIONS
"I'M A LONELY LITTLE PETUNIA" 
( IN AN ORGAN PATCH )
Rytonc, Inc.
1585 Broadway
New York 19, N. Y.

LOVE SOMEBCDY
KRAMER-WHITNEY, Inc.
1650 Broadway
New York City

A TIMELY REVIVAL
"AM I WASTING MY TIME ON YOU" 
on Records and Transcriptions
STASNY MUSIC CORP.
1619 BROADWAY - NEW YORK 19, N. Y.

They're Playing!
"OUR GRADUATION WALTZ"
"I'D LIKE TO TELL-A-VISION"
"BARCLAY'S BOOGIE"
"MY MEMORY WALTZ"
PIANTADOSI MUSIC PUBLICATIONS
Encino
Calif.

A Great Rhythm Ballad
CONFESS
OXFORD MUSIC CORPORATION
1619 Broadway
New York City

The Nation's Next Waltz Hit
SLEEPY-TIME IN CAROLINE
Words & Music by Hal Moore
Published by JOE DAVIS
1619 Broadway
New York 19, N. Y.

From M-G-M's
"ON AN ISLAND WITH YOU"
ON AN ISLAND WITH YOU
Takin' Miss Mary To The Ball
MILLER MUSIC CORPORATION
1619 BROADWAY - NEW YORK 19, N. Y.

PLUG TUNES

WORDS AND MUSIC
By PINKY HERMAN

- - - TIN PAN ALLEY OOPS! Novelty songs have always proven successful especially in the summer time ... thus it seems to us that Chappell & Co. is missing a bet by not going after a swell novelty ditty titled, "Brood-le-a," written by Alex Fogarty and Pote (screen cartoonist) Shulman. ... The Whitman-Kramer hit in London today, will return for the top of the heap ... written by Alex Kramer and Joan Whitney, one of the street's most prolific teams. ... Al Plantadoes has just completed two songs with Mabel Mayne ... numbers are "The Parade of Broken Hearts" and "I Just Keep Singing To Keep From Crying." ... Mack Gordon and Harry Warren have formed a publishing firm, Gordon-Warren ... outfit will be aligned with the Big Three (Robbins-Feist-Miller). ... Graeme Zimmer making the mid-west sit up and take notice ... his first anniversary party for WCSB in Columbus, Ind. in Sept. is a big time promotion. ... Republic Music has a hit in "Spring Comes," written by Donald Kahn. ... Dick Davis' scripting of the HBChildren show "The Story Shop" rates a bow.

- - - Paramount Music starting to plug a beguine, "The Night Has A Thousand Eyes," featured in the Paramount flicker of the same name ... ditty was penned by Buddy Bernier and Jerry Brainin. ... Bob Sherry, NBC staff announcer, has the inside track for a debby show ... lad's knowledge of music plus a keen wit stamps him a natural. ... American Music reviving Bob Nolan's great western, "Cool Waters" ... this number can't miss becoming a standard. ... Andrews Sisters, who open a three week stint at the Palladium Theater in London today, will return to the coast to resume their Campbell CBSup series early in September. ... Red Benson's daily "Movie Matinee" series at 3 p.m. over WOR is the breeziest afternoon show on the air ... the carrot-topped emcee is headed for big things ... wanna bet? ... Line-up of name bards to appear at Convention Hall in Asbury Park include Woody Herman, Carmen Cavallaro, Vaughn Monroe, Johnny Long and Tex Beneke, in that order. ... "Here's Looking At You," themed on Jack Kilty's NBC teolecasts and written by Jack Kilty and Max Shaverter, will be published by Ben Bloom Music ... Composers-Conductor Leo Kempinski has been signed to write and orchestrate original music for Jack Pearl's NBC Comedy stations. ... That audition record waxed last week and featuring Dean Martin, Jerry Lewis, George Gibbs and Ray Bloch's 28-piece orchestra, is causing a flurry among agency execs ... half-hour show is scripted by Hal Block.

- - - ON AND OFF THE RECORD: Woody Herman and his band have turned in a job that smothers of Woody's old band ... this Columbia disk pairs "Keep and Peachy" and "I've Got News For You," with the Maestro giving out with a vocal on the latter. ... Tex Beneke's latest Victor features vocalist Garry Stevens offering "Whip-Poor-Will" fitted with "Look For The Silver Lining" ... latter is the side that will appeal to debbies and cash customers ... MGM has a commercial platter in the Buddy Kaye Quintet version of "If There's A Girl For Every Boy In The World" reversed with "I Ought To Know Better." ... Artie Malvena does a swell job on the vocals. ... DeeJay Ed Peck replaces Dave Evans at all-night spinner on WATT ... latter moves to a day slot... ... Much discontent among band leaders and side men with Potillo's handling of the ban situation ... talk has it that several may bolt. ... Capitol pulled a surprise with a fine Kidish Album, "King Cole For Kids."

- - - SHARPS AND FLATS: J. J. Robbins, currently in Europe setting up deals with Swedish, British and French Music houses ... meanwhile Howard Robbins doing a bang-up job promoting firm's new torch, "He Makes Me Believe He's Mine," clocked by John LaTouche and Duke Ellington. ... John Redmond and Duke Leonard have a swell novelty in "Tony Spumoni, the Ice Cream Man," published by John Thomas Music.
TELEVISION DAILY

Daily section of RADIO DAILY, Thursday, July 22, 1948 — TELEVISION DAILY is fully protected by register and copyright.

TV ADVERTISING CUTS SALES COSTS

Candidates Scheduled For Both Radio And TV

(Continued from Page 1) day, July 27, starting after noon, EDT. Pickup will also be fed to hundreds of independent stations. Television pool for the Congressional message will be handled by CBS, using facilities of WMAI, Washington. Approximately 18 TV stations are expected to carry the telecast.

Airline Dedication

On Saturday, July 31, the four major networks will cover the dedication of Idlewild Airport from 2:30-3 p.m., EDT. Grover Whalen is chairman of the ceremonies. Other officials who will make short talks, in addition to President Truman and Gov. Dewey, are Mayor William O'Dwyer, Gov. Charles E. Driscoll of New Jersey, and Howard Collins, chairman of the Port of New York Authority.

WNBC to Feed Locals

Description of the Idlewild ceremony, which marks the opening of a nine-day air exhibition in honor of New York City's Golden Anniversary, will be carried by several local CBS radio net outlets. WNBC will begin its pickup at 2:15 p.m. and will feed WQXR, WMCA and WNYC to any others on request. WNBC will do a half-hour show daily for Idlewild during the nine-day event.

WOR's John Wingate will be on hand from 2:15 p.m. to describe the arrival of President Truman in his plane, "The Independence." Later, the planes may pass in review over the airport.

Progress Report No. 2

Two-thirds Of Available Time Sold
By KSDK-TV, St. Louis' First Station

St. Louis—Ten days ago KSDK-TV began a seven-days-a-week schedule—between 30 and 40 hours weekly—after operating for 17 months on a five or six days-a-week sked. Station went on the air Fri., Feb. 8, 1947, known as the first completely producer-equipped TV outlet in the country.

Under the guidance of general manager George N. Burtch, KSDK-TV has signed up 22 active advertisers spending approximately two-thirds of the station's regularly scheduled programs. Live shows make up 72 per cent of the sked, with telecasts of major league baseball and other sporting events accounting for a major portion. All programs to date have been of local origin, although the station carried the NBC-Live convention coverage via kinokinescope recording and newsreel films.

There are approximately 7,000 video receivers in the area covered by the outlet's signal. Consistently satisfactory reception has been reported from locals as far as 125 miles from the 54-foot antenna which is located atop the Post-Dispatch building, 1111 Olive Street, downtown St. Louis.

Execs. Outline Use Of Television In Fashions

Use of television by manufacturers and retailers will materially reduce distribution costs because of the impact of the TV message on the buyer. Close to the store, a new emphasis on apparel industry sales yesterday at the 3,000 sets operating in the Paris area, with the gain of many, if not all, of them in official hands.

Production Director

Production of receivers, at a virtual standstill, is just getting under way. According to reliable estimates, there are now about 3,000 sets operating in the Paris area, with a great many, if not all, of them in official hands.

ERNST G. TILLE, 365 E. 57th St., New York City, head of Tille Electric Company, the French importer for Telefunken, said the last 50 sets delivered to Tille would not be the last, that the next set will be the first of a line-up of sets.

"The big thing is that the French are used to Telefunken, and the market is ready for Telefunken," Tille said, who said that the French are used to Telefunken, and the market is ready for Telefunken.

MOSKOVICS

MOSKOVICS

WPTZ Lands New Accounts

Philadelphia—Sale of a 15-minute news show called "Two and Two" was announced yesterday by Philadelphia's WPTZ. Ebertingers, Inc., sponsor of the station's daily news show that precedes the Shibe Park baseball pick-ups, contracted for a similar format for the coming football season. Through Lamke & Keen agency, Schwarzenberg & Co., 15 minutes preceding U. of Penn, grid games.

Spot contracts were placed by the Chalfonte-Haddon Hall, Atlantic City hotel, through W. Wallace Orr agency, and by Arrow Sews of Philadelphia, through Barry Felgenbaum agency.

BURBACH

BURBACH

Hammons Forming TV Co.

Earl W. Hammons, for the past 21 years president of Educational Film Corporation, announced yesterday that he was forming a new corporation to produce motion-picture shorts. The new firm, Hammons, widely known in the motion picture industry, has produced over 10,000 movie shorts including the first ever made by Bing Crosby and Shirley Temple.
FOR SALE

45% stock interest in fulltime network station in large, progressive, industrial city which has three stations. Station making good profits. RADIO DAILY, Box No. 124, 1501 Broadway, New York 18, N. Y.

THE PETER FAMILY HOTELS

- Ocean Baking
- Direct from Hotels

MONTICELLO

- American and European Plan
- Rooms with Showers and Bathrooms
- Cocktail Lounge
- Welcome All Convention Parties

BOSTOBEL

- All New Renovated for a delightful Spring and Family Vacation

THE FETTER FAMILY HOTELS - Kentucky Ave., near Beach

Ike Unusual Vacation Features and Convenience

OCEAN VIEW HOTEL

- Ocean View

AMERICAN AND EUROPEAN PLAN

- Rooms with Showers and Bathrooms

COCKTAIL LOUNGE

- Welcome All Convention Parties

Jefferson

- All New Renovated for a delightful Spring and Family Vacation

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NAB NAMES 14 STANDING COMMITTEES

FCC Gets Criticism For Delay In KSO Deal

Washington—Tri-States Meredith, in a letter received at the end of last week, notified the Commission that it had terminated its commitment to buy KSO, Des Moines, because of the long delay in handling the matter. On July 12 the Commission had asked for comments on the fact that Paramount Pictures—half owner of a company holding half the stock in Tri-States Meredith—was adjudged guilty of anti-trust violations by the Supreme Court in May. For the company, G. Ralph Branton (Continued on Page 3)

New Officers Installed By Ga. Broadcasters

Atlanta—New officers of the Georgia Association of Broadcasters were installed during their two day meeting here this week. The officers are John Fulton, WGSP, president; Dean Carpenter, WROX, Rome, vice president; Tom Carr, DeKalb Broadcasting Company, Decatur, secretary treasurer; Allen Talladale, WDAK, Columbus, and Lewis Doctor, WGAU, Athens, directors. Speakers during the two sessions (Continued on Page 6)

Md. Contempt Action Draws NAB Defense

West Coast Bureau of THE FILM DAILY

Washington—Just weeks after the Association of Broadcasters, Washington, a new president, has had a meeting with various broadcasting stations in Maryland, said, “We have taken action already, by sending to Baltimore our general counsel Don (Continued on Page 3)

Radio ‘Haus’ Join UN For Palestine Service

Fifteen radio “halls” have been recruited by the United Nations to aid in setting up a communications network which will be used in supervising Jewish-Arab truce in Palestine, it was announced today. The “halls” whose services were obtained through the United Nations Amateur Radio Club, consist of radio operators, operators and technicians who were the first British left by air for Palestine last night.

Armstrong Patent Suit Against RCA And NBC

Dr. Edwin H. Armstrong announced yesterday that he had filed suit against RCA and NBC charging infringement of five basic FM patents. Suit was filed in U. S. District Court in Wilmingtonton, Del.

The inventor claimed that RCA sought a monopoly in licensing of radio patents and “in pursuit of that monopolistic objective has induced other companies to infringe Dr. Armstrong’s patents.” Dr. Armstrong said (Continued on Page 3)

CBS Closing “Studio One” After July 27 Broadcast

After a run of 15 months, CBS is dropping the hour-long “Studio One” after the broadcast of Tuesday, July 29, and Fletcher Markle, who produced the series since it began, has been assigned as director of “Port (Continued on Page 3)

Chrysler ET Series Now On 95 Stations

Sponsorship of “Animal World Court” on 95 stations by 700 Chrysler dealers, 5 minutes a day, five times a week, was announced yesterday by McCormick-Erickson, Inc., Chrysler division advertising agency, Detroit, with (Continued on Page 8)

Winchell To Kaiser-Frazer; ABC Contract Starts Jan. 1

Walter Winchell’s new sponsor will be the Kaiser-Frazer Automobile Corporation as a result of a deal consummated with the American Broadcasting Company by the William Weintraub Agency. The deal, aggregating $50,000, becomes effective January 1 unless the Kaiser-Frazer company, current sponsors, relinquish Winchell from his present contract at an earlier date. The coveted Winchell sponsorship went to Kaiser-Frazer, according to west coast reports, after they outbid Old Gold cigarettes who were making a determined effort through the Lensen & Mellich agency to land the show. Old Gold, it is said, offered to meet the network’s package price of $250,000 which was being asked for a one-year contract.

Under terms of the contract with the automobile manufacturer Winchell (Continued on Page 8)

FCC Summons Webs To ‘Spot Sale’ Hearing

Washington—October hearings on the right of the major network to represent their affiliates in the sale of national spots were ordered yesterday by the FCC. The four nets, Du Mont television and the National Association of Radio Station Representatives, which complained to the Commission against the practice last October, were named parties, with (Continued on Page 7)

Attorneys For Indies Protest C.C.B.S. Stand

Washington—Attorneys Philip Baker and Charles Thompson yesterday told the FCC it is “inconceivable” that the Clear Channel Broadcasting System should seriously consider the FCC in its motion earlier (Continued on Page 2)

Thomas Vaunting

Lowell Thomas, leaving Tuesday, July 27, for his second one-week vacation in 10 years on the air, turns over his five-night a week CBS series of news broadcasts to John Elron, editor of the Information Please Almanac. Thomas will return to the air on Tuesday, August 2. Thomas does a Monday through Friday show at 6:45 a.m. and a repeat at 11 a.m.
COMING AND GOING

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS, leaves today for Philadelphia, the third party convention. The network's advance guard of newsmen has already arrived in the Quaker City. It includes ALLAN CHURCH, DOUG EDWARDS, QUINCY MASHBURN, SHIRLEY LUBOTZKY and GRIFFIN BANCROFT.

MARVIN KIRSCH, Business Manager

WEST COAST OFFICES

WASHINGTON BUREAU

ANDREW H. ALLAN, Manager

PHILADELPHIA BUREAU

FREDERICK A. WICKER

ROONEY WOULD TOUR SHOW AUDITIONING ACTS EN ROUTE

Hollywood—Mickey Rooney is formulating plans for a nationwide tour of key cities with producer Larry Berns of the "Hollywood Showcase" program, which stars Simone. On his first tryout, which recently in a quest of talent, Mickey Rooney stopped in San Francisco for two weeks and auditioned a dozen acts, some of which he feels would be excellent for his "Hollywood Showcase" program.

Mickey Berns has been auditioning talent in Hollywood for the show, and it is often brought to 75 to 100 acts a week.

Rooney is also meeting with CBS executives to determine whether the show can be taken on a cross-country tour, in which case they would audition acts for the various cities they would be visiting.

Attorneys For Indies

Protest C.C.B.S. Stand

(Continued from Page 1)

Lawyers for three blacklisted writers and comedians, including Frank Golden, will open their defense Tuesday against the United States and the Federal Communications Commission, which filed suit last week against the Comicon, the group representing the blacklisted writers and comedians, to prevent it from continuing its activities.

The attorneys for the blacklisted writers and comedians, John F. Poynter and John H. Hardiman, are due to open their case Tuesday in Federal Court.

RONALD ROY KING, new manager of the CBS Western division, has been appointed to the post of executive vice president of the CBS Western division.

PEPSODENT SALES MGR.

Named By Co. President

The appointment of Charles N. Crittenden as sales manager of the Pepsodent Division, Lever Brothers Company, was announced yesterday by Henry F. Wolfe, Pepsodent president, in Chicago.

In announcing the creation of the new position of general sales manager, Wolfe pointed out that Crittenden will work under the supervision of George R. Siegel, Pepsodent's director of sales.

Mr. Crittenden comes to Pepsodent from the Colgate-Palmolive Co., with whom he has been associated for the past 15 years, serving as assistant sales manager of the toilet articles division for the last two years.

He has a wide background in all phases of drug sales and merchandising, Wolfe said.

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 everyone 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.
Radio And Television All Set For 3rd Party Confab Today

(Continued from Page 1)

Radio And Television All Set For 3rd Party Confab Today

to cover the opening session on its regular newscasts.

For one reason or another, Wallace and his running mate, Sen. Glen Taylor, have declined offers to appear on at least three different network shows tied in with the convention. Wallace has invited NBC to select either Wednesday, Thursday or Friday night of this week to appear on "Headline Edition" but the offer was passed over. Taylor was originally scheduled to appear tonight on Mutual's "Meet the Press," direct from Convention Hall, but plans had to be switched when the senator announced he wouldn't be available.

NBC had invited Taylor to appear tonight on a show with several newsmen. When Ed Frisbie, radio director for the Convention NBC President Committee, was informed that one of the newsmen would be Norman Thomas, representing the Denver Post, he said that Taylor was unavailable.

All four major networks have selected their newsmen and a-bidding session Saturday from approximately 2-5 p.m., EDT, and all will try to go on the air tonight to cover the acceptance speeches from 10-11 p.m., EDT.

Since the convention is being held on a weekend, the networks will give coverage with only a very small amount of commercial cancellations. As things shape up now, more network hours will be devoted to the convention on Sunday, than any other of the three days.

When the Third Party's platform comes up on the agenda Sunday, ABC will open its Mike from 12:30 - 1:00 p.m., EDT; MBS from noon to 12:30 p.m. and again from 1-1:30 p.m.; and NBC from 2-2:30 p.m. and 5-6 p.m.

Networks will arrange their own special shows as events develop. The television pool will begin tonight with the opening session around 3 p.m., EDT, and continue to operate during most of the sessions.

WHN, New York indie, is sending news analyst George Hamilton Combs to Philadelphia to give direct reports on the convention. He will be heard at noon and 6:45 p.m. today and again at 6:45 p.m. tomorrow. In addition WHN will carry all the acceptance speeches tomorrow night.

The Third Party conclude marks the seventh political convention covered this year by W. W. Chaplin of NBC. In addition to the three in Park town, he has covered the Civil Rights convention in Jackson, Miss.; Socialist in Reading, Pa.; Socialist-Labor in New York, and the Dixiecrats in Birmingham, Ala.

(Continued from Page 1)

Support From Many Sides

Several local press and radio groups also rallied to the support of the four Baltimore radio stations, one in Essex, Md., and news editor James Connolly, an experienced broadcaster, was cited for contempt of court in Balti-

more.

The citations arose from broad-
casts relating to the capture of and
confinement to murder of one Eugene James this month. James was charged with the murder of two young girls, one in Baltimore and one in Wash-

ington. The stations involved are WITH, WBUA, WCMC and WFTF, all of Baltimore, and WSD, which is located in Essex.

Both the Maryland and Prince George County press-radio groups have offered aid also. These two organizations are affiliated with the District of Columbia.

(Continued from Page 1)

NAB's All-Radio Presentation Committee, spearheading a campaign to produce a movie for radio promotion purposes, has hit the halfway mark in its goal for $200,000 to carry out the project, it was learned yesterday.

Signed pledges and verbal commit-
mates had been received by stations, networks, transcription firms and other segments of the industry amount to some $100,000.

Average 15 A Day

Committee has been favorably im-
presed with response so far and in-
coming subscriptions are averaging 15 a day. Individual contributions rep-
resent a good cross section of the entire industry, it is understood.

To uphold interest in the campaign, Hugh Higgins, assistant director of Broadcast Advertising for NAB, will attend all NAB district meetings to report to broadcasters on progress be-

ing made by the All-Radio Presentation Committee. Higgins will be in White Sulphur Springs, Va., next week for the NAB 4th District meet-

ing.

It is planned to launch the actual movie this fall or winter with a big premiere at the Waldorf-Astoria Hotel in New York to which top figures in advertising will be invited.

New FM Station Of WEEL Going On The Air Sunday

(Continued from Page 1)

cycles, daily from 3:00 to 9:00 p.m., with a complete schedule of WEEL programs. Officiating with Feltows at the inaugural program will be Gover-
nor Robert F. Bradford of Massa-
chetts, and Mayor Walter E. Law-
rence of New Bedfor. The station's trans-
mmitter is located in Medford.

Stork News

A daughter has been born to Mr. and Mrs. Courtney Stone. Father is with United States Television Mfg. Corp. as engineer in charge of special products.
Mainly About Manhattan . . . !

- Pres. Truman has scored so successfully on television that he plans to make a series of television-radio "fireside chats" in the fall.
- Look for a resignation in the FCC ranks this fall. Now it's Boris Kodjak! who's being packaged in a give-away series with a mystery-solving gimmick.
- Sid Paul landed the rough and tough role of Insigna in the Chi company of "Mt. Bokerts." Opens in Detroit on Aug. 23rd. Overbeards; Everything you tell that guy goes in one head and out the other.
- Teachers in our public schools holding television as "the first adult medium."
- With no reflection on Pat Bones, notch, we miss the vacationing Walter Kienan's breezy chatter on WIZ these days. With us and Walter, it was a case of love at first dial.
- Bob Novak, producer of Mutual's Newsreel, has joined the H. B. Humphrey agency, but will continue his chores with the show. Humphrey agency, meanwhile, has greatly expanded its radio activities and is in the market for dramatic shows.

- Artie Hershkowitz, the noted handicapper, was discussing Cleveland's new pitcher, ol' Satchel Paige, with the boys at Toots. "I remember Satch," began Artie, "when he had so much speed that his fast ball came in looking like an aspirin." "That's nothing," observed Ken Lyons. "All they hadda do was give the batter a glass of water.

- - RADIO-SYNCHRONICITIES: The contestant who didn't know the name of the program, emcee, sponsor or product—he just came for the prizes. . . . The contestant on a giggle show who was asked how he kept looking so young at his age (74) and he replied: "I don't smoke." . . . The winner of the "Find Harold" contest, usually associated with mourning, always create howls of laughter on a radio show. . . . Edwin C. Hill being heard simultaneously (at very same minute) on two diff networks (or stations), one being a transcription. . . . The time a quizzer asked an oldtimer how many children and grandchildren he had and the guy replied: "Eighteen that I know of." (After the roar subsided, grandpa explained that he's been out of touch with some of his married kids).


- - Lester Lewis, the mad talent scout, was in Toots Shor's the other p.m. looking over the prospects when he espied a gorgeous female attracting plenty of attention. Figuring he'd like to use her on his video program, "H'wood Screen Test," he asked Toots who she was. Toots said she looked familiar but couldn't spot her. Girl could; Earl Wilson. It seems. Finally, our boy could stand it no longer so approached the girl directly and asked her if she'd like to appear on the show. She shook her head shyly and said she didn't think she'd like it. F.S. Lester found out the next day that his gorgeous but bashful girl friend was none other than Hedy Lamarr. We still say our Les can pick 'em!

- - SID-BITS: Robert A. White, formerly with Mutual, has joined American Institute of Food Products, Inc., as sales manager.
- Dwight Welst has been pacted to do a special film series for Jaeger Road Construction Co. A perfume outfit interested in bankruptcy the Les Tremayne siter, "Romance."
The Treasury of Reference

COMPLIMENTARY TO ALL PAID SUBSCRIBERS
Standing Committees For 1948-1949
Named By Broadcasters Association

(Continued from Page 1)
chosen for best distribution by station sites, geographical considerations and network affiliation.

The committees chosen will advise on international affairs, educational standards, employee-employer relations, engineering, FM freedom of radio, music performance rights, legislative matters, liaison with RMA, programming, public relations, research, sales and small market stations.

It was pointed out that the Music Advisory Committee is not to be confused with the All Industry Music Committee formed last year to represent radio, recording interests and collect information on CRH and AFM. The Music Advisory Group is interested mostly in the negotiations with ASCAP.

While no committee is directly charged with enforcement of the new Code, several of the committees are actively interested in this phase of broadcasting. Much of the Code responsibility will rest with the Program Executive Committee under the chairmanship of John S. Hayes, WINX, Washington, D. C.

The committee memberships follow:


EDUCATIONAL STANDARDS COMMITTEE: Ralph W. Hardy, WRJ, Salt Lake City, Utah; chairman; Dr. Willis D. Dunbar, WKEG, Bloomington, Ill.; and Armond C. Walter, NBC, Chicago, Ill., and the chairmen.

EMPLOYEES-EMPLOYER RELATIONS COMMITTEE: S. J. Banks, WEFH, Rehoboth Beach, Del., chairman.


Strickler Music Committee:

MUSIC COMMITTEE: chairman; James S. Strickler, WOR, New York, N. Y.; Walter Hane, WOR, New York, N. Y.; Edward E. Ayres, WHF, New York, N. Y.; and Robert A. Sweeney, MBS, New York, N. Y.


SMALL MARKET STATIONS EXECUTIVE COMMITTEE: Jack W. Haggard, WHH, Jamestown, N. Y.; chairman; C. B. Chaffee, WCCO, Minneapolis, Minn.; Ben Akers, WGN, Chicago, Ill.; and C. B. Chaffee, WCCO, Minneapolis, Minn.; chairman; C. B. Chaffee, WCCO, Minneapolis, Minn.; and Ben Akers, WGN, Chicago, Ill.


Press and Publicity:

(Continued from Page 1)
included Neville Miller on "FCC Regulations" and "Music Copyrights." Hugh Higgins of NAB sales promotion, John Outer of WSN, and Ben Akers of WGN, Atlanta, reported on the recent NAB convention.

New Officers Installed

By Ga. Broadcasters

(Continued from Page 1)

Wedding Bells

Mary Caparelli, of CBS’ press department, will become the bride of William Emmett Bolts, of Buffalo this Sunday, July 25th, at the Church of Our Lady Of Good Counsel, Inwood, L. I.
TBA EXPANSION PLAN ANNOUNCED

**TELE TOPICS**

**By IRWIN BOSTEN**

**KALEIDOSCOPE**, new fashion trade magazine which debuts in August, using tele or its first non-trade advertising. First series of six one-minute spots on WCBS-TV not WNET was aired last place, placed through Knauf & Ryan. Firm now working full blast on surprise fashion show to appear on NBC at 11 a.m. May 28.

At request of Wallace party officials, RCA is installing recorders in Convention Hall spots and Wallace, Taylor, Baldwin and Mayor sites in Philadelphia and Atlantic City.

ABC lacks, evidently going in for numerology, worked up a handout based on number 7. All 7-G-7 outlets operate on channel 7, new WJZ-TV address is 7 W. 66th st., etc., Barnard L. Jackson agency is handling tele packages around Gypsie Marlow and "Shadow" Brett Johnson.

**BC** has assigned two TV crews to cover the Olympic games and will do an average of three-and-a-half hours daily from Stadium and Empire Pool. Local boys will be stretched to the limit, however, as all events are at 9 a.m. local time next month. Fast-talking comic Jan Murray and the Golden Gate Quartete will be featured in "The Saturday Night Show" over CBS Sunday night, show directed by Bill Gillett, with Ray Blanch handling the music.

**DOROTHY NUGENT**, WCAU-TV's "Mad Hatter," has come up with some ideas made of discarded materials that could turn Heidi Hopper green with envy.

Lou Lilly, scene handler of Jerry Fairbanks Productions, returned from a tour of duty in Chicago with N. Darling. WPXI is continuing its campaign to assure perfect reception of the local NBC and ABC stations.

**Press-Time Paragraphs**

**NBC-Chicago Tele-Antenna Delivered**

Chicago—Delivery of an RCA super시타 combination FM-TV antenna for WNBV and WMAQ-FM was announced yesterday by Howard Littigou, NBC Central Division chief engineer. The 70-foot mast will be raised to total height of 523 feet above street level atop Civic Opera Building. Outlet's slated to go on the air in Fall.

**Televiwers Split On Day vs. Night Baseball**

Philadelphia—Informal survey of set owners made by WCAU-TV on respective merits of day and day baseball pickups revealed that 30 per cent favor the picture; 20 per cent like game personal reactions; 20 per cent are partial to the day picture, and 30 per cent said there is no difference.

**Urges Theater Pickups Of TV Shows**

Eric F. —Edward Loom, owner of WOTD, Toleda, and holder of two tele CP's, in an address before the Rotary Club here last night, said broadcasters and movie ops should make "reasonable arrangements" for theater pickups of TV special events, thus "further-extending the service to many millions of people.

**Regional Meetings In Four Areas Set By Bd.**

To keep up with the widening scope of the industry, the board of directors of Television Broadcasters Association has adopted a plan calling for the establishment of regional committees in each of four major TV areas, with regions to hold quarterly conferences on local and industry-wide problems. Plan will get under way in the fall. Regional chairmen will be appointed in the near future by the TBA board. In addition to their local duties, they will comprise a new executive committee to serve as an advisory group to the directors and to participate in planning of the organization's national conventions.

Areas comprising each region have been set up according to the current membership and is close to 70 organizations—may be revised as developments warrant. The following are the areas:


**Mid-West**: Member stations in Ft. Wayne, Cincinnati, Detroit, Chicago, Milwaukee, St. Louis and Kansas City.

**Southern**: Atlanta, Charlotte, New Orleans and Dallas.

**West Coast**: Los Angeles and San Francisco.

TBA said that non-member stations will be invited to participate in at least one of the initial quarterly conferences to become acquainted with the organization.

**ABC Signs 14th Outlet**

WSEE, St. Petersburg, Tampa, Fla., has been signed as a TV affiliate of ABC. It was announced yesterday by Alex Jahncke, director of station relations for the web. This brings ABC's total outlets to 14.

Negotiations for the tie-up were made by Jahncke and Robert R. Guthrie, president of Sunshine Television Corp. As ABC's ninth affiliate, WSEE is slated to go on the air early next year on Channel 7.

**TV Tryout**

Instead of taking their new legiti drama, "The Sane Jungle," on the road for tryouts, comedians Allan Greer and Stanley Dunn are working out a plan to preview the show on the road. Tuna will consider the producers' problems and may provide some welcome money to the pair hopes to snag a sponsor for the TV series. Inquiries will be asked to submit criticism.
WGN, Chicago: Five new contracts and a renewal are reported. New contracts are the L. De Martini Co., San Francisco, through Garfield & Guild Advertising Co.; for three weekly participation spots in “Art Baker’s Note- book,” Monday through Friday, for 52 weeks; Farm Brands, Inc., through Ted Bates, Inc., daily participation in “The Holland Eagle Show,” 2:25-5:30 p.m. Monday through Friday, for 52 weeks; Hawthorne-Melipol Farms Dairy, through Schwimmer & Scott, three weekly station break announcements for four weeks; Block Drug Co., Jersey City, N. J., through Redfield-Johnstone, Inc., to sponsor “Morning News,” 6:45-7:15 a.m. Tuesday, Thursday and Saturday, for 26 weeks, and The Sampson Co., to sponsor “Showtime From Hollywood,” 9:30-10:15 p.m. Monday, Wednesday and Friday, for 26 weeks. Purity Bakers Corp., through Young & Rubicam, has renewed seven station break announcements for 23 weeks. Patricia Stevens, Inc., school and casting agency, will sponsor “Cross Section” on WGN, 7 a.m. the week of June 18. The sponsor repeats the announcement twice during the month of July and twice during August.

Kaiser-Frazer Corp., Signs Winchell, Starting Jan. 1. (Continued from Page 1) all is slated to get a salary hike if the company picks up a second 52-week option on his services. Stipulation calls for an increase of $40 a week for the commentator’s second year’s services.

Kaiser & Frazer rated as the heaviest user of spot radio time among the automotive manufacturers, yesterday announced that their earnings for the second quarter of 1948 were 12.75 per cent above the first-quarter as a result of increased production and sales in automobiles.

The company earned $3.9 million, or 83 cents a share, in the June quar- ter, compared with $2.9 million, or 50 cents a share.

Lear Makes Circus Tieup Chicago — Les Lear, manager of Tommy Bartlett’s “Welcome Traveler Show” heard on ABC from the College Inn of the Hotel Sherman, has worked out a deal with Bill Antes, radio director of the Ringling Brothers and Barum and Bailey Circus for circus tickets in exchange for air time. The company is not obligated.

Westinghouse Ups Schaefer Sunbury, Pa.—Harold W. Schaefer, veteran radio and electronics engineer and former manager of the Westinghouse Home Radio Division, it was announced yesterday by B. M. Sloan, division manager. He will continue in charge of product development and research activities.

“Good Neighbor” Programming Cincinnati, O. — WCKY’s early morning Nighthawks program has set aside a portion of this feature to be devoted to capturing an international, early a.m. audience. Program was developed after considerable matter was indicated that station had a consist- ent group having a wide audience in Cuba, Ber- muda, Mexico, etc., and some of the let- ters requesting specific Latin American music. From 1 to 2 a.m., Felix Adams, Jr., Nighthawk d.j. spins recorded rhythms, tangos, sambas, congas and folk songs of “south of the border” countries.

New Announcers to KZJ Denver, Colo.—Carl Ackers, Jr., re- cent graduate of the Missouri Univ. School of Journalism, has joined the KZJ news editing and announcing staff.

To Sponsor WTRF Show Wheeling, W. Va.—Six Junior Chamber of Commerce groups in this Ohio Valley region have joined together to sponsor the WTRF and WTRF-FM, and the Ohio Valley School Sisters of Nazareth in Wheeling will hear each week starting in September. The co-operating groups are Wheeling, Moundville and Cameron, W. Va.; and Bellaire, Mar- tins Ferry and Bridgeport, Ohio.

KEX-FM Nears Completion Portland, Ore.—Installation of the KEX-FM transmitter, the finishing touch, and station plans to start broadcasting on FM band about Sept. 1. Transmitter block of the Healy Heights Field is complete. Fifty percent of the 200 ft. transmitter tower is being erected on the Van Horn hill. Installation of this equipment will bring a fourfold increase in power to our recent 50,000 watt increase in power in AM broadcasting, is another step toward completion of the West- inghouse radio broadcasting facili- ties in Portland,” said C. S. Young, KEX station manager.

KSB Helps Find Lost Lad Cedar City, Utah.—When a four- year-old boy recently reported missing, some of the rugged Rocky Mt. country, KSB was played an important part in helping to find him. During the 20-hour vigil, was a child was listed, station broadcast frequent appeals for searchers to which approximately 400 people responded, spending the afternoon and night in the mountains.

Two engineers from KSB aided in the search, taking the broadcast in various parties by taking a mobile PA system to the scene of the search. When the child was found the following morning, some 20 hours later, his only complaint was that he was hungry. Peace officers of southern Utah took time out of their valuable mission to aid in the kid’s recovery.

Hot With Ott-Durocher Switch Pittsburgh, Pa.—WCAE’s promotion depart- ment scored a news-heat on the 9:30 p.m. afternoon dailies on the Mel Ott res- identcies and Durocher move to the Giants last Friday, July 16. Station prepares a daily Newsletter for the promotion at prominent downtown restaurants and L.I.S. wire carried the Ott resignation story just in time to make WCAE-Newsletter deadline. Newsletter hit restaurants just between editions of afternoon dailies, with result that luncheon guests got story a full hour before the newspapers carried it. Fact that the Giants were playing in Pgh. that night and Durocher was due to fly in for game made scoop that much more spectacular.

About Radio Program Schedules San Antonio, Texas—A total of seven San Antonio radio stations recently took a half-page ad in “Television,” a weekly, local radio news- paper distributed in this city. Purpose of the ad was to clarify the position of the stations in regard to newspaper advertisements discontinuing the running of a daily scheduling of stations pro- moted by the San Antonio Radio Stations On The Subject Of Radio Program Schedules” and went on to state the position of the stations in detail.

Chrysler ET Series Now On 95 Stations (Continued from Page 1) Miss Kay Calahan as radio account executive.

The transcribed feature, produced at the instigation of David A. Wal- lace, president of Chrysler division of Chrysler, has had wide acceptance on radio and television.

Features in most important markets have purchased between 5:30 and 7:30 p.m. the program, an eye toward catching members of the family.

President Wallace of Chrysler, identified with humane and ani- mal welfare agencies in Detroit, through the ET series has endeavored to find homes for pets and to promote animal humanitarian activities. Sub- ject matter of the series is largely devoted to dogs and each broadcast is a narrative of heroism, intelligence, devotion of either a pet or well-feeding animal.

Chrysler dealers sponsoring the series in their communities establish contact with listeners by distributing free a 16-page booklet, “How to Take Care of a WPA Dog.” The series is that has been used to give a value- which is prepared by McCann-Erickson.

Ziv Program On WAPI The Frederick W. Ziv company, ET program producers, have sold the serial “Forbidden Diary” to the Bor- ger-Phillips department store in Borden. A full program will be prepared by McCann-Erickson.

Send Birthday Greetings To—

July 23
John Blint Gale Page
Jim Beam Lillian White
Owens Neil Lili Colette
July 24
Bill Bates Hollace Shaw
Vince Fox Arthur Dennis
Chuck J. Grant Jerry Wayne
Glen Riggs Edward G. Demsey
July 25
Rolph Dunke Al Pearce
Man Gray Hal Peary
William Gernant Bill Shea
Gracie Allen
Buddy Clark
Don Vonhees
John J. Kolar Carol O. Wyman
Baby Mercer Story Harris
July 27
Mabel Albertson
Fox Care
Pern Persons
July 28
Bernie Armstrong Lawrence Gray
Tom Conner Draper Robert F. Turley
Thomas R. Campbell Felix Mill
Tom Williams Wynn Murray
Bill Goodman Hal Totten
Faye Williams
Rudy Valler
Ray C. Wimer
July 29
David Anderson Earl F. Lucas
Joseph Curusat Ralph H. Pan
Lewis James Geraldine Ray
Sigmund Romberg Elchine Rea
300 BROADCASTERS AT DIST. MEETING

MBS Asking 4-A's To Study Web Rates

On the assumption that certain phases of network rate structure may be out-of-date, Mutual has begun a detailed investigation of the picture and has asked the 4-A radio committee to participate. The other three major networks have been informed of Mutual's study. Specific details as to what Mutual proposes to study and analyze are outlined in a letter from Z. P. H. Glavan, MBS veep in charge of advertising, promotion and research, to Carlos A. Franco of Y&R, chairman of which is radio committee; continued on Page 2

New ABC Musical Program Sponsoro By Oil Co.

"Carnegie Hall," new half-hour musical program featuring a 30-piece orchestra, will be sponsored by the American Oil Company over a 96-station network of the ABC starting Sunday, Sept. 26, at 8:30 a.m. The 50-week contract was signed through the Joseph Katz agency of New York.

Programs will feature both classical (Continued on Page 2)

ANPA Joins Objectors In Md. Contemp Case

Washington Bureau, RADIO DAILY
Washington—Justus Miller, president of ANPA, is highly pleased by the intervention of the American Newspaper Publishers Association in the contempt charges against five Maryland radio stations for recent broadcasts of crime news. He said (Continued on Page 2)

Wrong Answer

Latest giveaway story—and it's a true one—is about the woman in Paducah, Ky., who was called by CBS "Miss Ida Ayeley" last Saturday, while Bob Howard was doing "Pistol Packin' Mama." Question was based on "Pistol." She stalled—web was paying the long-distance charges—and yielded out of the window to her neighbors for help. But they didn't have the answer, either, so she didn't win the movie camera and projector at stake.

Movie Spot Campaign For 'Foreign Affair'

In behalf of the film, "A Foreign Affair," Paramount Pictures has launched a national spot campaign which will hit its peak on August 29, with a general release date for the picture. The movie stars Jean Arthur, Marlene Dietrich and John Lund.

Paramount is using five stations in San Francisco, where the movie opens July 27, with a total of more than 120 spot announcements. Saturation (Continued on Page 3)

Lever Spot Campaign Set For New Product

Lever Brothers, in behalf of its new product, Surf, a heavy duty detergent, has arranged a spot campaign in the Midwest which will eventually grow nationwide as distribution increases. Campaign, consisting of televised spot announcements (Continued on Page 2)

Broadcasters Of All Nations Gather In U.K. For Olympics

London — Over 200 broadcasters representing the various countries participating in the XIV Olympic games are gathering in England for the opening of the Olympic games. They are here to originate commentaries, reports and features on the 15 separate events in 17 different sports with sixty-one countries participating. The BBC is acting as host to the visiting broadcasters. They have already aided the United States and Canadian networks arrange the physical end of their transmissions and also will assist in the production of television films for American stations. In addition to extending facilities to American networks, the BBC has, through its New York office, made special arrangements for representatives from the following independent stations to follow the Olympics. (Continued on Page 8)

FM Expenditures Show Big Increase

Washington Bureau, RADIO DAILY
Washington—FM broadcasters put $3,642,992 into equipment for new station operations in the first quarter of this year, FMA said last week. This figure was set far above the corresponding figures for TV, July, AM—$1,082,915 and $1,179,614, respectively. These figures are based on RMA surveys.

J. N. Bill Bailey, FMA executive director, said that of the total broad (Continued on Page 8)

New WBZ-FM Transmitter Now Installed In Boston

Boston—Transfer of the FM broadcasting facilities of WBZ-FM from its former Full site to the new WBZ radio and television center on Sal (Continued on Page 2)

Puerto Rico Deejay

San Juan, P.R.—Stuck in a Motel, distributors of Ford in San Juan, has started a new "Caribbean Motel" on WAPA. San Juan, 2:45-5:30 p.m., Monday through Friday. It is an all-English, Jockey show responding to requests from listeners not only in Puerto Rico but also from the numerous surrounding islands of the West Indies.

4th District NAB Meeting Opens Today

At White Sulphur Springs, Va.;

Justin Miller To Speak

Winchell Sponsorship Confirmed By Woods

Confirming RADIO DAILY's story of last Friday, Mark Woods, president of the ABC, announced the past week-end that the Kaiser-Frazer Sales Corporation has signed for the services of Winchell for a period of a two-year contract effective Jan. 2. Winchell will continue to be heard on ABC Sundays from 9 to 9:15 p.m. William H. Weintraub & Company, Inc., was the agency which negotiated the deal for the automobile firm.

N. D. Football Games Sponsore By Auto Dealers

Plans to broadcast the full schedule of the Notre Dame University football games under the sponsorship of the Ponolea Dealers Association of Cleveland were announced the past week-end by WDQ. Ten games will (Continued on Page 2)

Renew McConnell On NBC For Buster Brown Shoes

Chicago—Brown Shoe Co. has renewed Smilin' Ed McConnell and his Buster Brown Gang for another 52 weeks over NBC effective Aug. 29. It is announced by Paul McCluer (Continued on Page 2)

Manhattan Debut

In his first radio appearance since becoming manager of the N.Y. Giants in the athletic-switch of the-year, Leo Durocher will be heard Wednesday, July 28th, on Steve Ellis's WMCA sports show, "Giant jottings," a nightly sports cast, which covers the whole year round on the station under the sponsorship of the Giants baseball club.

Washington, D.C., RADIO DAILY
Washington—A new series of programs titled "Washington Bureau," will be heard through the medium of the nation's capital by Federated Radio Station Operators. The programs, sponsored by the American Newspaper Publishers Association, will deal primarily with information of interest to radio station owners. (Continued on Page 2)
COMING AND GOING

JIM O'BRYON, the Mutual network's director of publicity, returns today from a vacation at his home in Helena, Montana. He will auto coach to the McCloud Hotel, where he will attend the board meeting of the NAB Board with thirty other broadcasters.

EDWARD G. REEVE, manager of research projects at CBS, is returning from vacation. His duties will be increased.

ALFRED BECKMAN, of the ABC station relations department, is now in White Sulphur Springs attending the meeting of the NAB's Board of Directors.

JIMMY CLARK is in town from WVEA, Richmond, Va., for conferences at the offices of CBS General Sales.

DAVE DRISCOLL, director of news and special programs at WQW, has left for a three-week vacation. He will return Aug. 9. In his absence, station operations will be under the direction of Bob Wood. "Edith the Messenger" will handle special events.

JOHN H. HUNDERLEY, acting director of the CBS shortwave division, has returned from Grove- ville, Ohio, where he was called by the death of his mother.

NEW YORK STOCK EXCHANGE

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OVER THE COUNTER

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W.I.T.H

Baltimore, Maryland

TOM TINLEY, President
Represented by Headley-Read

RADIO DAILY
Monday, July 26, 1948


John W. Alicago - Publisher

Frank Burke - Editor

Marvin Kirsch - Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York 17, N. Y., by Radio Daily Corp., J. W. Alicago, President and Publisher; Edward M. Herbert, Jr., Managing Editor; Marvin Kirsch, Vice-President; James Ovema, Associate Editor; Chester B. Shaw, Vice-President; Charles A. Alicago, Secretary. Terms: (Post Free) United States outside of Greater New York, one year, $15.00 foreign, one year. $15. Subscribers should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York 17, N. Y. Under the act of March 3, 1879.

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 Oll Dubbin. Net result: More horsepower! Time buyers who know their oats put W.I.T.H on their list.

New WBZ-FM Transmitter Now Installed in Boston

(Continued from Page 1)

New WBZ-FM Transmitter was the most important news of the past week-end. Coincident with the shifting of transmitter location it was announced by W. C. Swarttoule, WBZ station manager, that the station has an increase in effective radiating power to 20 kilowatts through the installation of a new type Westinghouse 50-11 transmitter and the relocation of the antenna atop the new 656-foot tower.

FOR SALE

45% stock interest in fulltime network station in large, prosperous, industrial city which has an 85% listening audience. Government licensed. RADIO DAILY, Box No. 156, 1501 Broadway, New York 17, N. Y.

W. W. I. H.

AM FM

W. I. T. H.

Baltimore, Maryland

Tom Tinley, President
Represented by Headley-Read

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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 Oll Dubbin.

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-Read today.

James Connors of CBS personnel relations, is expected back today from a three-week vacation.

Jack Donahue, Detroit station sales manager of ABC, is in New York over the weekend for concerts with web officials.

Herbert Schiller, regional sales manager for United States Television, has extended his current business trip to include Louisville, Ky.

Robert McGregory, sales manager of WTOP, Washington, D. C., is here to confer with executives of CBS Radio Sales.

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12 YARDS AGO TODAY

(From the files of Radio Daily)

The FRA announced that radio station operators may make loans not exceeding $10,000 for property improvements, through the restored Improvement-Credit Plan of the Federal Housing Administration. This long-term, equal monthly payment system, with the loan insured by the government, would enable rural station operators to make repairs and pay for them in periods of up to five years.

According to a survey conducted by Fortune magazine, broadcasting programs had progressed three times as much as films, and put radio second to auto improvements.

Study asked which of four industries-cars, auto, radio broadcasting, air transportation, and moving pictures-was most ahead in giving the public what it wants (not referring to mechanical improvements). American consumers gave the auto industry the lead, with radio placing second, air transportation third and films fourth.

Dwight Cooke, who seems all over the nation with the Columbia network's "People's Platform" and "Gross Survey," will leave Philadelphia Wednesday for points west, where he'll sound out at first hand, regional sentiment on vital domestic and international issues.

Bob Keller, head of the promotional organization bearing his name, is in White Sulphur Springs for the National Amateur Boxing Tournament.

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RADIO DAILY

300 Broadcasters Gather
At NAB 4th Dist. Meeting

Your PASS WERD in ATLANTA
To more SALES
at LESS COST!

THE GOOD WERD STATION
860 Kc. 1,000 WATTS

ASK JOSEPH HERSHEY McGILLVRA to
GIVE YOU THE LAST WERD ABOUT
ATLANTA'S NEWEST STATION

The Station That Has
"A Good Werd For Everybody!"

DICK GRANVILLE, General Manager

Monady, July 28, 1948

3

Districts Designated
By Broadcast Assn.

In accordance with Article IV of the By-Laws of the Broadcast Assn., the President has designated the following composition of each of the 17 NAB Districts.

District 1—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

District 2—New York and New Jersey.

District 3—Delaware, Pennsylvania and Maryland.

District 4—District of Columbia, North Carolina, South Carolina, Virginia and West Virginia.

District 5—Alabama, Florida, Georgia, and Puerto Rico.

District 6—Arkansas, Louisiana, Mississippi and Tennessee.

District 7—Kentucky and Ohio.

District 8—Indiana and Michigan, excluding the counties of Ontonagon and Gogebic.

District 9—Wisconsin and Michigan, including the counties of Bay, Brown, Door, Forest, Kewaunee, Marinette, Outagamie, Oconto, Oneida, Pepin, Polk, Price, Shawano, St. Croix, Taylor, and Waupaca.

District 10—Illinois, excluding the counties of Cook, Du Page, Lake, McHenry, Will, and Cook, and Wisconsin, including the counties of Brown, Door, Forest, Kewaunee, Marinette, Oconto, Price, Shawano, Winnebago, and Oneida.

District 11—Minnesota, North Dakota, South Dakota, excluding the counties of East, Iowa, Minnesota, Polk, Sac, Scott, Sibley, Tama, Winnebago, Winneshiek, and Allamakee.

District 12—Kansas and Oklahoma.

District 13—Texas.


District 15—Iowa and Illinois.

District 16—Nebraska, including the counties of San Luis Obispo, Kern, San Bernardino, Los Angeles, Orange, Riverside, Imperial, Los Angeles, Orange, Riverside, San Diego and Imperial.

District 17—Arizona, Oregon and Washington.

Credit Disc Jockeys
On Record Selections

Hollywood—College students in certain West Coast institutions are influenced primarily in their selection of phonograph records by radio and disc-jockey programs.

This fact was indicated in a survey of California University students just completed by Richard S. Hanel, product and market research manager for Capitol Records, Inc., and his assistant, R. M. Adams.

The comprehensive Capitol survey was conducted to determine what influences college students to buy popular records and what buying habits are foremost among the same group.

A majority of students questioned said they listen to disc jockeys shows regularly and that influence in selection of records was the preference of students for certain artists.

(Continued from Page 1)

Hang M. Folta, president, NBR, introduction of representatives of market research associate member.

2:30 p.m.—Television—The Blue Chip Decision—Charles A. Batson, NAB director of information. A summary of helpful information based on three months of intensive research. This is an interim presentation of a comprehensive report for broadcasters in the big three: TV and not TV.

3:00 p.m.—Horizons Unlimited—A panel discussion of AM, FM, TV, and FMs—members of NAB staff and local broadcasters.

4:00 p.m.—Report of Resolutions Committee.

4:30 p.m.—Adjournment.

Following the 4th District Meeting the NAB executives will move on to the Bellevue Stratford hotel in Philadelphia for the District 3 meeting which will be held on Thursday and Friday of this week. Other district meetings in the first half of the schedule to follow are: Dist. 1 (New England) Somerset Hotel, Boston, Aug. 2-3 Dist. No. 2 (New York and New Jersey) Hotel Sheraton, Rochester, Aug. 5 and 6; Dist. 7 and 8 (Ky., Ohio, Ind., Mich.) French Lick Springs hotel, French Lick, Ind.; Dist. 9 (Ill. and Wis.) Palmer House, Chicago, Aug. 12-13 and Dist. 10 and 12 (Iowa, Mo., Kan., Okla.) Muehlenbeck Hotel, Kansas City and Dist. 15 (Mich., N. D., S. D. and parts of Wis. and Mich.) Radisson Hotel, Minneapolis, Aug. 19 and 20.

Movie Spot Campaign
For Foreign Affair

Movie company has bought spot time on seven Los Angeles and Hollywood stations where the picture opened last Thursday. Paramount account is handled by Buchanan Co. but the national campaign is handled mostly on a local basis.

For exploitation Paramount has also made elaborate tie-ins with network shows such as Chesterfield Club on NBC, Louisville Parsons on ABC and "Stars Over Hollywood" over CBS. Transcribed interviews with Marlene Dietrich and John Lund have been sent to 860 stations.
California Commentary . . .!

- - - Tis a real busman's holiday for radio actress, Anne Whitfield, spending three weeks in Florence, Miss., and Macon, Georgia, the nine-year-old player has appeared as Princess Rumpelstiltskin with the Jack and Jill Players over WSBM, Macon, and is to be interviewed on "Good Morning, Ladies," over the same station. Anna's mother, Frances Whitfield, formerly starred on this program. . . . Alfred Falca, radio writer, and his bride, Doris Wilk, who were married July 16 at the Scarsdale, N.Y., residence of the bride's parents, Mr. and Mrs. Jacob Wilk, are expected here shortly and will make their home in Hollywood. . . . Michael Douglas closes a nine-week engagement at the Hollywood Bar of Music Aug. 4. His plans for the summer include a trade deal and several network appearances. . . . Hal Jovien, for the past year head of the music department of Waycross, has taken over the radio and television department of the West Coast office of General Artists Corporation. He has succeeded John Mulvihill, who has been transferred to the New York office. Jovien edited the radio sections of three trade papers for ten years before joining GAC.

- - - John McIntire, one of radio and the screen's busiest actors, has completed his role in "Black Velvet," at Universal-International, and is vacationing at his ranch in Montana. . . . Jack Slattery flew to Lone Pine with Mrs. Slattery to enjoy fishing in the High Sierras, with Roy Rowan of CBS replacing him as announcer on GBS House Party July 19-23. . . . David Street's newest Rainbow recording, "You're So Lovable," has been released nationally. . . . Walt Chamberlain of Young & Rubicam's merchandising staff, has returned to New York after several weeks in the agency's Hollywood and San Francisco offices on GE House Party business. . . . Dick Powell, who plays the lead in ABC's "Front Page," is so enthusiastic about the famed newspaper story that he's talking about doing the same role in a summer stock company at Santa Barbara.

- - - Spade Cooley joined the ranks of disc jockeys July 19 when he did his initial "Spade Cooley Time" show over KFMB. The program is heard from 12 a.m. to 12:30 a.m., seven times weekly, with Spade joining the show from his own Mexico hotel. . . . He is succeeded John Mulvihill, who has been transferred to the New York office. Jovien edited the radio sections of three trade papers for ten years before joining GAC.

- - - Orion Recordings Co., Mexico City, has signed Fortunio Bonanova to transcribe twelve Latin American numbers. He flew to the Mexican capital to make the recordings over the week-end. . . . Walter McCreery, president of Smith, Bell & McCree, has returned to Los Angeles after a business trip to New York and Chicago, which included conferences in Atlantic City with John H. Harris regarding a forthcoming schedule for "Ice Capades of 1949." . . . Mayfield Kaylor, radio production director of the same agency, is in New York to begin an extensive and first-hand survey of television production and of the Eastern video market for agency clients. He will devote six weeks to the tour. . . . July vacationers in Southern California are Joe Chitty, manager of KEXA, Centralia-Chehalis, Wash., with his wife and their two children. Making their headquarters at the Newport Beach home of Charles McKinney, construction magnate, and his wife, Joe and the family have been taking side trips to Mexico, San Diego and other resort points.
MBS Asking 4-A's To Study Web Rates

(Continued from Page 1)

James said that "while numerous individual station adjustments have been made, there has been no major revision of radio rates since 1946." He added that the first placed rates on a "scale bearing some relationship to coverage." It was learned by Rano Daily, however, that other networks don't go along with the claim of no major rate revision since about 1948.

When James was asked if he thought rate structure is entirely obsolete he answered negatively but said Mutual had taken the attitude of "Let's take a look at it in face of new developments." The letter from James to Franco said that "disputes, misunderstandings, and lack of new developments which have become part of accepted practice may now be past and must be correctable." James also suggested that the relationship of time periods to each other, such as the 100-60-40 relationship, is established between one hour, half-hour and quarter-hour periods, is another matter which needs examination. He believes the arbitrary setting of day rates at one-half the cost of night rates is a subject which needs a thorough going over.

France Distributes Letter

James was notified by Franco that a copy of his letter had gone to all members of the latte's 4-A committee but there has been no reported action on the part of the group.

In his final point, James said "rate protection, the effective dates of rate increases and other similar rate card provisions could also stand some looking at, we believe." The Mutual veepes stated that the influx of new stations, competitive effects of FM and TV and progress made by some networks have combined to place radio under the necessity of making sure that its rate structure is "sound and right." Toward this end, Mutual's self-expressed motive is to establish "what is wrong with the present rate structure and then cooperate with everybody concerned to put it right." Results of the studies will be promptly made available to the whole industry.

Sponsors News On WCBS

P. Lorillard Company, for Embassy Cigars, has been scheduled for 7:30, p.m. news, Monday through Friday, over WCBS beginning August 9th. A concern is buying station breaks by the time and night time, one daily, Monday through Saturday, beginning August 9th. Agency is Geyer, Newell & Gang-door.

Stock News

Charleston, W. Va. —Erie Paige, he's director of sports at WCHS, Charleston's station, announced that Ron Donald Jeffrey, weight 7 pounds, 11 ounces, born to Mrs. Paige at McGivilary Hospital in Charleston.

RADIO DAILY

THE WEEK IN RADIO

NAB Standing Committees Announced

By ERNEST STERN

CLEAN Channel Broadcast Serv-

ice urged FCC to carry out edict of Congress and stop contrary to

ations. CBBS jumped into contro-

versy when daytime stations, who have temporary evening hours, ask-

for reciprocal exchange. Daytime stations said FM outlets not suffi-

ciently established to provide necessary nighttime service.

Fourteen standing committees

named by NAB for 1948-49. No

omitted to carry out the edict of

Congress.

Keiser-Fraser Poled Walter Winchell on

ABC starting Jan. 1, Commentator will

get $5,000 a year, . . . U. S. Rela-

tion to United Nations issued a

report saying greatest peril to free

radio and press is government con-


control.

Mutual may use Stratovision in
telecasting World Series. Method

would provide hookup between sta-
tions of the east and midwest and

BMJ subscribers total 706, same num-

ber who bought first study, . . . FCC

will investigate York Television Co.,

Los Angeles, for extension of FM

construction permit. Holder wanted

more time to decide whether to go

ahead with FM.

Further boom in TV set production
forecast by RCA. First quarter out-

put of receiving tubes more than

twice what it was a year ago, . . . Tri-

States Meredith Corp., notified FCC that it has terminated commit-

ment to buy KSO, Des Moines, because of long delay by Commission

in handling matter. Application was

filed with FCC last Feb. 16, . . .

Thomas D. Connolly appointed

manager of program sales for the Colum-

bia Network.

Announcements in Baltimore area

are cited for contempt of court on

charges of violating court rules on

crime news. News commentator

also named, . . . M. Harold and

WQAM-FM operating publicly for

first time news broadcasts by multi-

ple owners, . . . TV network captive

business firms for $35 a month, . . .

TV production producer submitted

250 program suggestions for in-

clusion in Rano Daily's annual

Shows of Tomorrow, out next month.

BBC musicians strike slated for

Aug. 1, BBC officials say wage de-

mands would cost an extra million

dollars a year, but musicians say it

would amount to only one-tenth of that. . . Bing Crosby renewed by

Philco on ABC for third successive

year.

Petillo's ET ban still firm. Record-

ing companies have received no

answer to their requests for contract

with the American Federation of

Electronic parties shut up radio, television and press headquarters in Wash-

ington, but special sessions of Congress

brought a switch.

Armstrong filed suit against RCA and NBC charging infringement of five basic FM patents. . . . Chrysler dealers five-minute transcription strip across the board on 86 stations. McCann-Erickson han-

dles account, . . . CBS dropping a courtesy to its annual sales

Markle, who is now director of Ford Theater in October.

ABC networks in hearings on right of networks to represent affiliates in

sale of national spots. Four major

websites, DuMont and National Associa-

tion of Broadcasters, are on the

agenda. . . Net income for General Electric up 28 per cent.

"Voice of America" added BCC

transmitters in England for relay

purposes, . . . Roger Baker of KOB, Albuquerque, named National

manager of WIKB, Buffalo, . . .

NAB Radio News Committee urged

FCC to re-examine at intervals their regulations to prove professional

standards and coverage.

Association of National Advertisers
to hold annual meeting in New York,

Oct. 23. . . . Baptist FM network

forming in Texas. Four state sta-

tions are expected to join . . . Con-

ference in cooperation with NBC to

offer 27 radio and TV courses during

upcoming academic year.

ABC's Walter Winchell and "Stop-

The Music" atop the July 15 Hooper

report. . . NBC Sales and Radio-Record-

Division reported 28 sales for "Touch-

down Tips with Sam Hayes." . . .

Scraps-Howard denied CP for Cleve-

land. Grant went to the competing

Cleveland Broadcasting Co. for five

KW unlimited.

Regain WNBC Programs For Morning Listening

Realignment of the morning sched-

ule on WNBC, key station of NBC

in New York, in order to increase the audience. Realignment and new

service to listeners was announced for the past weekend by Thomas B.

Smith, vice president and general man-

ager, 1. Provost, program manager. The

changes which will go into effect on

August 2 will alter the present format of the Tom and Wally show, the Bob

Smith show and will add new news pe-

riods to the schedule. Beginning at 6:30 a.m., with a new 5-minute news summary at the conclu-

sion of the "90 Club," the new

scheduling includes an additional hour on the Bob Smith show, and

realigns the format of the Tom and

Wally programs.

Smith will now be heard from 6:30 to 8:30 a.m. Monday through Friday, with an additional news period added from 8:30 to 9:35 a.m. Clay, Kittel, will be the newscaster in this new period. The Tom and Wally show, which began at 9:35 to 10:45 a.m., will be reduced to a half hour, from 8:30 to 8:30 a.m., and will be retitled "Tom Page, Rural Reporter." In addition, the Bob Smith show will no longer be heard on Saturday mornings. In its place will be a special program featuring Wally Butter-

worth, Butterwort, formerly heard

Washington-The FCC, under date of June 25, has dispatched to the chairman of the NAB standing committees, a letter in which the commission directs that the network members should conduct in direct aided affiliates to surrender their responsibility in the selection and scheduling of network programs.

"Broadcasters" Charged

Said the commission the complaints allege that certain stations which have rejected a network programs offered by ABC, either in network option time or station option time, have been threatened with the loss of their station воз обертаке, and that in some instances stations which have shown a willingness to substitute locally-originated programs for programs of ABC, or which have on occasion rejected network programs which were otherwise not of a public interest have been told they must either change their policy and accept all the network programs offered by ABC, or lose their affiliation contracts.

Hundred percent co-operation with the network was urged at affiliation meetings by ABC toppers, the FCC said it had been informed.

A complete statement on the mat-

er was issued by the FCC, but the FCC said last week it has not yet been provided. Also asked for in detail were statements concerning negotiations during the past two years for affiliation re-

ewal with KPRy, Riverside, Calif.; WING, Dayton, and WKCW, Cleveland.

Bright Joins WVNJ

Bob Bright has been appointed to the sales department of Station WVNJ. In the meantime, Mr. Jay 5,000 watt scheduled to air on September 1 at 6:30 in Boyce. The announcement was made by general manager Ivan Newman.

Bright resigned last week from Station WDDR, Savannah ABC affili-

ate, where for the past two years he has held the post of commercial man-

ager. From 1943 to 1946, Bright con-

ducted "Bob Bright's Bandstand" on WAAF, WAAT, Newark, and WPTA, Paterson.

Kevin McCann

Kevin McCann, five-year-old son of Alfred and Dora McCann, who broadcast daily on WGN, was drowned in a neighbor's swimming pool. McCann was an only child. McCann's parents have been rescued in the evening and several hours later was found in the pool. Funeral was held last Saturday. The McCanns on the Tom and Wally program, will conduct a Saturday morning show with records time signals, weather reports, etc.
You know television as an exciting source of news and entertainment. But what about its many other uses?

250,000 people— at a demonstration arranged by RCA Victor—learned the advantages of a "Shop-by-Television" program. Television receivers, conveniently located throughout a big store, showed customers what was going on in other departments... saved time... made shopping simpler.

88% of these customers said television was a major help... 62% said the program had drawn them to the store... more than half intended to visit departments where televised merchandise was sold. Sales of many televised items jumped 200% above normal!

Beyond its value within a store, "Shop-by-Television" is already reaching across the air waves to enter customers' homes. How convenient it will be to see merchandise on the screen of your RCA Victor television receiver, and then be able to do much of your shopping by telephone!

Such types of progressive research lead to new uses for radio-electronic products and services, and to the quality you associate with the names RCA, and RCA Victor.

... ... ...

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 50 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.
HEAVY BIZ FOR WJZ-TV KICKOFF

TV Censorship Asked By Md. Movie Exhibs

Re-Allocation Hearing Opening This Morning

Washington — Stratovision is the first topic slated for discussion this morning as the FCC hearings on TV channel re-allocation resume after a two-week layoff. Presentation will be by Westinghouse.

Following stratovision, ABC will warn against stratovision's potential harmful effects, with a score of other broadcasters to join in on the matter. TBA and Du Mont are both scheduled to present their comments on the proposed new allocations, with CBS, NBC and 10 broadcasters to join in the discussion of directional antennas.

Iowa Publishers Bidding For 3 TV Stations In N. Y.

Des Moines — Meredith Publishing Co. of Des Moines, Parent of Farah and Better Homes and Gardens, is making a strong pitch for tele in New York, with corporations formed at Syracuse, Albany and Rochester.

In Syracuse, the Meredith Syracuse Television Corp. has been granted a CP, while applications are pending for the other two cities. Application for the N.Y. capitol is for the Meredith Long Island Television Corp. comprised of Meredith and Champlain Valley Broadcasting Corp. Hering has been set for Sept. 27. Parent company applied in Rochester.

Firm's application for purchase of KSO here, made with Tri-States The-"ter Corp. has expired, and noticed was filed with FCC dropping the plan.

The Week in Television

Stratovision hookup for series planned

Major step towards a nationwide tele system was seen in Mutual's plans for linking the Eastern and Mid-Western AT&T webs for coverage of the West Series. The method used to effect the hookup if negotiations pan out... ABC completed plans for its N.Y. video studio, said to be "America's largest." Cost of converting the riding academy not disclosed, but rental reported to be $86,000 per annum plus taxes.

Expanding its organizational setup, TBA announced establishment of regional committees in each of four major TV areas-East Coast,Mid-West, Southern and West Coast... Network pickup of local sporting events declining, games will become strictly a local station plum within a year... Use of tele by manufacturers and retailers will cut distribution costs by bringing sales closer to the consumer through mass promotion, say experts.

George Moskovics of CBS, told a Fashion Group luncheon...

RMA forecast further boom in receiver production, reported that members turned out 170,430 cathode ray tubes the first quarter of '48, more than three times the amount made during the similar period last year. ABC announced AM-TV duplication of America's Town Meeting beginning Oct. 4 as a co-op package... Tele projector designed for presentation of shows to large audiences was unveiled by RCA.

GRABHORN

Contracts totalling more than half a million dollars have been landed by WJZ-TV, ABC flagship which goes on the air Aug. 10. It was announced Friday by Murray Grabhorn, web vpee in charge of owned and operated stations.

"America's Town Meeting," which debuts as dual AM TV arier on Oct. 5, will be bankrolled on WJZ-TV by Modern Industrial Bank, sponsor of the co-op series on AM. Agency is Metropolitan Advertising Co.

The other program sold is a five-minute film for Sleep Number Bed, produced by Foote, Cone & Belding.


WPX To Air Benefit Preem

Benefit premiere of "The Babe Ruth Story" at the Astor Theater today will be televised by WPX, 8:15 p.m. Besides the Great Bambino, those skedded to appear include Francis Cardinal Spellman, Mrs. Lou Gehrig, Sister Kenny, Marlene Dietrich, Gloria Swanson, Burgess Meredith, Charles Bickford and Peggy Wood.

H. S. Football On Hub TV

Boston—Linus Travers, executive vpee of the Yankee Network, announced over the weekend that WNAC-TV will televise 30 high school football games from Manning Bowl, in Lynn, Series, which begins Sept. 3, includes 22 nite games.

WTMJ-TV To Host Ad Execs.

Milwaukee—Executives of twenty-five agencies in the Milwaukee area will attend WTMJ-TV's second "shirt-sleeve" session Tuesday to discuss impact of TV as an advertising medium, in appreciation of demonstration of various tele commercials and new techniques, and will be taken on tour of the station.
FM Expenditures

Show Big Increase

(Continued from Page 1)
cast equipment sales reported by the
RMA. FM stations accounted for 49.9
per cent of the total, and AM and FM for
20.7 per cent. These are dollar-volume
figures.

In the broadcasting equipment
market, equipment is much less expensive
than for television, where the sales figures
for the first three months of this year point
to a tremendous expansion for FM
broadcasting.

"Television is growing, but on a
much more restricted basis than FM.
For instance there are 575 commercial
FM stations and 22 non-commercial
stations serving the people of more
than 350 communities. Whereas television,
because of its enormous cost, is
necessarily confined to larger centers,
the smaller communities of this new
service. Television at present can be
seen in only 12 communities.

Looks Into the Future"

"For the future," said Bailey, "we
see a three-fold service: FM for
sound, color for replacement in AM
because it is better; television for visual
broadcasts, which might be termed the
radio-photography or feature section, and
print for the printed word and picture."

The Radio Manufacturers Asso-
ciation (RMA) estimated that FM transmis-
sion equipment sales in the first quarter
of 1946 aggregated $1,615,204, while AM
equipment sales amounted to $667,525.
Studio equip-
ment sales for both FM and AM to-
taled $1,109,060, and antenna sales for
FM and AM amounted to $509,577.

Although the RMA did not distin-
guish between FM and AM in tabu-
lating studio equipment and antenna
sales, FMA estimated, on the basis of the
transmitter differential, that FM equip-
ment sales amounted to $847,000, which
in the AM field were $364,651. For antennas,
FM station spent approximately
$389,249, whereas the AM expenditures
for antennas were $183,328.

Joins ABC Promotion Dept.

Oliver E. Treyz has joined ABC as
a writer in the promotions depart-
ment. He comes from ABC in Sulli-
vani, Stauffer, Colwell & Bayles where
he served almost two years as man-
ger of the agency's research depart-
ment.

Treyz started in radio with WNBN,
Erie, Pa. The next two years came to New York where he
worked as a writer-producer in the
radio department of B. B. D. & O.

Husing Substitutes

With Ted Husing away on a Euro-
pean vacation, his Bandstand on
WNYC, New York, has been
filled this week by Skitch Henderson
and Woody Herman during the morning
show from 12-noon. Evening seg-
ments featuring a half dozen guest
shows were handled on various days by
Peggy Lee, Guy Lombardo, Vic Damone
and Connie Haines.

RADIO DAILY

COAST-TO-COAST

Thirteen "Pinch-Hitters"

Raleigh, N. C.—WRAI early am-
listeners have become acclimatized to
hearing a city councilman perform as
a disc jockey. And Raleigh
citizens have become equally acclima-
ted to hearing about a d. i. serv-
ing a city councilman. WRAI
program director, Mr. Reid, says per-
cipants in the Raleigh television cam-
pan have made his "Tempus Fugit"
show the talk of the town, used his
popularity to advantage last
year when the veterans selected him as
one of the seven members on the city
council. This month, taking its
vation, Fletcher selected thirteen "pinch-
hitters" to fill in during his absence.
Heeding the list is N. C.'s Secty. of
State Thad Eure. The fellows were
selected from Raleigh's list of
civic and business leaders. The
fill-in's will not only have to read
consumer, but also be called upon to
tell a fairy tale, a regular feature which
Fletcher began, three years ago for the
younger listeners.

Famous Preacher Now On FM

Washington, D. C.—Elder Solomon
Lightfoot Michaux, famed reviva-
tor-preacher is now heard over the facili-
ties of WASH-FM, each Sunday in
7:30-8:30 hour. Elder Michaux
and his congregation has been heard
for many years over stations in Newport
News, Va., and in recent years on the
coast-to-coast network hookup of CBS.
Michaux was for many years a feature of
the BBC and is currently being seen and
heard via the DuMont TV network.
Larry Carl, program mgr. of WASH-FM said
the station is pleased to present this fa-
mous broadcast to the new FM audi-
cence feeling Elder Michaux will
widens its already large following
in his broadcasts on FM.

WPPG's Tower Near Completion

Atlantic City, N. J.—The new 400-
foot AM-FM tower being built by
WPPG is nearly completed. Struc-
ture will be the tallest in all of the
United States. Staging of the station's
FM signal with a power of
10,000 watts to listeners within a
radius of fifty miles. Completion
of the new tower will also increase
their AM service area by nearly fifty
per cent by radiating its signal with
an efficiency comparable to a tripling
of present power. New tower also
has been engineered to serve as a
means of bringing tile to the Atlantic
City area. Station was first of five
applicants to apply for TV license.

WLHN Opens Extra Studio

Laconia, N. H.—Celebrating its
30th year in broad-
casting, WLHN has
opened additional studios in Frank-
lin, N. H. The new studios will make
WLHN's facilities conveniently
available to a large segment of the
listening audience. Station is also
branching a summer series of good-will
missions by placing listening vacan-
tions to shop in the Lakes Region, and to listen to their favorite
 Mutual, programs over the outlets.

Many Nations To Air
U. K. Olympic Games

(Continued from Page 1)

KFWB, Hollywood, Calif.; WGR,
Buffalo; WIBW, Topeka; WJZ,
Columbus, Ohio, and WHAS, Louisville, Ky.
The BBC is also planning to assist other
American stations by handling spe-
cial recording and encoding for
FM broadcasts.

The nerve-center of it all is the
Radio Centre that the BBC has equip-
ed with a 'stabilized' FM output, a
building that was once put up for the
display of Dominion art at the
1924 Empire Exhibition. Where once
an exhibit of art from four con-
try's is now the main control room,
with bays and bays of technical
equipment. One display room has
been cut up into eight studios, and
another into twenty recording cubicles.
Alongside is a restaurant and an
attic room, and a building off the
corner of the building a suite of
rooms devoted to television.

Branching out from this radio cen-
tre are lines which reach out to the
thirty-one Olympic cities. Down
each line will come commentary and
reports on seventeen different sports,
as far removed from each other as
Antarctica is from the Equator.
The commentary reports will be in a
multitude of languages, destined for
Olympic cities. Part of every other nation lines must be provided to carry these re-
ports to the four corners of the world.

There is a thought that these broad-
casts might get "lost on the way," due
to lines getting wrongly routed as
they pass country to country. To
reduce the chance of this, the
BBC is trying out an idea suggested by
the Finnish radio engineers, who
will be responsible for the broad-
casting arrangements for the 1952
Games.

The intention is to have records
which can be played for several
minutes before a broadcast starts:
for example, the Finnish radio an-
chor who is keeping listeners in
English, in the language of
destination, and perhaps, in
one or two other languages. "Trans-
mitters" are carrying messages,
designed to be read.

That message, repeated over and
over again, should ensure that opera-
ators along the route to Poland can easily
recognize the line that will soon be
broadcasting a carriage of, say, the
Marathon from Wembley Stadium all the way to Warsaw.

Having provided facilities for
200 broadcasters who are gathering
together for these historic event
commentaries during the fifteen
playing days of this great sport
feast, the BBC has also had to
make complicated arrangements for its
own overseas services, for its
services to other countries, for the
United Kingdom, and for television to British
viewers.

News in Sky

Latest WTAG promotion was in the
form of news in the sky. The
Goodman-Wray "Banger" flew over the
city from 8:30 to 11 p.m. recently,
flashing bulletins of hot-off-the-wire
news from the WTAG newroom.

www.americanradiohistory.com
MAGAZINE PUBLISHERS ARE USING RADIO

Women Broadcasters On U. N. Committee

Gay Clark, woman commentator of WBRY, Waterbury, Conn., has been named chairman of the newly created Advisory Committee to the Women’s Broadcasts Section of the United Nations. Dorothy Lewis, coordinator of Women’s Broadcasts at U. N., announced yesterday.

The committee is composed of the following members: Darrah Aldrich, WCCO, Minneapolis, Minn.; Victoria Corey, KDIA, Pittsburgh, Pa.; Ruth Crane, WMAL, Washington, D. C.; Ethel Moore, KFIL, Karnesville, Ind.; Katharine Fox, WJW, Cincinnati, O.; Martha Gaston, KFOX, Long Beach.

Wallace Party Convention Got 34 Hrs. Of Web Time

Four major networks devoted a combined total of 34 hours of AM coverage to the Progressive Party’s national convention last week-end. Breakdown, as reported by each network, showed 9 hours and 33 minutes for NBC, 9 hours for CBS, 5½ hours for ABC and 6 hours and 55 minutes for CBS.

CBS reported slightly over 25 hours of television coverage of the Henry.

Chain Store Purchasing Heavy Broadcast Time

Chain stores are buying heavy broadcast time. West Coast Buyers Report: The “Radio Daily” Los Angeles—Purchase of five and three-quarter hours of broadcast time on KNYX, Los Angeles, for a single day’s programming as a salute to the city of Santa Ana, Calif., was announced yesterday by the Alpha Beta Food Markets, Inc., who will open.

Sign of Fall

The annual College All-Stars versus the National Professional Football League champions, will be broadcast exclusively on Mutual on Friday, August 20, starting at 8:30 p.m., EDT. The All-Stars this year, in the 15th game in the annual series, will be facing the Chicago Cardinals, and the game, already a sellout, will be played at Soldier’s Field.

Sight and Sound

President Truman’s message to a special session of Congress will be carried over all major AM and TV networks and hundreds of independent stations. Pooled telecast, to be handled by CBS, will begin broadcasting at 12:05 p.m. EDT. Mr. Truman is expected to present a 11:30 program to the Congress, including requests for meat rationing and price control.

Importance of Radio Stressed in Booklet

Lever Brothers Co., among radio’s top advertisers, has increased its advertising budget 150 per cent within the last 12 years while at the same time sales have gone up 400 per cent. These facts are revealed in a four-color booklet, done in comic book style, which is being mailed to 8,000 company employees under the title, “What About Lever Advertising?”

Handbook shows Joe Smith, a mythical advertising man, making a tour through the various departments of the organization and asking questions.

WNYC To Handle Plans For Airport Programs

Details of the Municipal Broadcasting Company’s plans for coverage of the dedication of Idlewild Airport on Saturday, July 31, were released this week by Seymour Segal, director of WNYC, the New York municipal station. President Truman, Gov.

Launch Experimental Comm’l Program On KFI Under Joint Sponsorship Of Publishers And Dealers

Some of the nation’s largest magazine publishers are joining with independent magazine publishers in Southern California in an experimental commercial sponsorship of “Johnny Murray Talks It Over” on KFI, Los Angeles, five days a week, Monday through Friday, 4:15 to 4:30 p.m., beginning Aug. 2.

Pass Campaign Hat For Wallace Party

Stressing the fact this is “the end of free time” and from now on “we and all political parties must buy time,” William S. Faimour, former network news commentator, raised pledges of $50,000 at Shibe park, Philadelphia, Saturday night, as the beginning of the Progressive Party’s radio campaign fund. The meeting, likened to revival meeting of the late

ABC Common Stock Listed On N. Y. Stock Exchange

Marking a milestone in the progress of the network, American Broadcasting Company yesterday announced that it had sold 1,689,017 shares of its $1 par value common stock have been listed on the New York Stock Exchange under the ticker symbol, ABC.

Progress of ABC dates back to October, 1943, when Edward J. Noble, now chairman of the board, bought the network for $8,000,000 cash. At that time it consisted of 168 affiliated stations. Today there are 260 affiliated stations in the major market areas, five of which are owned and operated by ABC.

At present the network is engaged in the development of a television network in addition to five television stations which are ABC owned and operated. Thus, before the close of 1945, ABC will be operating its own

New U.N. Series

“T. N. in Action,” a new weekly public affairs series, designed to give a broad picture of United Nations activities in social, economic and scientific fields, and its goals for human betterment, starts on CBS, Sunday, Aug. 1. The new series is presented as a companion piece to “United Nations Politics,” heard Fridays 6:15-6:30 p.m., EDT.
Robert Suokland, general sales manager of CBS Radio Sales, will be on hand this week to give his first presentation to the American network's directors. Previously, he was head of the network's advertising department and promotion. Suokland is expected to give his presentation on Thursday at the Knickerbocker Hotel in New York.

Theodore C. Strefert, president of WOR, yesterday came down from Scoll Bay, Me., to attend a board meeting. He left again last night for the Maine resort to complete his vacation.

**Carla McVoy**, radio editor of the Mobile (Ala.) Register, has returned from vacation at the home of Mrs. Carla McVoy in Mobile, Ala. During his absence, Mrs. Carla McVoy pinch-hit for him.

**Washed up**

The press release called this a picture of a picture of a river scene which swept through the Western part of Pennsylvania and parts of the state, that reached its peak near Pittsburgh on the Allegheny River.

Washed up! That's what that car is. That's what the road is. That's what the business that can't bear the floods 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-T-H That's the successful independent. W-T-H delivers more listeners per dollar spent than any other station in town. W-T-H belongs on any selective test. Is it on yours?
SOUTHWEST SIDELIGHTS

BILL SHOMETTE, Farm and Ranch Director of WOAI, San Antonio, is in the Baptist Memorial Hospital there for an operation. He is expected to be gone from his post about two weeks.

John Siercovich, former transmitter engineer with KJFX, San Antonio, has been named chief engineer of the station replacing L. E. Richards who has resigned to join the staff of the Good Neighbor Broadcasting Co., applicant for a standard broadcast outlet in San Antonio.

Don Cherry has been added to "Dream Nocturne" broadcast each Tuesday and Thursday nights for a half-hour over WFAA, Dallas. Cherry is a romantic background and will be featured together with Hugh Waddill at the organ. Cherry formerly appeared on KKTX-AM and KDFX, Wichita Falls and also sang with Jan Garber's orchestra.

Bob Dunbar, "The Drug Store Cowboy" heard on KABC, San Antonio is one of the few radio cowboys who is one in real life. Dunbar has his own cattle brand "The D-Bar Brand." He was born and raised on a ranch in Piedmont, Oklahoma.

The dean of gospel singers in this area is Pap Baxter, who can be heard on WFAA, Dallas practically any day of the week and sometimes more than once a day. Baxter and the late V. O. Stamps began a singing school in 1926 which is still active. The school has a Monday through Friday broadcast. Three quartets are connected with the school with one program each Monday through Friday. Then there is a 5th-voice choir which is heard each Tuesday over WFAA, conducted by Baxter.

According to Charles Lutz, manager of KYCL, San Antonio, actual construction has begun on the new 800-foot tower which will radiate the 92,000 watt signal of the station following its completion.

A tour of the studios of WOAI and WOAL, both San Antonio, has been made by 20 students in the occupations class of Harlandale Junior High. Arthur L. Forrest, WOAI production manager spoke to the group, following the tour, of the opportunities offered in radio. A question and answer period followed the talk.

Charles Van Gundy has been named manager of KFLV, Alpine. He was formerly with KBWW, Hobbs, New Mexico. Tommy Erwin has been appointed program director of KFLV.

Duke Warren has joined the announcing staff of KSIX, Corpus Christi. He was former announcer on KCBG and WCRF (FM) Cedar Rapids, Iowa.

"Calling The Big Bend" is the title of a daily half hour program carried by the Cactus Network composed of KJUN, Pecos, KVKM and KVLV, Monahans. Series is comprised of news and entertainment directed to park rangers, ranchers and visitors at the Big Bend National Park, where the nearest telephone is miles away. In case of emergency, messages are flashed on the program.

Bill Lister, called "radio's tallest cowboy" is being heard over KABC, San Antonio in a new series of half-hour programs each Saturday night, titled "Columbia Record Round-Up." On the airing Lister plays the latest Columbia hillbilly records and gives something of the background of each player and recording artist for the benefit of the listeners.

Ed Hyman, disc jockey for KFYM, San Antonio is introducing a new series of daily quarter-hour programs over KFYM titled "Tune Pluggers." On the program Hyman will play up and coming hit tunes, give out with newy notes of up coming artists with all information coming from various public relations men for the artists and records. He invites news and record men to send him material for "plugging." According to Hyman, "it will be the aim of the program to give time to artists and recordings that need a "break."

Robert M. Baird has been named commercial manager of KYCL, San Angelo. He was formerly on the sales staff of KKLJ, Dallas. He has also been associated with KXLJ, Dallas and KVOO and KTWL, Tulsa, Okla.

Officers of the recently formed Dixie Network comprising five Texas stations have been announced. Phil Duesenberg of KYCL, Beaumont, is president; Virgil Evans, KHEK, Baytown, vice president, and King Robinson of KAUN, Houston, secretary-treasurer. Other stations are KOGT, Orange and KOLE, Port Arthur, Headquarters are in Houston.

WBIG Polio Hospital Fund Has Passed $50,000 Mark

Greensboro, N.C.—Bob Jones' WBIG Polio Fund Fund has passed a couple of weeks ago in Greensboro to aid in the building of an emergency polio hospital, is above the $50,000 mark. The top contributor was the Textile Workers Union of America. Major Edney Ridge having been notified by President of the Textile Workers Union of America, that the national organization had contributed $5,000, a special program was given over WBIG with George Baldanz, executive vice-president of T.W.U.A., handing Bob Jones the check to be placed in WBIG's lucky box.

The lucky box is one that a crippled boy, with no money to contribute to a tornado fund WBIG was raising at the time, carved out of cigar boxes with a penknife. Contributors of every age, in every walk of life have brought money in to Bob Jones; refrigerators, electric fans, have been contributed; machines, technicians, laborers of all kinds have offered to work free. Bob has used his early morning WBIG program most effectively in raising cash. Pennies from children's banks to five-dollar checks have been sent in to Bob personally. Never has such response been given any cause sponsored by WBIG as this fight against Carolina's growing polio epidemic.

You guessed it! WINSmore is on the stump this year. Like thousands upon thousands of New York listeners, he's sold on the WINS platform— the best in music, news and sports.

Realizing there are other hopefuls on the stump this election year, WINS is here to "vote them in. With direct lines from three political hotspots, Washington, Philadelphia, and Cincinnati, plus three wire services, WINS is giving New Yorkers by far the best coverage of any independent New York station.

Our veteran newscasters, Don Goddard, Sidney Walton, Gil Kingsbury, Paul Jones, Carroll Alcott, and Howard Chamberlain, give WINS listeners vivid, complete commentary, no capsule coverage.

The WINS news coverage is just one of the reasons why the New York audience is getting behind WINSmore. He has the word on what New Yorkers like to hear.

More and more advertisers prove that it's WINS . . . more than ever before.
Mainly About Manhattan

- That's Life dept.; Victor's yanking flesh acts out of theaters—
  and the giveaway shows are rushing from radio studios to theater stages.
- Danny Thomas could have returned next fall for General Foods but
  deal was for 13 weeks only and Danny was afraid he might be dropped
  at an awkward time. (Any time they drop you is 'awkward,' Danny, me
  boy.) Mel Blanc threatening lawsuits in connection with "Woodycerk"
  tune. Comic claims he originated that weird laugh.
- Current Newswave 2- and 1/2 page article on H'Wood Reporter's Edith Gwynn
  ought to land the gossiping gal plenty of additional syndication for her lively cluter—
  not to mention a weekly spot on that Lucky Strike quiz show, "Let's Talk H'wood."
  You name a gal who's better informed or who has a sharper wit.
- After Don Gillette finished the first draft of his novel, he was told by his publisher
  that it didn't have enough sex, murder and other sensational stuff, which seemed
  to be what they want these days. So he's leaving next week on a western trip to bring back
  some hot stuff right off the carnival lots.
- The gang over at Jools were queuing Cleveland's hurler, Don Black, regarding what he considered
  tough opposition up at the plate. "How's DMaggio pitching today?" was the question. "I don't have
  too much trouble with Joe," replied Don. "I just try to get the ball in there high
  and inside where he can't belt them." "What about Ted Williams?" asked someone wanted to
  know, Don thought that one over for about a minute. "Well," he finally said, "when I pitch to Williams, I just throw the ball in
  and from then on it becomes an outplayer's problem." (Laughter)
- NUFF SAID! PETER DONALD: All those televised wrestling matches might help the country get a grip on itself.
- HARRY SHELDON: There are some good heads in show biz and radio is filled with concrete examples.
- AL SCHACHT: I tried to make an all-star sand but couldn't make it in this one. BILL
  BRYZGLOTTI: It's amazing how a country builds on honor thrives on those singing commercials.
- Bally, formerly mail clerk at Metrol and now promoted to
  apprentice-producer-director in their programs dept. decided during his hitch in the army
  that he'd get the scripts he wrote on the air even if he had to
  buy the time himself. Starting four years ago, he began selling
  his scripts with this in mind. The other day he bought 13 weekly quarter-
  hour periods on WGNY-FM and started the series which he writes and
  directs himself. Bally, now 21, has fashioned the series along the
  dramatic fantasy lines similar to those used by Willia Cooper on his "Quiet Please"
  circuit.
- AROUND TOWN: TV circles gabbing about a sensational new find, Sandan Deel, who guested on Johnny Desmond's show
  the other night. He's red-headed, and red hot... Les Tremayne aiter.
  "Romance," shifting to Friday nites. Before leaving town, Lena
  Horne dropped in to pay a visit with Willie Bryant and Ray
  Carroll's WHOM session... Bob Merriit reading a fall radio show
  to emanate from his Metrolivsecond. With Perry Como and
  Jerry Stafford away, why not call it the "Worley Club."... Since
  "Doorway to Fame" has hit the No. 2 spot on daytime's Pdce, three
  sponsors are bidding for it... With 19 programs under his belt
  already, Bill Cullen will soon be John Reed King's 9 shows during
  latter's vacation... Henny Youngman was merely wonderful on the
  Texaco show last week and Myron Kitz is getting him back on the first open date.
WQXR, New York: Fred Muhlnick, Inc. for "4/11" "Toilet Preparations for sponsorship of the evening weather reports, Monday, Wednesday and Friday, from 6:25 to 6:30 p.m.

WNYC, New York: The agency for 12 Cramer Products has begun participation in "Other People's Business." The agency is represented on the product, Joy Cake Mix. The contract will run to October 12 and was placed by the Peek Advertising Agency. Other Peck's has heard Monday through Friday from 11:05 to 11:30 a.m. Additional spots for Cresta Blancu Wine Co., Inc. have been placed with WQXR by representative Paul H. Raymer, San Francisco, by the Bow Co., Inc., San Francisco. This brings the number of Cresta Blancu spots to ten announcements per week. Rumbar & Hiner, Inc., Chicago, and R & H Beer has placed ten spot announcements per week with WQXR. The contract is scheduled to run until September 30.

Sheffield Farms Co., Inc. has renewed sponsorship of its six hour block programs per week of the WQXR Breakfast Symphony, from 7:30 to 9:00 a.m. Monday through Saturday. The new contract will run to Aug. 15, effective Aug. 2nd, and was placed through W. W. Ayer and Son, Inc., Marine Co., Inc. renews its spot campaign for 13 weeks. BBD&O, Chicago, is the agency. The Manufacturer's Trust Co. has renewed its spot campaign for 13 weeks, with the Pearson Advertising Agency, Inc. the agency.

WGN, Chicago: Arlington Employment Counsellors, Chicago, a 15-minute interview show, "Your Job and Mine," Saturdays 10:45-11:15 p.m., over Dancer-Fitzgerald-Sample, Inc., three weekly station announcements for "Sheila"王者, for 82 weeks; Commonwealth Edison Co., through R. E. Pessell Co. (WGN-TV), WGN-TV News, 6:30-7:00 p.m., Monday through Sunday, for 13 weeks; The Peter Fox Brewing Co. through H. W. Kastor & Son, "Sportsmen's Corner."

WMAQ, Chicago: Byer-Rolnick Co., through Tracy-Loeke Co., Inc., a schedule of 62 station breaks to be aired once weekly starting Aug. 2: Wisconsin Centennial Exposition, through Byer-Rolnick Co., three station breaks and six one-minute announcements weekly Aug. 2 through Aug. 28; Gaylord Products Co., through Byer-Rolnick Co., a full range of radio spots, a two-week extension of a schedule of 12 one-minute announcements on "The Early Bird" program.

NBC Promotes Ehrrott

Walter Ehrrott of NBC has been promoted to associate director in the Kelly, Hummell operations department. It was announced yesterday by Thomas McCray, NBC national program director.

Passing Campaign Hat For Wallace 3rd Party

(Continued from Page 1)

Billy Sunday, relied on showmanship devices to whose credit he is credited for the radio fund collection.

Ralph Stites, party publicity director, said yesterday that the $68,000 received from admissions and pledges about $50,000 will be available to buy radio time for Henry A. Wallace and Glenn Taylor for the party. The campaign at $30,000 for rent and other expenses.

It is expected that the Shibe park fund-raising technique will be used by the party in state organization meetings which will follow during the coming weeks. The campaign will be under the direction of Elmer A. Benson, former governor of Minnesota, who has been named national chairman of the party.

Speakers during the convention stressed the importance of radio and television as a medium and it is expected that the major part of their advertising budget will be spent in radio and television during the months to come. Ed Frishman, radio director of the party, will handle the campaign programming from New York.

New Albany, N. Y., Outlet To Become ABC Affiliate

(Continued from Page 1)

yesterday. The station, Tinton, said it will become affiliated with the American Broadcasting Company on Aug. 9. Associated with Tinton, formally of the Katz agency in New York, are George A. Franco, Jr., of the Franco Associates, New York, and Kemper A. Smith, of the Kemper A. Smith company. The latter two companies have participated in the $50,000 station development and are vice-presidents of the new company.

High Hoopers at High Noon!

These figures are quoted from the latest available Hooper survey. Need more be said?

INDIANA'S MOST POWERFUL STATION

FORT WAYNE

WESTINGHOUSE RADIO STATIONS Inc

KYW - KDIA - KEX - WRX - WBBZ - WOVO - WRX - WRX-TV
National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters

William N. Modglin, president of Modglin Company, Inc., Los Angeles, has announced the appointment of W. Earl Bohlin, Inc., to handle the company's advertising. Promotion of "Dura-Broom" and "Perma-Broom," two new lines of household breathe, as well as other Modglin plastic products, is planned by the agency's Hollywood office.

Two More Join WNYC

David Ross Jr., and Shelly Stuart have joined WNYC as news editors-announcers.

WNYC To Handle Plans For Airport Programs

(Continued from Page 1)

Kew York, and Burlington of New Jersey, Mayor O'Dwyer and a host of top-ranking public officials will be heard, during the broadcast of the dedication ceremonies from 2:15 to 3:25 p.m.

In addition to the Municipal Broadcasting System's radio coverage of the ceremonies, the City Station will provide public address facilities for the event, at which some 300,000 spectators are expected to witness what is described as one of the greatest air reviews in the history of American aviation.

The WNYC radio reporting of the event will involve an extensive pick-up by eight microphones distributed at key points on the spectator's stand, the bandstand, and various vantage points along the expansive 3,000 feet runway.

The City Station's radio reporting of the ceremonies will be fed to independent stations in the Metropoli- tan area, as well as to the "Voice of America," the BBC and the French Broadcasting Corporation.

Subsequent events at Idlewild Airport will be given complete radio coverage over the Municipal Broadcasting System. The schedule of dates of broadcast follows: Sunday, August 3, 1:30-3 p.m.; Monday, August 4, 1:30-2:00 p.m.; Tuesday through Saturday, August 5, 1:30-2:00 p.m.; Sunday, August 6, 1:30-2:00 p.m.
Coast Magazines Buy Commercial Air Time

(Continued from Page 1)
The contract is for 52 weeks with the campaign slated to stress the economic, informative and entertainment value of magazines, specifically and in general.


Mr. Harrington, Whitney and Hurst have been appointed the agency to handle the campaign. George White will work closely with Johnny Murray in dealer tie-ins and other promotion.

Magazine publishers and promotion departments are planning to watch the acceptance of the KFI series with a view to inaugurating similar programs in key cities across the nation if the coast programs prove a merchandising success. If the magazine series clicks, 60 key cities could have the programs with others programs available to suit the preferences of varied nature.

"NBC University Theater" Five Weeks, Starts July 30

A five-week series of hour-long dramatic shows will be started by NBC July 30 as the first phase of a new program project called "NBC University Theater." Show will be aired Fridays from 9:10 p.m. EDT, and after the first week introductory will cut from 9:30 p.m.

Sinclair Lewis's "Main Street" has been set for the first broadcast this week to be followed by "A Farewell to Arms," "Number One" and the short story "Neon Wine," NBC University Theater will present great literature from all ages.

On the advisory board are Norman G. Amster, general editor, and associate editor of the Saturday Review of Literature, and Dr. Harry Morgan Ayers, director of the Columbia University School of General Studies. It's expected that the series will eventually form the core of a course in literature for NBC's college by-radio project.

Will Sponsor Football

Hollywood—Owl-Sonart Reaxall has contracted with KFI for the broadcast of all of the Los Angeles Rams national league football games this fall.

The broadcast of the Los Angeles Times charity game between the Los Angeles Rams and Washington Redskins at the Coliseum on September 24, 1948, will also be sponsored by Owl-Sonart Reaxall. In addition, the Los Angeles Rams game vs. Philadelphia Eagles game in Dallas, Texas, September 15, 1948, will be carried by KFRC for the same sponsor.

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. Postman, Director.

Survey Week of July 16-July 22, 1948

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<td>Robbins</td>
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<tr>
<td>It's A Most Unusual Day</td>
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<td>Just For Now</td>
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<td>Little Girl</td>
<td>T. B. Harms</td>
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<td>Love Of My Life</td>
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<td>Love Somebody</td>
<td>United</td>
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<td>My Fair Lady</td>
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<td>My Happiness</td>
<td>Burke and Van Heusen</td>
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<td>Nature Boy</td>
<td>Lehman-Route</td>
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<td>Now Is The Hour</td>
<td>Leeds</td>
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<td>P. S. I Love You</td>
<td>LeSalle</td>
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<td>Put Em In A Box</td>
<td>Remick</td>
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<td>Rhoda Island Is Famous For You</td>
<td>Crawford</td>
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<td>Serenade (Music Played On A Heartstring)</td>
<td>Duchess</td>
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<td>Tooie Oolie Doolie</td>
<td>Chas. K. Harris</td>
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<td>Woody Woodpecker</td>
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<td>You Can’t Be True Dear</td>
<td>Biltmore</td>
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<td>Yours</td>
<td>E. B. Marks</td>
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Second Group

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<thead>
<tr>
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<tr>
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<td>Oxford</td>
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<td>Dolores</td>
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<td>Ev'ry Day I Love You</td>
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<td>Judealene</td>
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<td>Just Because</td>
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<td>London</td>
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<td>You Call Everybody Darling</td>
<td>Mayfair</td>
</tr>
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<td>You Were Meant For Me</td>
<td>Miller</td>
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FCC Radio Permits Total Over 635,000

(Continued from Page 1)

national remote pickup and 26 licenses of a miscellaneous nature.

The listing for broadcast authorizations follows:

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<thead>
<tr>
<th>Local</th>
<th>As of</th>
<th>As of</th>
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<td>Broadcast</td>
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<td>6/30/48</td>
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<td>International</td>
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<td>37</td>
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<tr>
<td>Remote Pickup</td>
<td>583</td>
<td>571</td>
</tr>
<tr>
<td>Other</td>
<td>33</td>
<td>26</td>
</tr>
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Re-Alignment At WGN

Chicago—Frank P. Schreiber, manager of WGN, Inc., yesterday announced a reorganization of station's program department, with Walter J. Preston as program director and Bruce Dennis as assistant program director in charge of operations. Preston, a radio executive for nearly 26 years, came to WGN from WBBM in January as commercial program director. Dennis has been public relations director since 1940 except for 39 months in the Navy.

James G. Hanlon, assistant to Dennis, will become public relations director. Appointments are effective August 2.

WILL SPONSOR FOOTBALL

Hollywood—Owl-Sonart Reaxall has contracted with KFI for the broadcast of all of the Los Angeles Rams national league football games this fall.

The broadcast of the Los Angeles Times charity game between the Los Angeles Rams and Washington Redskins at the Coliseum on September 24, 1948, will also be sponsored by Owl-Sonart Reaxall. In addition, the Los Angeles Rams game vs. Philadelphia Eagles game in Dallas, Texas, September 15, 1948, will be carried by KFRC for the same sponsor.

SECOND GROUP

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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-EY

FCC OPENS REALLOCATION HEARING

By IRWIN ROSTEN

Up at NBC they're still talking about Henry Wallace's surprise visit to the web's studio in Convention Hall Sunday night to register his unbridled impatience of the coverage afforded his party's convention. Rushed before the cameras in an exclusive interview with Bob Stanton, John Swzye and Richard Harkness, Wallace, repeated the plow or the air. Fig-

ures compiled by the web show NBC-TV covered 94.4 per cent of the GOP convention. NBC's 54.4 per cent of the Dems and 53.6 of the Progressives. Speaking of conventions, current Newsweek gives itself and DuMont a hard put on the back for Dem con-

clave coverage tie-up, with web's program chief, Jim Caddigan, coming in for some well-deserved praise.

RE: RMA Joint Technical Advisory Committee is looking for info on 475-494 MHz channel for presentation to FCC at hearings beginning Sept. 20. Contact is at

G. Cumming, RME, 1 East 79 St.,

Alexandra Kersh, film cycle currently being aired on TV emphasizes again the need for special video movies. Case in point is "Sanders of the River," scanned by WPIX t'other nite. Pic has several stirring mob scenes and some exceptional long shots of wild animals, which were completely lost in the living room.

US Dept. of Agriculture is survey use of TV as "a means of bringing to farmers and city people the benefits of agricultural and home economics education." Study will be conducted by Dept.'s Radio Service, under Kenneth M. Gunen, in cooperation with broadcasters and public agencies. Len Ross and Hal Powell, Wester films, have developed a magnetic recording tape, slit and perforated to 16 mm dimensions, for synchronization with motion

movies, ... WBCB, Birmingham, reportedly is delaying installation of video equipment due to a new tax imposed by major film companies interested in the medium.

Selznick TV Production

To Begin in 2 Months

Selznick Television Corp., organized by David O. Selznick two months ago, started production of its first 30-minute tele-film on the Coast in the next 60 days. Initial shows will comprise the "Selznick Test Stage" series, presented by young and up-regarded by the producer as coming four advertisers are understood to have submitted deals.

At the same time it was confirmed that Selznick acquired TV rights to Gypsy, an adaptation of the Gypsy show for a number of years when he obtained screen rights for "The Greatest Show on Earth."

TELE TOPICS

Ten-Station ABC Web For West Coast-Searle

Los Angeles — A ten-station ABC TV network for the West Coast was inaugurated yesterday by Dom Searle, coast veepee, with present prospects calling for eight outlets in California, Oregon and Washington, and two others in Salt Lake City and Denver.

Construction already is underway on web-owned stations in L.A. and San Francisco, and a GP has been granted affiliate KFMB in San Diego. Applications have been filed by affiliates in Sacramento, Portland, Seattle, Spokane, Salt Lake City and Denver, with plans for an outlet in Fresno. KREO-TV is slated to go on the air here about Nov. 1, with KEO-TV, Fresno, scheduled for Dec. 1, 1948, followed closely by KFMB-TV.

At the same time, Seattle announced affiliation with James T. Smith, Northwest field director for KPIV, to a similar post with KREO-TV. Vandiver will take over his new post soon after Aug. 1.

Grid Sked On WMAB-TV Includes Baltimore Colts

Baltimore—Nine games of the Baltimore Colts, pro grid team, will be televised by WMAB-TV, under sponsorship of National Brewing Co. of Baltimore. WMAB was announced yesterday by E. J. Kest, station veepee. WMAB, Washington, will pick up and rebroadcast the games in the capital.

WSPD-TV Sets 10-Min. Basic Local Time Seg

Toledo—A 10-minute basic time seg for local programming is being established on WSPD-TV by production director Steve Marvin. In addition, the Fort Industry Co. outlet plans to institute, as far as possible, a regular time slot, across-the-board for local shows.

Reasons given for the 10-minute period were: (1) The shorter seg will offer greater variety and change of pace; (2) it will fit more easily into the day's schedule and make possible more station breaks, thus increasing station revenue; (3) it is easier to program a 10-minute basis, since average time slot of 16 mm. film runs about nine minutes.

Because TV viewing causes living habits adjustments, the station feels the 10-minute board can be an important factor in reducing this problem.

Court of Current Issues

Changes Time on WABD

WABD's "Court of Current Issues," a public forum, is being aired Monday (10 p.m.) instead of the former time, Tuesday (9 p.m.). The time change became effective today, July 20. Series originates at WABD, key station of the DuMont network, and is carried by WTTG in Washington, WMAR-TV in Baltimore and WNBC in New Haven.

Progress Report No. 3

First Television Station in Windy City, WBKB has 60% Commercial Operation

Chicago—This city's first television station, Balaban & Katz's WBKB, puts its first test pattern on the air late in 1940, and televists its first live show on March 26, 1941. Now, it programs an average of 40 hours weekly to 37,389 receivers, 78.1 per cent of which are in homes. Station keeps an accurate census of sets in its area, with names, addresses and phone numbers on file for each. For additional accuracy, this tabulation is revised weekly.

General manager of WBKB is William Crawford Eddy, holder of more than 100 radio and electronics patents, and one of its board members. Under its direction, station is now undergoing an extensive building expansion to improve its program origination facilities.

Outlet has 27 accounts, sponsoring 60 per cent of available air time. All programs originate with the station, with live shows, both studio and remote, accounting for 80 per cent of air time, and the remaining 20 per cent devoted to films.

ABC, Westinghouse Testify; Bid Filed for Air Relay

Washington Bureau, RADIO DAILY—The FCC was told yesterday by ABC that most of the new proposals for TV channel realloca-

tion were based upon a disregard of the effect of tropospheric intere-

ference. In addition, the FCC ruled that the station followed a lengthy presentation on Stratovision, which opened this new phase of the Commission's TV channel reallocation hearing.

Requests Channel 8

Westinghouse pitched for Channel 8 in the Pittsburgh area, and was forced to delay, from its testimony on troposphere interference, from other possible assignments in other areas. E. H. Morris, Westinghouse transmission manager, told the Commission a coast-to-coast net is planned to carry large and small FM net programs, and requiring only eight channels about 400 miles apart. Addition of another six, he said, would add enough service in the Southeast and Northwest to cover 78 per cent of the nation's population.

ABC raised the possibility of severe restriction in the coverage of all or nearly all TV stations if tropospheric interference is not taken into account.

Rule 3.606 to take this interference into account was asked.

ABC, which filed section 3.608, the FCC has undertaken to specify the cities in which all stations can be located, they should also apply in connection with each city the area in which a station located in this city is intended to serve. This can be, for example, on the basis of the trading area for rural stations, the metropolitan district for metropolitan stations, and the immediate immediate community for community stations. Other definitions can be established, but care should be taken to avoid specifying any field intensity contour as the boundary of service. The area to be served should be determined by geographical or economic features, not by the artificial means of field intensity contour, the web said.

Blodget Upped at Philco

Philadelphia—Robert Blodget, formerly with the accessory division, has been named tele product manager for Philco Corp., it was an-

nounced yesterday by Larry F. Hardy, Blodget has been with the firm since 1936 and during the war developed instrumentation based on radar for Armed Services person-

nel. 
**RADIO DAILY**

**COAST-TO-COAST**

**Importance of Radio Stressed in Booklet**

(Continued from Page 1) Lookings on advertising. In the ad department, Joe looks to an exec explain why Lee spends about $460 a week to sponsor “Lux Radio Theatre” over CBS. Says the ad exec, “We have reached as many as 30 million people with that show. It costs us less than one-sixth of a cent per listener for six minutes of commercial selling. A six-minute phone call to that many people would cost over $5,000,000 and be a lot less entertaining too.”

Largest portion of Lee’s ad budget in 1946, latest available figure, went into radio, a sum of $5,789,949. Amount Lee spent in magazines was $494,962.

90 Million Listen Weekly

According to the booklet, Lee-sponsored network shows reach over 90,000,000 listeners each week. This heading reads “Lux Radio Theatre,” “My Friend Irma” and “Aunt Jenny” on CBS and “Amos ’n’ Andy” on NBC.

In his tour of the Lever plant, mythical Joe Smith chats with Salesman Brown. You see, Joe, our advertising is an investment just as much as our plants. If we stopped advertising, our whole investment would be wasted...we'd be out of business.

Finally comes a message from Charles Luckman, Lever president: "To all of us at Lever Brothers Co., advertising means job security. Our jobs are only as secure as the business itself. Advertising plays a vital part in insuring the continued health of a business."

**Seven Artists Appear On Telephone Hour**

The Telephone Hour deviated from its usual format of presenting one guest artist right after another. Several young American artists were featured in an all-opera program, repeated on each of the last two weeks. Among the artists were: Marilyn Colow, coloratura soprano; Polyna Stoksa, soprano; Mary Schon, bass. The program was presented under the direction of Donald Voorhees, at 8:00 p.m., EDT, over the NBC network.

**Human Interest**

Outfitted with musical instruments obtained for them by KTAR, Phoenix, the State Prison Band at Florence, Arizona, has begun a series of band concerts to be broadcast every two weeks over KTAR. The first program was aired July 24. Paul Gieure, KTAR announcer who helped organize the band, and an engineer, will make the trip to Florence to wire-record the band for broadcast.

**WKY Addition**

Oklahoma City, Okla. — Newest member of WKY is Arthur W. Lind- ney, who has been added to the station’s sales department. Lindney was formerly general manager and vice-president of KWDB, Walla Walla, Washington. He was responsible for the station’s production, sales and administration at KPO, San Francisco; KJH, Los Angeles; KGW, Portland; NBC, San Francisco and KOMO, Seattle.

**To Air Attelle Address**

Baltimore, Md. — Prime Minister Clement Attelle’s address, welcoming Olympic athletes to England, will be picked up by shortwave from the parks, with over 250 broadcasts rebroadcast in this city tomorrow afternoon at 1:15 p.m. by WMAR-FM. The games will begin the following day.

**New KSEK Medical Show**

Pittsburgh, Kansas. New quarter-hour series to be heard on KSEK is “Drama of Medicine.” A local druggist has assigned for 52 weeks as sponsor of the series which will be aired weekly.

**WTNT Gets New Studio Building**

Augusta, Ga.—WTNT, with appropriate ceremonies held in connection, erected the new building recently moved into a new studio building, main part of which is the historic Whitney home of Augusta, which is more than 150 years old. Ceremonies consisted of a special dedication program with Governor Thurmond, Mayor Page and a score of other dignitaries and civic leaders participating and an old-time Georgia barbecue at one of this city’s parks. The dedication was followed by entertainers and civic leaders attending. Entertainment was provided by WTNT talent.

**New WOL Program Manager**

Washington, D. C.—New program manager of WOL is Lansing Lind- ney, formerly director of the public relations office of the South- western Electric. Lindney was formerly affiliated with KNXT, Des Moines, where he served as program director. He was also with General MacArthur’s staff in Tokyo as radio and communications officer.

**Places 2nd in Newscast Contest**

Milwaukee, Wis. — Milwaukee won WTMJ, WMJ-FM and WTMJ-TV radio news writer, came in second in the radio newscast classification of the annual contest conducted by the National Federation of Press Women. Announcement was made recently at the organization’s convention in St. Paul.

**Preußler Tells Stories On WNLK**

Norwalk, Conn. — WNLK in cooperation with the Norwalk Recreation Commission, in the program “Preussler Tells Stories,” in a talk program three times a week, featuring Pat Preussler, a director in the playground system. Each show begins at 2:05 p.m., runs 15 minutes and five shows are broadcast on the playground so that the children may hear Pat’s stories.

**News Comes First**

Minneapolis, Minn.—To prove how important the news is, Dick Howell, farmer of Hancock, Minn. wrote Cedric, the neighbor, Erwin Reed, was attacked by a bull, and lay unconscious in a field for two hours. Bored, his dog, the dog managed to get to Howell’s home, from which he was taken to a doctor. They arrived at the medics’ house just as Adams’ 16 Reo WCCN news went on the air. The doc ad- mitted the patient, but said, “I want to hear Cedric Adams first. Then I’ll examine your injuries.”

**KTS A Personnel Shifts**

San Antonio Texas. The shift has taken place at KTS A with Don Charletkius, sports editor, and Stan Nelson being promoted to manager of production. Dugger replaces Bob Hol- ler, who has resigned to join the staff of a local television agency while Nelson takes over the spot formerly held by Pat White.

**WW L Musical Shows Make Debuts**

New Orleans, La.—Two new local shows have made their summer debuts over WWL. They are “Start the Music—Stop the Words” and “Music by MacNara.” The former is a set of musical variations designed to please fans who wish to hear melody minus chatter, while the latter is a set of MacNara tunes and guest vocalists in a 15-minute across-the-board program.

**WW A Goes To Listeners’ Homes**

Birmingham, Ala.—WWAB is broad- casting direct from the homes of Birmingham housewives each noonday. Show is entitled “At Home With Mrs. Birmingham,” and consists of interview with a housewife and her luncheon guests who discuss matters of interest to feminine listeners. Program’s emcee is Dave Overton.

**Small Talk of Big Things**

Jacksonville, Fla.—“Small Talk of the Towns,” Saturday morning half-hour feature about new movies and plays, Hollywood and Broadway and drama, broadcast on WWJ, shows hit, recently made its debut over WJHP, with Manager Carlson, former director of NBC’s Little Theatre, in the role of writer, ac- tor and producer. Music used on the program is taken from Broadway productions.

Repercussions

When William Foster, announcer for WABJ, Adrian, Mich., crashed his car into a telephone pole, there were repercussions in the studio. His car skidded out of control on U. S. Route 233 and struck a tele- phone pole, causing him to lose a finger. The impact knocked the pole out of service and the broadcast of the night’s baseball game was disrupted for 29 minutes.
POLITICAL PARTIES ASK FOR WEB TIME

Miller Discusses Code At 4th Dist. Meeting

White Sulphur Springs, W. Va. — Stressing the point that NAB will ask for observance of the new standards of practice rather than its enforcement, Justin Miller, president of NAB, addressing the 4th District NAB meeting yesterday, urged industry wide acceptance of the new Code.

Judge Miller said that professional codes are drafted by professional men for observance rather than enforcement. He added he disliked the use of the term 'enforcement' as it might be applied to the new standards.

During his address Miller outlined the functional activities of NAB and (Continued on Page 8)

Pulse Sets In Use Survey Indicates Summer Drop

Average quarter-hour Sets-in-Use in metropolitan New York during July dropped to approximately the same level as one year ago, according to the July report of The Pulse, Inc. Average quarter-hour Sets-in-Use for the weeks studied was 21.2, compared with 25.3 in June and 21.1 in July of 1947.

Walter Winchell, "Stop the Music" (Continued on Page 8)

Harness and Committee Hold First Confab Today

Washington Bureau, RADIO DAILY

Washington—The Harness committee to investigate the FCC will meet today to map out its work. It is expected that some clear indication of its immediate plans will be forthcoming following the session.

Rocket Borne Radio Used by U. S. Navy

Experiments in shock-proof radio transmitters for U. S. Navy which have received stratification by the Navy Department in Washington yesterday.

The device, called the "Aerobee," attains a top speed of 2,000 miles an hour and has been tested at White Sands, N. M. Transmitter is reported to operate on six FM channels and sends twenty-four different stratospheric measurements. According to the Associated Press the Navy released such data as cosmic ray intensity, quality of sunlight above the earth's atmosphere, strength of the earth's magnetic field, motor performance and flight characteristics.

The Navy defines the new airborne radio as a "telemechanical instrument" susceptible to change in pressure, speed, heat and light, all of which it transmits into radio sounds.

Young Made Member Of ABC Web Board

Owen D. Young was elected a member of the board of directors of the American Broadcasting Company at a meeting of the board held yesterday, Edward J. Noble, ABC's chairman of the board announced. Election of Young increased the ABC board membership to eight.

Young, now honorary chairman of General Electric, was the first chairman of the board of the Radio Co. (Continued on Page 2)

Both GOP And Progressives Request Free Network Time To Answer Pres. Truman's Address

Pittsburgh—Calling for legal action against the major nets to force change in their practices on duplication of programming, the special session of Congress, Kenneth Fry, associate director of publicity and radio director of the

Democratic Publicity Staff Slated To Come to N. Y.

National publicity and radio headquarters of the Democratic National Committee will move to New York from Washington at the conclusion of the special session of Congress. Raymond A. Jones was reelected secretary. Other (Continued on Page 2)

Chicago AFRA Group Elects Officers for 1948-49

Chicago—At the annual meeting of AFRA, lead of "Curtain Time," was reelected president of the Chicago local of AFRA. Raymond A. Jones was reelected secretary. Other (Continued on Page 2)

Eugene Thomas Named Mgr. Of Bamberger Washington TV

Eugene S. Thomas, sales manager of WOR, yesterday was named general manager of WOIC, outlet's TV station in Washington, by Theodore C. Streibert, president of Bamberger Broadcasting Service, Inc., licensee of the stations. Thomas will take over next week. WOIC was slated to go on the air about mid-autumn.

Well-known in New York and Washington trade circles, Thomas is president of the Sales Executives Club of N. Y. and is past president of the Advertising Club. He is chairman of the Sales Executive Committee of NAB and a director of the Advertising Federation of America and the National Federation of Sales Executives.

Thomas joined WOR in 1934, and has held his present post since 1938. Before joining the outlet he headed

Radio Dance Bands' Strike Will Not Affect BBC Shows

In anticipation of a strike of British musicians in the dance orchestra field next Sunday, British Broadcasting Corporation has revised its programming, eliminating the pickup of remote dance bands, but carrying

Family Affair

CBS last night audionized a new, half-hour, domestic situation comedy starring Judy Holliday, star of the Broadway hit "Born Yesterday." Charles Irving played her radio husband, David Oppenheim, wrote the musical score, Irving Muntzfeld, adapted the play on "Arthur Godfrey's Talent Scouts," produced, with Ed Downs as director.

Olympics Broadcaster

Ted Husing an invitation from the U. S. State Department will broadcast some daily commentaries on the Olympics on "The Voice of America" starting next Friday and ending August 8, Husing, is taking a three-week vacation from his disc jockey chores at WHN. New York will also be heard on the BBC. The programs will originate at Wembley Stadium, London.
Radio Dance Bands' Strike Will Not Affect BBC Shows

(Continued from Page 1)

"light" musical programs which will originate with their studio orchestras in London when the BBC yesterday issued the following statement on their program plans:

On August 17th, listeners will find broadcasting during the main evening hours almost unchanged as the result of plans made by the BBC to meet the situation threatened by the Musicians' Union. This means that between 6:00 p.m. and 11:00 p.m. the summer schedules of the Home Service, which began on July 24th, and those of the Light Program, which began on June 21st, will continue to operate. The Third Program will carry on its policy of broadcasting orchestras and music from abroad. All three Services will, however, from August 17th onwards, close down at 11:00 p.m.

Young Named Member Of ABC Network Board

(Continued from Page 1)

The Board of Directors of America's organization in 1919 under the leadership of N. J. Adelhein, the company's vice-president, has elected him as its president. He was chosen by the RADIO EXECUTIVE COMMITTEE and will serve as its president until January 1, 1922, when he will hold a position in the company's radio service.

He's taking movies

The usual mode of shooting an escape on foot by the Hollywood studios is from a high scaffold 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!
FOR YEARS—AND YEARS—AND YEARS—
MUSIC LOVERS, RADIO STATIONS AND SPONSORS HAVE BEEN WAITING FOR

THIS SHOW

The Deems Taylor CONCERT

Featuring the WORLD'S GREATEST MUSIC on records...

plus...on transcription

America's foremost music commentator, DEEMS TAYLOR

and as guests,

The GREATEST STARS OF THE MUSIC WORLD
a new series of
30 minute programs
5 times per week featuring the
World's Greatest Recorded Music

plus—on transcription
the commentary of

America's foremost composer, music-critic,
author and radio commentator

DEEMS TAYLOR

and distinguished GUEST STARS*

*The first four, Gladys Swarthout, Fritz Reiner, Pierre Monteux, Jan Peerce
Other big names to follow.

Starting September 13, 1948

To millions of Americans, Deems Taylor has opened the portals
to a whole new exciting world of music. These millions will form the
nucleus of a vast audience ready to welcome him in his new
transcribed program—The Deems Taylor Concert

P.S.—To Advertising Agencies, Local and Regional Advertisers
To make sure of getting first call on this great new transcribed show, write,
phone or wire today for descriptive booklet, prices and audition platter.
DEEMS TAYLOR—radio’s ace music commentator... authoritative, entertaining Deems Taylor, whose fascinating radio talks on music make the classics understandable to the millions... Deems Taylor, the man with a huge radio following among fine music lovers coast-to-coast... can now be your “long-hair” disc jockey!

DEEMS TAYLOR personally selects the records to be played and builds a well-balanced concert of top-flight music. He personally introduces the records and emcees the show on transcribed bands. All this...

PLUS OUTSTANDING, TOP NAME GUEST STARS* FROM THE OPERA AND CONCERT WORLD.

DISC JOCKEY WITH A DIFFERENCE—On ordinary disc jockey shows, the pop tunes used play second fiddle to the showmanship of the emcee being exploited. In the Deems Taylor Concert—the music is the thing—each selection a masterpiece. And Deems Taylor’s sparkling, witty, enlightening commentary is an essential part of that music... adding much to the pleasure of the listener. Great music... a great commentator... great guest stars—an unbeatable entertainment combination!

YOUR CHANCE TO ATTRACT AND HOLD THE BIG AUDIENCE FOR FINE MUSIC IN YOUR COMMUNITY!
The Deems Taylor Concert is tailored for this audience... gives them the masterpieces and artists they know and love... plus a unique commentator they admire and eagerly listen to. Here’s a quality show, a prestige show for your station... all that and a selling show, too! Feature it five half hours per week, any time of the day, and see how fast it starts to produce for your sponsor and you!

*AVAILABLE AS A HALF HOUR, FIVE TIMES PER WEEK—OR ADAPTABLE UP TO A SOLID TWO-AND-ONE-HALF HOURS OF CONSECUTIVE MUSIC PROGRAMMING.

RADIO FEATURES, Inc. Walter Schwimmer, President
75 E. Wacker Drive, Chicago 1, Illinois
Phone: FRanklin 4392
Truman Opponents
Ask Free Air Time

(Continued from Page 1)

Mainly About Manhattan...!

- Chris Cross, writing from the World Health Organization of United Nations, at Geneva, said he phoned Radio Geneva on a business matter recently and learned that "Radio Geneva is on vacation for a month." ... The station shuts down for a month so the staff may have a summer holiday... Rudy Vallee reported going into TV in a big way out in Hollywood... The erstwhile crooner calls his firm "Television Video." ... Both GOP and Democratic parties plan to make wide use of motion pictures of the conventions in their campaign television programming... will adopt documentary technique used on CBS video for special Stassen and Dewey telecasts... C. E. Hooper cosine a press luncheon today at the Harvard Club.

- THAWWS WHILE THINKING: Never could understand how a guy could make jokes or order, or why, if a comedian is only as good as his material, the writers don't get the real solid coin with the comics being paid off by THEM... No woman's outfit could be so incongruous as high heels worn with shorts or slacks... Never knew a guy everybody said nice things about, who was terribly successful... Seeing anyone wearing a blue serge suit in the summertime always makes me want to hop under a shower... Everything I hear a comic point a joke and then see it fall flat I get embarrassed for the comedian. Bob Hope is the top guy for getting out of spots like that... Managers of radio artists have become terribly publicity conscious of late, and press agents will tell you that their hardest job is not to get into the papers or keep their clients happy, but to serve the temperamental element... Most stolid individuals in radio are the studio engineers, most of whom look as if they were cut from identical tea-cubes.

- FILLER, DILLER: Housewives who are waiting for mail prices to fall, points out Phil Leeds, have a lot of chances... With so much doxey being passed out by quack shows, Ellen O'Connell is trying to get a portable telephone to go with her portable radio... Steve Gibson wea said by himself couldn't afford a telephone set so he just ordered the installation... Herb Sheldon observes that many a guy who promises a gal a mink turns out to be an old fur flasher in the end.

- ABOUT PAGES: Champ Joe Louis exiting from a 42nd St. movie showing "Unconquered." ... Babe Didrikson, the foremost athlete, showing Leo Duracker how she grips a baseball bat (using an umbrella) at the Fireside Inn... Hank Fonda passing before hopping into a cab at 44th & 5 way to read the day's baseball results on the electric news sign... Sweet Georgia Gibbs being gifted with a search by Robt Q. Lewis in the Cub Room.

- IMP-respons: George Jessel: Comedian and the telephone... Thelma Carpenito: Performer of note... Joe Sponser: Hooperitical... Jimmy Durante: The name has it... Allen Yankee Lipper... Phil Leeds: The humor side of the new... Jerry Colombe: Bob Hooper... Vincent Flair: Bobby-soxatistal... Nick Navy: Radiate editor.
**TELEVISION DAILY**

**TV GRID COMMERCIALS BONANZA**

**Thom Named Mgr. Of WOIC in Capital**

(Continued from Page 1)

Thomas attended D. C. public schools and graduated from George Washington University and Harvard Graduate School of Business Administration. He is a member of the National Press Club and the Pioneer Television Club of Washington.

The WOIC tower at 40th and Brandywine Streets, N.W., highest point on the hill, has been completed and all equipment installed in the transmitter building. Strelbirt said the outlet will be linked with the NBC network next spring, and the station will broadcast at least one program daily.

Successor to Thomas at WOR is expected to be chosen in about two weeks.

**Minimum Of 30 Bands Asked At FCC Hearing**

Washington Bureau, RADIO DAILY

Washington-The FCC was told yesterday that at least 30 TV channels will be needed if the art is to continue developing at its present pace and that present public acceptance of TV has "placed an immediate obligation upon the Commission and the television industry to relieve as expeditiously as possible the all-important question of sufficient television assignment and television coverage to the people of the nation."

FCC's Dr. John A. Kear, testifying on the "sporadic interference, was the witness who estimated need for 30 channels, while TBA's Jack Popkin called upon the Commission to provide additional channels as soon as possible. Along with Dr. Thomas T. Goldsmith of DuMont, and Andrew Alford, of Washington, testifying for CBS, they were heard at the present phase of the Commission's TV reallocation hearing drew near a close. Alford will be cross-examined today.

Goldsmith presented the DuMont plan to add eight "downstairs" channels for TV service, taking them from frequencies now assigned to radio stations. Alford contended that at least 278 channels are needed for the full complement of televisions and that the FCC must give some consideration to the possibility of upgrading the system to a 150-mile metropolitan channel-separation system.

**Press-Time Paragraphs**

**Horton Joins CBS-TV Sales**

Kingsley F. Horton, assistant manager and sales director of WEEI, CBS-owned outlet in Boston, joins the web's TV sales organization in New York on Monday, according to David Sisson, CBS-TV sales manager. Horton has held the WEEI post since 1936, and previously was with CBS Radio Sales.

**DuMont Ups Receiver Ad Budget**

Television receiver division of DuMont has boosted its 1948 ad budget to over $1,000,000, it was disclosed yesterday by Norman M. Markwell, ad chief. During first half of the year, DuMont spent $670,000 on TV news, programs, and magazines, with the largest expenditure being on radio, followed by newspapers and magazines.

**INS To Service Coast Tele**

Expansion of INS-INP spot and feature photo packages to service West Coast accounts was revealed last night coincident with signing of RTVL, Don Lee outlet. Station will receive six to seven copies of photographs beginning Monday from the wire service's L.A. bureau.

**Beauoup Pix**

Philadelphia—WFTL-TV's staff has been充实ed with the addition of Thelma J. Williams to the news department as a secretary. Williams was formerly associated with WCAU in Philadelphia.

**WAVE-TV To Join NBC**

WAVE-TV, Louisville, slated to go on the air around Oct. 15, has signed an affiliation agreement with NBC. The station will be known as WAVE-TV, and will carry the ABC and independent programs.

**Lucky's, Chevy Set Heavy Budgets For Games**

Amount of business slated to be drawn into the TV coffers this fall is rapidly rising up to new proportions, with unprecedented number of games, both college and professional, scheduled for airing.

One of the major spenders in the medium this fall will be American Tobacco Co., which is preparing a sked of ten top try League games, plus the NFL and NBC shows, as well as a grid series in Chicago. Product is Lucky Strike and agency is N. W. Ayer. Another Ayer account, Admiral, will be sponsoring grid telecasts in Chicago and New York City, with the early 40s, expanding its already extensive series on WGN-TV, WBEZ.

DuMont flagship, WABD, will be cut in for a healthy size of the football audience, with both pro and college games scheduled. Outlet has a five-year contract for N. Y. Yankees' games, sponsored by Local Chevrolet Dealers Association, Inc., through Campbell-Ewald. Bill slater will handle the eight-game sked. Sponsor, incidentally, has set a $75,000 budget for TV through the end of the year. WABD also sold an eight-game intercollegiate series, but is keeping mum on the bankroll. WNBC-TV is also trying to sew up both the professional and college games. Columbia Univ. home games have been placed on the outlet by a major agency, and in addition, station may scan the Brooklyn Dodgers contest.

For Aug. 10 debut, WJZ-TV will carry the N. Y. Giants' game and is now negotiating for sponsorship.

**Gridiron Auditions**

N. W. Ayer agency will hold auditions for TV football announcers in New York on Monday and in Chicago Aug. 4. Applicants must pass a sales exam. Telephone applications are being considered by Dr. Elwood Gloger of NBC Football Rules Committee, and will be screened the week of Aug. 1.
RADIO DAILY

Miller Discusses NAB Code; Felts BMB, At Dist. 4 Meet

Sandy Joins WQAT
Ulta, N. Y.—Michael J. Sandy, editor and publisher of Ulta Bowling and Sport Journal, has been named sports director of WQAT and has begun a regular ten-minute sportscast over that station. Sandy, formerly with WBIX, is a member of the National Sports Broadcasters Association, the National Bowling Writers Association, the Eastern League Baseball Writers, Eastern Football Writers. Ulta Sports Boosters, Junior Chamber of Commerce, Comity Club, Ulta Elks B. P. O. E. and many other such organizations.

Highbee Returns To KSUB
Cedar City, Utah—Arthur Highbee, a former KSUB employee, who left the station to finish college, has returned as commercial manager. While attending school, Highbee served as program director of KPNW.

WLEU Takes The Air
Erie, Pa.—This city recently opened the highest powered FM station in the area when WLEU, operating on a frequency of 89.5 MHz, was turned on. Slogan of the new FM outlet is “Middle of the Dial.”

WAJR Adds Bronson
Morgantown, W. Va.—Fred Bronson has been named station manager of the new WRJ. Bronson was formerly with Wenzel-Fieldhouse Advertising in Fairmont, W. Va., where he was an executive and copy chief.

To Decide Heroine’s Fate
Portland, Ore.—KEX script writers, in order to help settle romantic difficulties in the “North Western Skies” musical show, have introduced a new contest to their listening audience. The heroines of each song are to be selected by the audience.

Pulse Sets in Use Survey Indicates Summer Drop

Dorothy Lewis, coordinator of women’s broadcasts at United Nations, Lake Success, N. Y., this week ordered a series of cards that they may be accredited at U. N. headquarters. The letter to women broadcasters follows:

Radio Broadcaster’s Invited To Be Accredited At U.N.

The Saturday-Sunday daytime list is topped by two programs played between Brooklyn and the Giants. The ratings for the two broadcasts of 10.3 and 10.0 are combined to include both WHN and WMCA, since games were aired over both stations.

Texas Tele
San Antonio, Tex.—Eugene J. Roth, owner and operator of KONO and KONOFM has applied to the FCC for a TV outlet estimated to cost $161,000. Outlet would operate on channel number 12 with 21.94 kw visual and 10.97 kw aural power.

Vick On 2 WCBS Shows
Vicks Chemical Company, for Venta, Vrona and Sudafed, has changed three participations weekly on two WCBS shows, starting July 27. On Tuesdays and Thursdays they will advertise on the Arthur Godfrey program, 6:00-7:45 a.m., and on Saturdays on the Harry Marbre program, 6:00-7:45 a.m. Agency is Morse International.

COAST-TO-COAST

J OHN J. TORMEY has join Geyer, Newell & Ganger, Inc., as an account executive, H. W. Newell, executive vice-president, has announced. Tormey was formerly with Lord & Thomas and its successor, Foote, Cone & Belding where he was a vice-president and account executive.

WILLIAM J. LUEDKE has joined the Pepsodent Division, Lever Brothers Company, as assistant advertising manager, Wm. Henry F. Wolfe, Pepsodent president, announced this week. Luedke comes to Pepsodent following service with the O-Cedar Corp., Chicago.

THOMAS A. KOPPEL, president, of the Thomas A. Koppel Co., Inc., direct-mail specialists, announces the appointment of Andrew J. Hendry, as successor to Thomas A. Koppel, executive vice-president previously was with the Western Newspaper Union in production and sales for the past five years. He was also a member of the advertising staff of the American Press Association for five years, and was connected with the New York Sun, New York Herald Tribune and the New York Journal American in the editorial department and advertising staffs.

FRIEDENBERG AGENCY, INC., station reps., have signed two new stations, WJAL, Medford, Mass., and WJEL, Springfield, O.

Classical Disc Jockey Series To Feature Fray
Jacques Fray, former partner of the Fray and Braggitoti piano team, has turned classical disc jockey in a new trancast which he pre-released by Charles Stark Productions, producers of the Peter Donald Show for Staback.

Starting date for the new trancast series has been set for September 6. A complete promotion and advertising campaign has been set up and coordinated by William R. Seth, former promotion director of the NBC Radio-Recording Division and NBC Spot Sales.

Koussevitzky to Conduct
The first of two concerts from the Berkshire Music Festival at Lenox, Mass., was broadcast over WNCB, Tuesday, Aug. 3, from 9:00 to 10:30 p.m., EDT, with Dr. Serge Koussevitzky conducting the Boston Symphony Orchestra. The broadcast will feature a program of Prokofiev-Schelius-Richard Strauss-Ravel compositions.

(Continued from Page 1)

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quotted from letters of suggestion received from broadcaster members of the association. He also read from letters of criticism from members and said the organization was always open to critical suggestions.

BMB’s Plans Discussed
Most important change in BMB’s nationwide study in 1949 will be the substitution of station weekly audience figures with information on frequency of listening, 4th NAB district delegates were told yesterday by Mr. Felts, who said all播s, to be used in the survey next March, already have been tested to assure accurate statements of the frequency with which people listen to each station, separately for daytime and nighttime.

Following a period of presentation, Felts said, it is highly probable that this information will be reported as a station’s daily audience; that is, the total number of people reaching each said station, to be used in the survey next March, already have been tested to assure accurate statements of the frequency with which people listen to each station, separately for daytime and nighttime.

BMB’s president said, “This information answers the question of how small a station which believes that although as many families in its market may listen to a distant station as to the local station in the course of a week, more of the families listen to the local station than to the distant station on any given day.”

BMB also plans to measure FM and TV audiences. Polling systems have been established in Chicago, New York and Los Angeles, the first reports from the New York system are due any day.

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4th DISTRICT APPROVES NAB POLICIES

Web Attitudes Differ On 'Reply To Truman'

Four major networks adopted four different attitudes yesterday toward requests for free time from various political parties as an aftermath of President Truman's message to Congress, broadcast last Tuesday. Latest to hop aboard the bandwagon of fast-breaking confusion was the Socialist Party, which along with Republicans and Progressives, asked all networks for a half-hour of time.

The four different attitudes were these: NBC granted a half-hour to (Continued on Page 3)

Curly 'Lone Star Ranger' Held Title Infringement

Scranton — U. S. Judge John W. Murphy yesterday issued an injunction against Earl Curry, Dallas, Tex., from using title "Lone Star Ranger," white horse or any costume resembling in any manner that of Lone Ranger. Injunction also prevents Scranton from billing Curry as "Lone Star Ranger." Judge Murphy's injunction was based on contention of Lone Ranger, Inc., Detroit, that Curry's nation-wide (Continued on Page 3)

Station Revamps Schedule Because of Polio Epidemic

Raleigh, N. C. — As the second largest total of polio cases in one day in North Carolina was reported yesterday, stations WNAO, WNAO-FM, Raleigh, went into action to present a series of programs designed to entertain children being kept at home by parents. To date, 830 cases (Continued on Page 6)

May Lift Excise Tax on Radios in Canada

Montreal — Trade circles under representatives of the Government will shortly commence progressive removal of the special excise taxes imposed last November on a lengthy list of consumer goods. The taxes, the trade believes, will first be lifted on radio sales, which have suffered so severely that they can no longer be sold as "a glut on the market." Potential customers have been discouraged by the heavy tax and are inclined to avoid it before buying.

Railroad May Sponsor Opera on ABC

Sale of a 45-minute opera on the American Association of Railroads for presentation on ABC is expected to be consummated this week. The first recording, a condensed version of "Roberta," featuring Dick Hyman and Marion Bell, has already been auditioned by railroad executives in Chicago and approved for network sponsorship. The second program will be heard by representatives of the association in Washington today.

WHN Ties-up Dodgers For Next Three Years

An exclusive contract covering broadcasts of the Brooklyn Dodgers baseball games for the next three years, was announced yesterday by Herbert L. Petley, director of WHN, New York. The contract covers the baseball seasons of 1949, 1950 and 1951 and was negotiated with Branch (Continued on Page 2)

Sweeney & March Replace Thomas Show on CBS

Comics Sweeney & March have been paired by Young & Rubicam for a six-weeks' stint on CBS, Fridays, 8:30 p.m., beginning Aug. 27. They replace the Danny Thomas show, with a Jack Carson stand-in slated for the spot beginning Oct. Sponsor is Sanka Division of General Foods. Show will originate in Hollywood, with Ted Bliss producing.

G.E. Giveaway Program Set for WCP, Boston

Boston — One of the largest sales of local radio time ever made in Boston has just been consummated by WCP, Station. Station has signed General Electric Appliances, Inc., in cooperation with a major manufacturer of home appliances.

FCC Open Hearings Aug. 5-6 On "Port Huron" Decision

Washington Bureau, RADIO DAILY

Washington — Rep. Forest A. Harmness of Indiana, chairman of the select committee to investigate the FCC, yesterday revealed that open hearings will be held August 5 on the controversial Port Huron decision of the Commission. The Commission had declared in the Port Huron decision that radio stations have no right to censor libelous or slanderous statements made in political broadcasts even though a station might be liable under the laws of the state in which it exists for permitting such statements to go out over the airwaves.

Harmsness announced that the names of witnesses to be heard will be released Tuesday. They will include members of the Commission as well as industry executives.

Television Planning Under Way In Canada

Montreal — The CBC, at the first meeting of its Board of Governors after October 1, will consider applications by private individuals for the right to open television stations.

There are two channels available in Toronto and CBC has reserved one for its contemplated establishment of a national setup as soon as the necessary financing can be arranged. There are already two applications for the (Continued on Page 7)

WRC's 25th Anniversary Will Be Observed Aug. 1

Washington Bureau, RADIO DAILY

Washington — WRC, owned and operated by NBC, will observe its 25th anniversary next Sunday, August 1. Station will go on the air in 1923 with a faulty broadcast in which the first speaker's words were lost be- (Continued on Page 3)

Pinch Hitters

Peter Roberts, Robert Boston, and Jack Costello will combine their talents to pinch-hit for vacationing Kenneth Bemhardt on his 6:00 p.m. and 11:00 p.m. WNBC newscasts. Bemhardt started his vacation on Saturday, July 24, after his 6:00 p.m. appearance. He will make his return to the WNBC microphones on Monday, August 16, at 6:00 p.m.
RADIO DAILY

COMING AND GOING

Hugh Feltis, president of BMB, is in Philadelphia, where he will address the meeting of 3rd District, NAB.

Roy E. Morgan, general manager of WILK, WILK-FM, spends this week conferring with executives of the station.

James Stockton, President of WPDO American network outlet in Jacksonville, Fla., is in New York this week conferring with executives of the web.

Edward Starzy, well known among share-ware listeners as conductor of the "Happy Station" program from P2C, Hilversum, Holland, has arrived in New York aboard a KLM Royal Dutch Airlines plane for a series of conferences with American officials.

Penni Morgan, production assistant on the Arthur Godfrey and Mary Lou Armstrong programs on CBS, leaves Sunday for a two-week vacation at Lake Toxiein.

Joseph Cramer, promotion director of WOR, Ed Leech, production supervisor; Edward. News, script writer, and Samuel Morse, head of the station effects division, will return Monday from their vacations.

George Lewis, director of the National League baseball games on CBS, and today on a combined business and vacation trip to Boston and New York.

Ray Henle, editor-in-chief of "Sunset Star Extra" on NBC, is vacationing at his cottage, Palm Point.

Barney Goldman, account executive for Frederic W. Ziv, has returned from a sales trip through North and South Dakota.

Edgar Kocab, president of the Mutual network, has returned from a vacation spent at Pine Island, Conn.

Eric Sevareid, Washington correspondent for the Columbia news service, leaves Saturday on a two-week vacation. Richard Hottelet will pinch hit.

Dwight Weist, emcee of "We, The People," and Mrs. Weist, have returned from a plane trip to Bermuda.

Margaret Airlin, female commentator on WCBS, leaves today on a motor trip through New England.

10 YEARS AGO TODAY

(From the files of Radio Daily)

WLW's operation on 500 kw, received its first direct attack by John Kennedy, president of the CHS, before the FCC. The Commission that operation of the Cranley station of 500 kw, "squeezed out the little fellows" and was in direct competition with WCHS and other W. Va. stations.

... A report circulated in Chicago that the Philco Radio & Television Corp. was considering moving its manufacturing activities out of Philadelphia because of continued labor difficulties which have kept their plant closed for months. ... News, sports and film commentators employed at local stations in N.Y. who are not at present serving with local news services, are being investigated for alleged "lifting" of news items from only service operators and stations which use an accredited service. Investigation is expected to extend to their lines and is being conducted by private agency on behalf of news services involved.

Kay Campbell, administrative assistant to Wohl Church, CBS director of sales, leaves New York today by plane for a vacation in England.

Martha Rountree to Washington, D.C., for the broadcasting of her "Meet the Press" over WOR, Mutual network outlet in the Nation's Capital.

Elliott M. Sanger, executive vice-president of the Mutual network outlet, is abroad with his program director of the stations, are aboard the R. T. Milwaukee on a Caribbean cruise that will take them to Cuba, Canal Zone and Guatamala. They'll be back August 16.

Judson Bailey, of the CBS sports staff, returned yesterday from Pittsburg, where he produced the Allied network outlet's "Clubhouse" program.

Kenneth Bangart, newscaster on WNBC, is vacationing. His chores are being taken over by Peter Roberts, Robert Dobert and Jack Castellino.

Harold Stein, photographer well known in the entertainment industry, and Mrs. Stein are at Long Lake, N.Y., for a few days of swimming and boating.

George Moscovics, manager of sales division, is on a business trip to Detroit.

A. Davina, radio and retail executive, preparing to leave for a vacation at Lake Toxiein, N. Y.

Pier Cherci, of the CBS construction department, is on a business trip to Detroit.

Red Barber, director of sports on CBS, will arrive from Pittsburgh by plane tomorrow and will be taken on at the New York Hospital.

WHN Ties-up Dodgers For Next Three Years

(Continued from Page 1)

Bickley, president of the Brooklyn Baseball Club.

WHN first began broadcasting the play-by-play reports of the Brooklyn club seven years ago. Currently, the Dodger games are jointly sponsored by P. Lorillard Company (Old Golds) and the Post Cereals division of General Foods, Inc.

WSAU Joining NBC

WSAU, Wausau, Wisc., will join NBC today. It was announced by E. C. Woolley, NBC director of Stations Departments. WSAU, which has been affiliated with another network, is owned by The Journal Company, Milwaukee, Wisconsin. Walter J. Dammm is vice-president and general manager of radio of the company, which also owns WTMJ, Milwaukee, another NBC affiliate. WSAU will operate on 1,400 kilocycles with a power of 250 watts. This addition brings the number of NBC affiliates to 170.

Andrews to Direct 'Red' Drama

Martin Andrews, who directed ABC's recent documentary on "VD," has been selected to direct network's next major factual drama, "Communism—U. S. Brand," to be presented Monday, Aug. 5, at 9:30 to 10:00 p.m. Andrews, who also directs "My True Story" for Libby-McCulland and Libby, and "Summer Serenade" for the AFL, is postponing his vacation from July 30 to the following week in order to direct this latest ABC documentary.

Take it off, we know you! A mask is a safety factor in electric welding. Safety engineers swear by it. And whenever welding is done, you'll see signs around for the unwary, reading "Don't Look At The Flash!" A mask is fine on a welding job, but there's no need for one in radio time buying.

All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous ... and sometimes it's most enlightening.

Take radio in Baltimore. If you stare right at the naked facts, you'll discover that it's the independent station that's the buy in this big town.

It's W-J-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-J-T-H heads so many lists!
Web Attitudes Differ On 'Reply To Truman'

(Continued from Page 1) Henry Wallace; ABC confined its attacks to television. CBS, however, thus denying Wallace, but giving 30 minutes to Sen. Glen Taylor; CBS refused both Wallace and Taylor, but extended its facilities to "spokesmen of the Progressive Party who are not candidates," and Mutual decided not to give special time to any party.

Wallace will speak over NBC tonight, Thursday; from 8-8:30 p.m., EDT, the program originating in New York. While there will not be a simultaneous television broadcast, NBC offered Wallace its TV web tonight from 9:15-9:30 p.m. Sen. Robert Taft and Rep. Charles Hal- leck were heard on NBC last night.

ABC booked House Speaker Joseph Martin and Sen. Eugene Millikan (Rep., Cd.) for Friday, July 30, from 10-10:30 p.m., EDT, to discuss the topic, "Special Session of Congress." Following noon, Saturday, Sen. Tay- lor will speak on the same subject, same time, in a broadcast from Grand Rapids, Mich. ABC refused time to the Socialists on the basis that it had no representatives in Congress.

Wire from Stanton
Frank Stanton, Chief Correspondent, sent a wire to Wallace which said in part: "It has always been our practice, irrespective of administration, to distinguish between per se political broadcasts by the President and statements the President makes in his official capacity. It is our view that President Truman spoke to Congress Tuesday, July 27, in his official capacity." Stanton also said that neither Truman nor the Democratic National Committee requested the broadcast of last Tuesday. The wire to Wallace, then, was not solicited. The wire also stated that the President's speech was "entirely harmless and inoffensive." WRC's 25th Anniversary
To Be Observed on Aug. 1

(Continued from Page 1) cause he talked into the back of an old-fashioned mike.

According to the station's early logs, one of the first political broad- casts was a speech by Sen. Margaret Johnson. Speech was described in the log book as "entirely harmless and inoffensive." WRC became one of the first outlets to cover sports events when an announcer called play-by-play of major league base- ball games from a news ticker in the city room of the old Washington Times.

WRC began with a staff of eight people, including the porter, and now has 173 persons connected with its Washington operations, including TV called WJW.

New Don Lee Series
Hollywood—Don Lee Network is starting a new program series beginning Monday, August 15th, in the 11 to 11:30 a.m. time period, called "Ladies' First" and will be followed by "Quest for a Day." Audience participation show with Harry Mitchell as emcee and Bob Moon as host. Program will start sus- taining and will be available for sponsor ships in single quarter-hour blocks, according to Sydney Gwynor, Don Lee General Sales Manager.

Philco Promotes Skinner
Appointment of James M. Skinnar, Jr., as vice-president—Service and Product, Philco Corporation, has been announced by James H. Carmine, vice-president — distribution, in this two-pronged promotion, which will direct the nation-wide Philco service organization and also be in charge of all parts sales. He joined Philco in 1934.
LOS ANGELES

By RALPH WILK

ROY Rogers, who stars his own KHU-Mutual Don Lee Sunday program series on August 29, plans to begin his country-western tour during the first week in September. He'll open in Madison Square Garden, N.Y., and then go on to Los Angeles and other large cities as Detroit and Chicago.

Herman Hover announces that he has succeeded in getting the services of Abe Burrows to open at Ciro's on August 8th. The comic is currently appearing at the Garrick on Chicago's State Street.

Ciro's marks his Hollywood debut as a nightclub entertainer. "In fact, it's my first public appearance in Hollywood for money," says Burrows, who has appeared for occasional stints at many benefits.

Walter Murphy, former assistant manager of the magazine division in Press Information at the Columbia Broadcasting System, has been appointed director of the press department of Columbia Records, Inc. in New York. Wood, the Kay Kyser "Wood Weepecker" gal, will have her own show over NBC in the fall.

New singing group has been formed by female singers Ann Rees and Gini Young. They will be part of the new Alan Young radio package.

George Gale has joined The Tullis Company of 800 Sunset Boulevard in Hollywood as account executive. He was formerly with Universal Advertising Agency.

The Virginian Agency, formerly dealing only in motion picture names, breaks precedent this week by taking over radio and night club agency chores for singer Michael Douglas. J. Kelly Smith, CBS vice-president in charge of station administration, has returned to his CBS headquarters in New York after two weeks of conferences with KNX executives.

Mr. and Mrs. Budd Hulick
Sign Program on WJLL

Niagara Falls, N. Y.—Mr. and Mrs. Budd Hulick will conduct Mr. and Mrs. Bud's Melody Market on WJLL, Niagara Falls, N. Y., 10 a.m. to 12 noon, daily starting August 2nd.

Budd Hulick was formerly half of the comedy team of Stepp and Budd, and has been heard on What's My Name, the Ford Sunday Evening Hour and other top ranking network shows.

Format of the show will be mainly disc, with spot announcements, man-and-wife chatter, daily interviews with honeymoon couples, and other gimmicks of special interest to the average housewife.

WINDY CITY WARDROBE...!

• • • Bob Hawke, radio quiz emcee and enthusiastic bridge fan, will enact both roles on August 1 when he will do a special telecast over WGN-TV in connection with the 22nd annual national contract bridge championship tournament to be held at the Stevens Hotel.

Chicago July 31 to August 8. Hawke will emcee and kibitz a demonstration hand played by four experts. The welcome mat will be out for Tom Moore, emcee of "Ladies Be Seated," when he visits his home town of Mattoon, Illinois, on August 7 for a personal appearance at the local theater, and on Mattoon's radio station WDHL. Emmy Lou Stokell, secretary to two Mutual announcers, found romance on her Mackinac Island vacation and came back wearing a diamond engagement ring. She will marry with Vicie Winfield October 2. WBBM general manager Frank B. Falkner, public relations director Don E. Kelley, sales manager John Akerman, and announcers George Watson and Art Mercier returned from a week-end fishing trip in Muskegon, Mich., with some 40 odd trout and small mouth bass.

• • • It looks as if WJJD is trying to corner the disc jockey market! With Ernie Simon, Rosemary Wayne, Al Benson, Dick Courtenay and Marty Hogan already on its staff, the station will add Stude Terkel, one of the better known platter spinners, early in September, when Terkel will inaugurate a new disc show.

• • • Lowell Thomas, CBS newsmen, will stop off in Chicago on August 3 en route east following a California vacation, and will broadcast from the WBBM studios. Bill Joyce, a vet of Chicago radio, has joined the production staff of WLS. Television exhibits drew the biggest crowds at Chicago's recent Furniture Mart show. "Country Time," Chicago-originated Musco Inc. show, will start from its Saturday 6:30 p.m. spot to Wednesdays at 9:30 p.m. on October 6. The Chicago Railroad Fair is providing plenty of colorful material for radio use and all of the local stations are taking advantage of the opportunity. Tape recorded interviews of the fair's principal features will be radio fare throughout August and part of September. Gene Autry will make a one-week personal appearance at the Oriental Theater starting August 26. Doc Fordham, folks song authority, is the author of a new song, "Ain't Got No Time For Foolin' Around," recently released on an FM recording and sung by Slim Bradley.

• • • The trip to the WCFL studios in the Furniture Mart building doesn't seem so teneous since (Miss) Pat Glessen graduated from the station's acting staff, where only her voice could be appreciated by the slaves of the press, to handling publicity for the station, which gives the boys an opportunity to get an "in person" impression of the glamorous colleague's engaging personality.

• • • ABC staffers forgot their studio worries last week for a day of picnic fun, and today (Thursday) the NBCers trek to Medinah Country Club for a day of sport and entertainment, a new feature of which will be a bathing beauty contest to select "Miss NBC Chicago." Columbia network's "Cross Section, U. S. A." will be broadcast from the WBBM studios on August 7 as first of a three-program survey of the nation's natural, industrial and human resources. John Harper, newly appointed head of co-op sales in Mutual's Chicago office, is taking a two-week southern sojourn at the request of Uncle Sam's Marines. Helen Loretta O'Connell, sister of Leonard O'Connell, NBC newscaster, and a former secretary to NBC execs Sidney Stroetz and Jules Herbeuxvance, and to Charles Luckman, Lever Brothers president, passed away July 17.

SUN ROAD

MORE than 50,000 visitors to the San Francisco Bay Area Industrial Exposition saw KGO's television demonstration setup. For the event, KGO utilized the latest type image orthicon, field camera chain to transmit the picture and a UHF channel 6 coaxial cable to 75 receivers exhibited by 15 leading set manufacturers. Programs given during the week featured dramatic skits, novelty show, newscasts, sportscasts, fashion shows, and interviews with more than 1200 visitors by Tom Foran, KGO announcer. Exposition officials credit the television demonstrations as one of the main reasons for the outstanding "complimentary" attendance at the Exposition.

A new series of dramatic stories taken from the U.S. Army Service files are originating in NBC's San Francisco studios on Friday nights at 8:30. This new series titled "Forrests of Adlunso" are being drawn from actual events in the service of U.S. Rangers.

Bill Sweeney has been added to KFRC's writer-producer staff. He was formerly with the NBC network in Chicago.

Waller Jamod, KEOV announcer, was recently married to Barbara Merner of San Francisco.

A new KGO program "Saturday Night with Forno" is featuring Bill Forno as disc jockey in a full hour show starting at 7:30.

David N. Sacks has been added to the sales staff of KROW, Oakland-San Francisco. He was formerly with CBS in New York.

KNBC's "San Francisco Radio Playhouse," a half-hour radio dramatization written by members of the KNBC production staff, is now being heard on Monday nights. The show is in "Forrests of Adlunsa" taken by the "Cavalcade of America."

On the theory that musical preferences of listeners change during the summer months, Russ Coughlin, KROW program director, has started a format of smooth, popular and sentimental music for the Summer.

Will Be Guest of Fair

For the second consecutive year, Margaret Arlen, WCBS women's commentator, will be a guest of honor on opening day at the Morris County Fair, Troy Hills, New Jersey, on Tuesday, August 17. During her visit to the Fair, Miss Arlen will record interviews which will be broadcast on her WCBS program the following morning. (WCBS, Mon., thru Sat., 8:30-9:00 a.m., EDST).

Desmond Substituting

Connie Desmond, sidekick to Red Barber on the Brooklyn Dodgers play-by-play broadcasts, will also substitute for Red on the Brooklyn Dodgers' "Barber's Club House" over CBS. Barber, CBS Director of Sports, is now recuperating from a gastric intestinal disorder at Presbyterian Hospital, Pittsburgh.
4th District Broadcasters Approve NAB’s Operations

Promotion

For the Gourmet

Tying in with WKBW’s helpful hints for motorists on Carlson Beck’s “Music Goes ‘Round” show, a new disc program heard each Saturday afternoon, 2:30-5:45 p.m., WKBW is offering a complimentary disc, “Let’s Eat Out For Dinner.” This booklet serves a double purpose both as a promotional piece and as an informative edition for the listening audience. It contains information about 15 various eating places in Buffalo and vicinity where the particular gourmet can drive knowing he will receive the best in food, prices and atmosphere. These restaurants have given WKBW permission to use their names and hundreds submitted and have been carefully inspected by the editor of the booklet and station WKBW, before publication, was permitted.

Localized Cook Book

From the recipes sent in by listeners to the KGNC “Listen Ladies” program, a cook book was compiled containing over 200 pages of KGNC recipes of KGNC listeners. Each woman who submitted a recipe received a copy of the book. Name and address of the sender was also included. Henkels, publisher of BMB and Carl Havenor, president of BML, and a comprehensive panel of experienced radio question completed the two-day meeting.

3rd District Today

The Third District NAB meeting gets under way today at the Bellevue-Stratford Hotel in Philadel- phia. This meeting includes broadcasters from the Delaware, Pennsylvania and Maryland areas. With President Justice Miller scheduled to address the opening luncheon of the two-day session. Other speakers will include Hoover Fields, publisher of BMB and Carl Havenor, president of BML.

World Telly, NBC Collab On ‘No Swimming’ Series

In collaboration with the World Telegram and feature writer Murray Davis, WNBC will carry a limited series under the title “No Swimming Allowed.” Series, based on the World Telly “No Swimming” program at New York Beaches, will run from Monday, Aug. 2, through the following Thursday from 1:45-2 p.m. Series will get a special tea-off Friday, July 30, at 7:30 p.m. when Davis will be interviewed by Fred Bredow, director of news and special events.

World Telly, NBC Collab On ‘No Swimming’ Series

Jack Lacey at Dream House

Jack Lacey, WINS disc jockey, will be the special guest at New York’s “Dream House” at 48th street and Fifth avenue in connection with a contest by the American Heart Association. Lacey will interview celebrities and will be in the $1,000 sweepstakes known to be given away to the prettiest girl who shows up during the day.

WSNY Elects Officers

Schenectady, N. Y.—Officers elected at a recently held meeting of the board of directors of Western GNS, including owners and operators of WSNY, were Winlow Leighton, re-elected president; Edwin W. Elmore, vice-president, and James E. O’Lea- ghlin, secretary. Duncan was formerly WTRY’s assistant manager and later vice-president of WNEW.
Station Changes Sked To Help Fight Polio

"Correspondents' Diary"

Baltimore, Md.—Beginning Monday morning, 8:15 p.m., WMBF, FM will air "Correspondents' Diary," a new documentary series, consisting of 16-minute dramatic programs using overseas reports by correspondents of the Baltimore Sunpapers. The reports, originally written as articles for the Sunpapers, have been adapted and dramatized for radio by producer, Robert Kriger, and will cover the Soviet Union, Palestine and South Africa.

Schweikher Leaves WRC

Washington, D.C.—Frederick W. Schweikher, WRC producer-director, will leave the station August 13 to take a new position as program manager of KXIO, Sioux Falls, S. D., Schweikher, who started his radio career on KOA as a featured singer, has been since affiliated with WMAL, Washington as well as WRC.

Barbara Bush Stars On WLAD

Danbury, Conn.—Barbara Bush, formerly featured by the orchestras of Will Osborne and Charlie Barnet, is the star of a sparkling half-hour show on WLAD. Heard each Saturday at 10:30 a.m., the show presents cheerful chatter about going on at Lake Candlewood, along with anecdotes told by Barbara. Show’s sponsor is Sears-Roebuck.

KSP1 Program Dir. Writes MBS Show

Stillwater, Okla.—Due to the ingenuity of W. R. McKinsey, KSP1 program director, a new 30-minute variety program, combining an all college cast, is now being presented over the Mutual Broadcasting System each Saturday at 12:30 noon. Program features the music of the "Varsionians," Oklahoma A & M with a large group of vocalists: Patt Cash and Dean Hafner.

"The American Heritage"

Fort Wayne, Ind.—In order to publicize the coming appearance of the Freedom Train in this city on August 11, WLQ is airing a 13-program series, Monday through Friday on "The American Heritage." The series, originally written and broadcast by WNDW, New York, is being presented exclusively on WLQ by local talent from the Civic Theater.

VIOD Addition

Miami, Fla.—Recent addition to the Viacom staff, Philip S. Church, Jr. who, for the past year, was a member of the Dis- play Advertising Department of The Miami Daily News. Church previously served in the classified and display advertising departments of the New York Sun.

Kraft Music Hall, and others regularly appearing the "Top 20" were not broadcast and hence would not appear in the ranking data.

The regular release of Nielsen Radio Index "Top Program Rankings" will be resumed two weeks hence.

Cleveland’s Only Video Outlet Ranks Among Nation’s Largest

Aids Fund For Isolation Ward

Mobile, Ala.—In order to aid the Boy Scout Camp Pushmatika in building an isolation ward for a mobile Civilian Club recently sponsored a baseball game between local members of radio and Fourth Estate. On the radio line-up were Jim McNamara, Al Holman, Ross Smith- man, Fink Grish "Curly" Rugg, "Mighty-Mite" Chapman, Ralph Swanson, "Sportlight" Menton, "Alarm-Clock" Hes, Ed Shadburn, Buc, Long Jack, Everbach, Tom Rock- man, John Victor and Bill Ward.

Gets 2nd Term On NAB Comm.

Oakland, Calif.—KROW general manager, Will Gunzendorfer, has been appointed to serve a second term on the Legislative Committee of the National Association of Broadcasters. Term extends to the next national NAB Convention in April, which Gunzendorfer is the only member from the West Coast on the 13-man committee.

Malcolm Joins WCOP

Boston, Mass.—Howard Malcolm, former program director of stations in Lexington, Kentucky, and KWHN, Ohio, and former disc jockey on WSAI, Cincinnati, has joined the staff of WCOP. He has taken over the 7 a.m. to 11 a.m. show, conducting "Malcolm's Morning Watch," a recorded music and new show, heard from 6:30-7:30 a.m.

To Air Talks By Dr. Consul

Kansas City, Mo.—Talks by Cap- tain H. Cotton Mucho, British Consul of Kansas City, who is vacationing in Europe, will be presented by KCMO as an educational program for its listeners. The talks will be shortwave to BBC in New York and will be transmitted by them for KCMO’s use.

University Programs On KGVO

Missoula, Montana—KGVO is currently presenting a series of quarter-hour public service programs, aired weekly and entitled, "This Week at the University." Series features round-table discussions and interviews with prominent, summer ses- sion faculty members. Recent show, recalling memories of campus life for Montana alumni now serving abroad, was recorded in the campus studio and distributed to AFRS stations overseas.

Power Increase For WMIT

Winston-Salem, N. C.—WMIT, which transmits from Mt. Bethel, has received a power increase and is now broadcasting with an effective radiated power of 72,000 watts, making it North Carolina’s most powerful broadcasting station. Station serves listeners in portions of North and South Carolina, Virginia, West Vir- ginia, Kentucky, Tennessee and Georgia; and when at the full power of 50,000 watts, will cover an area of 100,000 square miles with a population of more than 5 million people.

Nelsen Cancels Release Because of GOP Meet

Network program cancellations during the Republican National convention caused Nielsen Ratings to forego the program report for the week of June 26 out of deference to several programs which were off the air during the convention. In announcing the decision not to publish a program rating for that period, Thomas Robb of A. C. Nielsen Company issued the following statement: "Reason for this decision is that a large number of network programs were cancelled during the week to make room for the Republican National Convention and the Louis-Walcott fight. A check indicates that 31 programs were cancelled entirely or enough of the program schedule interrupted to effect practically the same result. In addition, another 26 programs were either cancelled for one or more days, were not broadcast at the usual times, or were broadcast on only a partial station line-up basis.

"Under such conditions, any program index would be misleading and the Index would report for the week of June 20-20 would obviously be out of line with the other weeks. Therefore, Radio Theater, Mr. District Attorney, My Friend Iraa,
**CANADA TV PLANNING ADVANCES**

**TELE TOPICS**

**DAVID PAGE,** regional director of the VA for New York, is quietly cracking down on radio-video and other trade schools cashing in on the GI beck. Major TV gaps of the VA officials is the paucity of employment opportunities for these schools graduates in New York alone can't find jobs. Page is trying to set up an industry advisory board to help straighten out the mess. Life in the U.S. under a woman President gets the fantasy treatment on "Fashions on Parade" over WABC Friday night. With Conover broker Evelyn Wray playing "Mrs. President," what cares about her politics.

**STOP the Music** is being prepared as a separate TV package for Fall airing on the west coast. Added to the growing micks added to the AM format, Lou Cowan office is reading a sales pitch. **Allan H. Gill,** editor of Tele-Views, was signed by Larry Finley as special writer for two TV series starring Rita Johnson and Danny O'Neil. **Charles Trenet,** billed as the King Crosby of France, makes his American debut Sunday night on the NBC Playhouse stanzas. Although a newcomer to the Savoy, Lucky Miller-Noble Sible show which bowed in over N3C AM last night, sound like a notch for the NTSC treatment.

Several video outlets around town are bidding for the WMCA "Labor Arbitration" series. **Leds Robinson,** niece of comic Queen Helena, lectures on TV makeup at the Televisions Workshop today.

**PRODUCER Jules Fields completed the first of the "Fashion on the Go" series, featuring Shirley Wolfly, Adele Simon and Fina Besenon and Olga Cassini. Chi-chi locales were Coloney, St. Regis Pool and El Morocco.** WPXJ airs the Kerno show "The Ghost Goes West" with Robert Donat Sunday. "That Hamilton Woman" with Leigh and Olivier is next in the series. A group of America professionals are the nation's football stars, who will now be able to do their work in the comfort of home instead of freezing in the stands.

**Chicago—While everyone engaged in the operation or promotion of television stations at the present time is losing his shirt, all will eventually make a lot of money, according to Sidney N. Stroz, vice-president of NBC, at a press session here. Tele is a blue chip operation, turnover to motion pictures, he said. It is now going through a period of growing pains, but should settle down in two or three years; for many years there will not be any nation-wide network comparable to radio, he declared.

**Sons Cox in Chi. This Year** Stroz pointed out while an eastern and central zone network and a western net in the offing, there will be no coast-to-coast web under five years. Coupled cables from the east will reach Chicago probably in December, and should be in full operation in Chicago some time in January, he added.

**Quality programs are the principal need in television at the present time, said Stroz.**

**KDSH Increases Power** KDSH, CBS affiliate in Boise, Idaho, increased its power from 1,000 to 6,000 watts on 920 kilocycles effective July 21, the network announced yesterday.

**Cinegaram TV Hearings On Video Re-Allocations**

Washington — The FCC yesterday adjourned the television reallocation and re-distribution hearings until August 16, and scheduled oral arguments for that date. Former FCC Commissioner E. K. Jett, representing WMAR-TV, Baltimore, final witness appearing at the hearings, proposed that the Commission (1) adopt the proposed TV allocations only where it can be shown that no interference will result within a 500-mile contour; and (2) call an engineering conference to revise FCC rules.

**Fox Appeals Ruling On Oakland TV Bid**

Washington — 20th Century-Fox yesterday filed an appeal with the FCC making it to reverse the ruling of its motions docket, which denied the Fox request that its plan for an auxiliary television station in Oakland, Calif., be placed in evidence as part of its application for a video channel in San Francisco. Fox neglected to include its proposed Oakland auxiliary in the original application. Its belated attempt to correct this deficiency was rejected by the motions docket of the Commission last week.

**FCC Adjourns TV Hearings On Video Re-Allocations**

Washington — The FCC yesterday adjourned the television reallocation and re-distribution hearings until August 16, and scheduled oral arguments for that date. Former FCC Commissioner E. K. Jett, representing WMAR-TV, Baltimore, final witness appearing at the hearings, proposed that the Commission (1) adopt the proposed TV allocations only where it can be shown that no interference will result within a 500-mile contour; and (2) call an engineering conference to revise FCC rules.

**Progress Report No. 4**

**KTLA Rebuilding Studio Facilities; Program Sked Increase Planned**

Los Angeles — Paramount's pioneer station, KTLA, on the air since 1942, is now in the first stages of a complete studio remodeling which will provide two modern soundproof studios and three new studio uniform cameras.

**Transmitter on Mt. Wilson has been covering areas up to 150 miles distant.** Several new shows recently added, including half-hour quiz shows and movies. A special remote with Spade Conley was presented last Saturday. Program is carried by radio relay from Santa Monica, 33 miles from transmitter.

During the month of June, there were 53 advertisers on the station, sponsoring 43 per cent of air time. Station airs an average of 41 program hours weekly, all local origination. From program logs down as follows: live, 20 per cent; film, 24; remote, 26; and news tape, recorded music, 20 per cent. Number of receivers in the area is estimated at 28,000.

**Outlet is managed by Klaus Liedberg, whose career in radio and television has occupied the major portion of his adult life. Liedberg joined Paramount following fruitful experience in Europe, and with NBC and DuMont. In 1941 the youthful executive was named director of Paramount Pictures video division, and since that time has directed the operation of KTLA.**
PLUG TUNES

ON RECORDS and TRANSCRIPTIONS
"I'M A LONELY LITTLE PETUNIA"
(in an onion patch)
Ryttoc, Inc.
1585 Broadway
New York 19, N.Y.

LOVE SOMEBODY
KRAMER-WHITNEY, Inc.
1650 Broadway
New York City

A Great Ballad!
THE THINGS I LOVE
CAMPBELL MUSIC, Inc.
1619 BROADWAY
NEW YORK CITY

They're Playing!
"OUR GRADUATION WALTZ"
"I'D LIKE TO TELL-A-VISION"
"BARCLAY'S BOOGIE"
"MY MEMORY WALTZ"
PIANTADOSI MUSIC PUBLICATIONS
Encino
California

A Great Rhythm Ballad
CONFESS
OXFORD MUSIC CORPORATION
1619 Broadway
New York City

The Nation's Next Waltz Hit
SLEEPY-TIME IN CAROLINE
Words & Music by Hal Moore
Published by JOE DAVIS
1619 Broadway
New York 19, N.Y.

DR. DIXON PICKS:
William Dr. Johnny WDP Cincinnati
UNDERNEATH THE ARCHES

"Famous Big 4 Star" Under
WDP Cincinnati

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS
"TELL ME A STORY"
LAUREL MUSIC CO.
1619 Broadway
New York 19, N.Y.,

"LITTLE GIRL"
LEEDS MUSIC CORPORATION

On RECORDS and TRANSCRIPTIONS
"I'M WAITING FOR SHIPS THAT NEVER COME IN"
FORSTER MUSIC PUBL., INC.
1619 Broadway
New York City
216 S. Wabash Avenue
Chicago, Illinois

FLYING V.
"I'LL HOLD YOU IN MY HEART"
Till I Hold You in My Arms
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Avenue
Chicago, Illinois

Back by Walt Disney's
"Technicolor Musical, MELODY TIME
BLUE SHADOWS ON THE TRAIL
PEACOS BILL - MELODY TIME
LITTLE TOOT
SANTLY-JOY, INC.
1619 Broadway, New York

WALTER KAY PICKS:
(Former Big 4 Star)
UNDERNEATH THE ARCHES

"Underneath the Arc" has broken for a really solid
4 on WDP in Clevland. Looks mighty powerful from here!

LONDON RECORDS

PLUG TUNES

ON RECORDS and TRANSCRIPTIONS
"IM NOT THE ONE"
INDEPENDENT MUSIC PUBL.
1619 Broadway
New York City

RADIO DAILY
Thursday, July 29, 1948

WORDS AND MUSIC
By PINKY HERMAN

Accidents Will Happen!
- - - Within a month the country will be humming, singing, whistling
"Underneath The Arches"... but for an accident in shipping, this number
might never have been heard in America... back in 1932 Campbell-
Connelly published the song in England and, though it attained a fair
degree of popularity there, it didn't seem to stir Robbins Music execs here...
Recently Decca Records of England sent a shipment of platters to its
American distributors. London Records, and by error 6,000 platters of
"Arches" was included... not knowing what to do with the discs, London
contacted Robbins and offered them the waxings... Howard Richmond, promotion
manager for the Big Three, decided to send them to deejays
around the country... A week later orders for 200,000 records were
received and more than ten thousand piano copies were sold... Bud
Flanagan wrote the song, with an American version written 16 years ago
by the late Joe McCarthy.

- - - TIN PAN ALLEY OOPS! If your phone rings Sunday
and you hear the 22,000,000 to 1 shot called to name the mystery song
on the ABC-Context "Stop That Music," give this as the name of the
ditty, "The Sun Dance"... then prepare to welcome the agent of
the Internal Revenue Department... - - - Sam Fox Music starting
to get a load of unsolicited plugs on the oldie, "Lady Of Spain."...
London Music has a sure-fire hit in the ballad, "Time and Time
Again," cuffed by Berkeley Graham and Charley Mills. - - - Pat
Barnes' daily platter ABC Chatter at 1:30 p.m. refreshing as an ocean
breeze these sultry days... - - - Scripter Art Henley is worried that
Boston Censors may ban his new book "Mathematics of Humor," because it contains several improper fractions" (if he is seeking
quarter, he doesn't know the half of it)... - - - Phyllis Wood has taken
a leave of absence from the ABC Television series "Three About
Town" to prepare for a visit from Sir Stork... British starlet
Dorothy Hall will take her place...
- - - Ten years ago, Bill Barry
left Tin Pan Alley to join the Colgate-Palmolive-Peet Co. Barry, current-
ly Chicago Divisional Supervisor for that outfit, dropped into
our cubby hole yesterday and sang us a couple of his new ditties to
prove he hasn't lost the spark for turning out hits... - - - Lang-
Worth's ET series, "Through The Listening Glass," featuring Jack
Shaindlin's all string orchestra is a musical treat... Shaindlin, for-
ermer child prodigy, is composer-conductor in charge of Eastern musical
direction for several major film companies.

- - - ON AND OFF THE RECORD: Columbia Records has a winner in
Claude Thornhill's latest waxing, pairing "Anthropology" on instru-
mental novelty with the ballad "For Heaven's Sake"... Fran Warren
does a neat vocal on the latter... - - - Herbie Fields' Orchestra offer two ballads
for Victor, "We'd Be The Same" and "You Twisted My Heart Around Your Little Finger."
Fields gives with the vocal on the first side with Pat
Flaherty warbling the "Twist" number... disk jockeys will like this
one... - - - Re-bop fans will go for King Cole's latest Capitol disk,
coupling "Don't Blame Me" with "I've Got A Way With Women." Nat
interpesperses piantic with vocal efforts creditably... - - - Dick Maxwell,
formerly heard on the Mutual series "Hymns We Love," has been signed
to a recording contract by Tru-Tone Records.

- - - SHARPS AND FLATS! newest firm on the stem, Camp-
bell Music Co. starting off with a fine ballad "The Things I Love,"
penned by Harold Barlow and Lew Harris... - - - Johnny Olsen flies
to Hollywood Sunday to audition for the "Breakfast In Hollywood"
program... he'll do the Thursday and Friday programs... to this
scribbler he's a natural for the series... - - - Former NBChipher Don
Rodd has given Feist a great ballad, "Love Is A Dangerous Thing,"
which can't miss the hit parade... - - - Murray Wizel and Joe Davis
in business... the firm, a subsidiary of Joe Davis, Inc., will head-
quarter in the Brill Building.

LONDON RECORD #238
LONDON RECORDS
COY SCORES EDUCATIONAL RADIO DELAYS

Reds Radio Technique Revealed By Taylor

The Soviets are broadcasting from over 100 powerful transmitters in over 60 languages, a barrage of lies, abuses and distortions about the United States, Fred G. Taylor, Jr., Chief, Radio Branch, Information Control Division, U.S. Military Government for Wuerttemberg-Baden, Germany, said in a CBS broadcast yesterday.

"Many of these programs are being beamed into or are originating in Germany," Taylor declared, adding that "almost all of them discredit and misinterpret our generous postwar aid to Europe and the constant line is (Continued on Page 3)

Missouri Station Sold Subject To FCC Approval

Washington Bureau, RADIO DAILY

Washington — Negotiations have been completed for the sale of KFRA, Columbia, Mo., owned by the St. Louis Star-Times. Purchasers are H. J. Waters, Jr., publisher of the Columbia Tribune and Mahlon R. Aldridge, Jr., manager of KFRA. Purchase price is $85,000. Sale was arranged by Blackburn-Hamilton Company and is subject to FCC approval.

Johnson Company Adds Two Daytime Half Hours

S. C. Johnson and Son, Inc., sponsor of NBC's Fibber McGee and Molly show, will add two-half-hour daytime programs to their weekly radio schedule on NBC this Fall with the sponsorship of the Fred Waring Show on Mondays and Wednesdays, it was announced by Paul McClure, manager of the NBC Central Division network (Continued on Page 2)

Graduation

The awarding of certificates to approximately 80 students and of four scholarships will mark the closing activities of the seventh annual NBC-Northwestern University Summer Radio Institute at a banquet at the Merchants and Manufacturers Club in Chicago on Friday night, August 6, Ron Dyke, NBC administrative vice president is scheduled to address the class.

4-Way Communication Installed By Railroad

Installation of four-way radio communication in its trains over 213 miles of main line between Marion, Ohio, and Salamanca, N.Y., the Erie Railroad was announced yesterday.

While still in the experimental stage the system makes it possible for train crews to communicate between locomotives and cabooses, contact between separate trains, contact with stations and inter-station contact.

Present installation is limited to Diesel-electric locomotives and cabooses. Plans are as constant to extend the service to steam locomotives.

Philo Sales Jump 16% In 2nd Quarter

Total sales of Philco in the second quarter of 1948 amounted to $85,990,000, as compared with $76,061,000 in the first quarter of 1948 and $57,754,000 in the second quarter last year, William Balderston, president, announced yesterday.

Sales for the first half of 1948 totaled $90,437,000, as compared with (Continued on Page 6)

'Stop The Music' S.R.O.
At N. Y. Capitol Theater

The era of bank night, bingo and free draws came to life again in New York's Capitol Theater yesterday when a specially tailored version of "Stop the Music" opened a three-week run.

(RCA Gross Income Increase Reported for 1st Six Months

Total gross income of Radio Corporation of America and subsidiaries for the first half of 1948 was $170,073,113 compared with $154,353,972 in the same period in 1947, an increase of $21,745,241, according to the consolidated statement of income issued yesterday by Brig. General David Sarnoff, president and chairman of the board.

Net income, after all charges and taxes, was $10,850,288 for the first six months of 1948, compared with $8,205,912 in 1947, an increase of $2,644,376.

After payment of Preferred dividends, net earnings applicable to the Common stock for the first six months of 1948 were 62.2 cents per share, compared with 52.2 cents per share in the corresponding first half of 1947.

FCC Chairman Charges Laxity In Use Of Wave-Lengths Allotted To FM; Points Up Educational Needs

- Bloomington, Ind.—Charging the nation's educators with laxity in making use of the available channels for the development of educational radio, Wayne C. Coy, chairman of the FCC, addressed the second annual conference on Radio In Education at Indiana University last night. Coy praised the contributions made to radio education by the commercial networks and stations but said that the job of education by radio was essentially one for the colleges and universities of the country.

"We are in the midst of a communications revolution," Coy said. "Educators are among other chief communicators. In that revolution they should be marching in their rightful place at the head of the column. Instead they are the stragglers."

In elaborating on the communications "revolution" Coy pointed out that, when the war ended, America had fewer than 1,000 standard stations. "Today we have more than double that number—2,000 stations either completed or a-building," he said. "And there are 600 applications pending."

Coy said at the end of the war the nation had 48 FM stations. Today we have 1,400 in operation or under construction, he added.

Turning to the development of television, the FCC chairman said that we should only FM stations at (Continued on Page 6)

Grabhorn Announces New ABC Co-op Sales

Several new co-op sales and renewals, including the sale of Abbott and Costello over WJZ, New York, were reported yesterday by ABC. At this time it was learned that talent charges on most ABC co-ops will eventually be reduced, via changes in rate structure, to bring an average saving of 20 per cent for sponsors. Trend has already set in with the motive being to hypo sales. Skin Tested Drug Products, Inc., an advertiser new to radio, bought Abbott and Costello over WJZ, starting Sept. 8, for Cyr-Dent toothpaste, (Continued on Page 3)

Hooper's New Plans Offered To Networks

C. E. Hooper's twice-a-month program popularity report, based on a check of 20 cities, will be expanded next October to include projectable ratings, which, according to Hooper, can be used to determine the total (Continued on Page 8)

Revolutionary
Radio transcription libraries on magnetic recording tape instead of conventional discs will be available in the near future, Milton M. Blum, vice-president of Standard Transcription Services, Inc., of Los Angeles announced. The announcement was made at a dinner and recording demonstration conducted as part of the Aquanatual, annual Minneapolis water festival.
COMING AND GOING

CHARLES E. RYNO, American network vice-president and assistant secretary, leaves today for Raleigh, N.C., to talk on "American Airlines on a business trip to Los Angeles.

STERLING W. FISHER, manager of the public affairs and education department at NBC, is in Indianapolis today. Later he will be address the Annual Conference on Education in Radio. His topic will be “Radio and the Democratic Way of Life.”

HELEN SUDIOJAS, Columbia network director of newscasts, is left for Beverly Hills, Calif., where she’ll spend three weeks.

MERYN NELSON, writer and actor for radio and stage, spending some time by at Lake Teleton, N. C.

GERALD MAULSBY, assistant director of public affairs at CBS, leaves today for a three-week vacation at Nantucket, R. I.

EDDIE DUNN, emcee of "True or False" for Mutual, has returned from Chicago, where he held several conferences on a forthcoming daytime show.

ELSie LATZKO, assistant to Goodman Acc at CBS, leaves by plane today for a fortnight at Martha’s Vineyard, Mass.

JOAN GEIGER, research manager of Ted Bates, Inc., off to Lake Champlain for the first week of a 21-day vacation.

Johnson Company Adds Two Daytime Half Hours

(Continued from Page 1)
sales department. McClure also announced the weekend renewal of the Shelly Oil Company sponsored news programs on an NBC midwestern network.

The makers of Johnson Wax currently are sponsoring the Waring program (NBC, Mondays through Fridays, 9 a.m., CBS) on Mondays and Wednesdays and the Dizzy Dean Show (NBC, Saturdays, 4:00 p.m., CBS) as summer series. The new 52-week contract effective October 4 and the programs will be heard on all NBC network and the CBC. Fibber McGee and Molly return to the air on October 5.

Nedime, London and Drorby, Inc. has acquired the contract and sold to the NBC account executive. The American Meat Institute sponsors Wax, weekly on Mondays and Wednesdays. The Friday segment is sponsored by Minnesota Valley Canning Company.

Beneke Hospitalized

Detroit — Stricken with acute appendicitis while he was leading the band at Eastwood Gardens here last night, Tex Beneke was taken to his New York home by his bandstand and rushed to East Side General Hospital. He was operated on at the hospital.

Norm Leyden, Beneke arranger, flew from New York to take over Beneke’s baton during his stay in the hospital.

Allen Blames British

Robert S. Allen, WOR commentator, claimed in his Wednesday night broadcast that “British Intelligence was responsible for the murder of George Polk.” CBS correspondent killed in Greece last May, because “Polk was in the way of the British policy in Greece.” Allen said his information came from non-Communist sources.

WILLIAM H. FINE SHREEDER, manager of the CBS program department, leaves right for Atlantic City for Sales, where he’ll spend the remainder of his vacation.

VAUGHN MONROE and the members of his band leave Sunday for Old Orchard, Me., from which point they’ll go to NBC’s program next of Monday.

DOROTHY KEMBLE, continually editor at Mutual, this week was off for a trip to Philadelphia to address KTVK’s Workshop for Pennsylvania Teachers on “Continuity In Music”.

Dwight Cooke, former reporter on the Columbia network, is in Denver, Colo., for tomorrow’s broadcast of “Close Section, U.S.A.,” Sunday’s feature of the “People’s Platform” program.

JOHN BRADFORD, announcer-narrator, has returned from a trip to Washington in connection with his new musical travelogue program entitled “Let’s Take A Holiday.”

FRANK SOMERS, of the CBS technical operations department, leaves tomorrow for Washington. A Legion of Honor commandant in the U. S. Naval Reserve, he’ll serve two weeks of active duty with the Aeronautics Bureau.

MARCIA NEAL, radio actress based on NBC, leaves today for Maine. Neal will spend a few days with her husband, Bill Patterson, television announcer for WENH-TV.

Financial World” Award Goes To NBC Network

NBC received the “highest merit award” of “Financial World” for distinguished achievement in annual reporting, according to an announcement released by Niles Trammell, president of NBC. The report was written by Horton Heath, director of information for the network, and the format and typography was planned by Irving Burbury, network art director.

Bernhard Gardner

Bernhard Gardner, 73, commercial consultant for the RCA International Division of the Radio Corporation of America, died unexpectedly yesterday at his home at 911 Park Avenue, following a heart attack. Since joining RCA in 1918, Mr. Gardner had been associated with several of the corporation’s plants and subsidiaries in Montreal, London, Tokyo and New York. He was in British Columbia in 1918 and continued to act in a counselling capacity with the RCA International Division up to the time of his death.

Born in Austria, Gardner came to Canada and founded the B. Gardner, Clothing Company of Montreal. While there he served several terms as president of the Canadian Clothing Manufacturers Association, before entering the radio and music fields.

Gardner is survived by his widow, Mrs. Millie Wasserman Gardner, former of St. Louis, Mo., and two brothers, Dr. Leo Gardner, of Miami, Florida, and Michael Gardner, of Montreal. Funeral services were held Sunday at 11 a.m. at Temple Emanu-El Church, 1 East 65th Street, New York. Interment in St. Louis.

Wedding Bells

Wedding of Carol Ames, vocalist on CBS’s “Sings Along” and Bill Cullen, CBS announcer, is scheduled to take place today, Friday, 4:30 p.m. at Christ Church in New York.

THE LITTLE ONES DO THE WORK!

See those little tugs alongside that battle ship? They’re mighty powerful . . . powerful enough to shove that big ship around. What’s it prove? That SIZE isn’t everything.

Take radio stations for example. Just because a station has big wattage doesn’t make it the best buy. Not by a country mile! Here in Baltimore, WTH with proved it to some of the sharpest time-buyers in America.

Sure there are larger stations in town. But WTH is the independent that delivers more listeners-per-dollar than any other station . . . bar none! That’s right . . . more listeners-per-dollar!

If you buy time on results—WTH is your best buy. We say so. Advertisers say so. Time-buyers say so. So how about getting the full story from your Headley-Reed man?
RADIO DAILY

Grabhorn Announces New ABC Co-Sales

(Continued from Page 1)
a new product. The 32-week contract was signed through the New York agency of Jesper, Lynch & Fishback. The ABC Weeklies, two "take & go" deals under the newly reduced talent charge structure, now draw 60 cents per line, an 11 per cent jump compared with the former 55 per cent of the national rate. Cyl-Dent, now being distributed in the East, will expand its sponsorship to new markets. Sales are open. A&C show is broadcast Wednesday from 6:30 to 7 p.m., EDT.

Crawford Renews Two

M. B. Grabhorn, ABC vice-president in charge of the new talent sales, also announced that Crawford Clothes has renewed Martin Agronsky and "Playhouse of Modern" for a 32-week period, with co-ops over WJZ, effective Aug. 10. Agronsky is heard six days a week from 9-10 a.m. and "He" is aired five days a week at 7 p.m. The 32-week contracts were handled by Al Paul Lefson advertising agency.

Other recent ABC co-ops sales outside New York include Agronsky to Freemen Rubber Co. in Oklahoma City and Toledo and the San Diego Savings and Loan Association in San Diego; Elmer Davis to Ballantine-Bever, Harrisburg, Pa.; "Town Meeting" to Sealy Mattress Co. in Los Angeles; and "Mr. President" to Radio Supply Company in Salt Lake City.

Four Selling at New Rate

At present four ABC co-ops are being sold under the new rate structure of 55 cents per line. In addition to A&C, which got the biggest price slash, the others include "The President's Own," "Random Rwięks," and "Gang Busters." Talent costs for these shows are determined by a percentage of the local rate, not the national, with the lowest rate of 55 cents per line in the three major ones.

The 260 station network hourly rate on ABC amounts to $78,000, with the local rate $24,000, a basis of the 20 percent average saving for sponsors under the new price structure for co-ops.

Matter of switching all co-ops into the new set-up requires oaks from ABC artists. In some cases their guarantee may be reduced although in the long run it is hoped the realignment will better be profitable for all concerned.

Soap Box Derby

Amos 'n' Andy All-America Soap Box Derby will be broadcast from Akron, Ohio, on CBC Sunday. August 15, 4:30 to 4:45 p.m. EDT, with the race run by the latest AAA timekeeper. Youths from 133 communities will compete in the lead running, which was chosen by the first Chevrolet Motors. The winner will receive a $4,000 scholarship to the college of his own choice.

Broadcasting Literature Going To 109 Libraries

Washington, D.C.—Radio Daily has announced that it will offer a hundred libraries throughout the country. The association's new co-op literature plan has agreed to supply the libraries with new literature on radio broadcasting. The AICR is now going to offer literature to libraries in the following cities: New York, Washington, Baltimore, Philadelphia, Chicago, St. Louis, Kansas City, Cleveland, Detroit, Los Angeles, and San Francisco.

New Orleans Ratings Completely Restored

The New Orleans City Hoopernig Report, withdrawn from New Orleans subscribers on February 12, 1948, partially restored to publication, makes the WNOE rating on February 27, 1948, has now been completely restored including WNOE ratings, set size, and other pertinent data. The effect of "Don't Say Hello, Say WNOE" on the ratings is observed to have disappeared completely, according to Hooper.

Alan Saunders Joins WVNJ

Alan Saunders has been named chief announcer for WVNJ, Newark, New Jersey. He is scheduled to go on the air Sept. 1. Saunders recently resigned from WJBN, Boston, and formerly was with WNLC, New London, Conn.

Reds Radio Technique Revealed By Taylor

(Continued from Page 1)

that we seek a new war in a lust for profits from the blood of millions."

Taylor explained that, at the present time, the American Government controls five radio stations in the U. S. Zone of Germany—Bremen, Halle, Frankfurt, Munich and Stuttgart.

All "Broadcast In German"

"All of these stations broadcast in German to the German people anywhere from 15 to 19 hours a day. They are all under the direct supervision of American personnel attached to the Radio Branch of the Information Control Division under Military Government."

KOA Issues Souvenir Booklet

A souvenir booklet which covers in picture and story a visit to KOA, Denver, has been produced by the station's promotion department for distribution to visitors and clients of the station. Booklet is a two-color job with an attractive cut-out cover. Personalization of the station are presented on loose leaf insert pages.

Lutsky Recovering

C. Israel Lutsky, radio's Jewish Philosopher, is recuperating at the Beth El Hospital in Brooklyn, after a gall bladder operation.

WNJR

from BERLIN

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

SUNDAYS — 6:45 P.M.
WEDNESDAYS-7:45 P.M.

an exclusive feature of

WNJR

91 HALSEY STREET
NEWARK, N. J.

3000 Watts

1430 Kc.
Mainly About Manhattan...!

- • • AROUND TOWN: The salespleas on next fall's Bob Hope oiter will plug Rinso because this product set-up will permit the comic to travel his show more easily. . . FCC has okayed a two-way walkie-talkie type radio for reporters to broadcast hot news to their editors from the scene of activities. (They'll have their own wavelength)... Hutchins agency trying to sell Philco the Theater Guild television show... Wm. Powell sez 'no' to a "Thin Man" series for video—but Myrna Loy is flitting with a tele deal... Jack Holt being packaged in a new stema combining sports with whodunit angle. Tagged "Pete Baxter, Special Sports Investigator" and penned by Eddie Meyers... Ed Byron spotlighted in Aus. issue of Seventeen mag... I. Arthur Reek concentrating part of his hilm empire on producing films for American video outlets... Add Woody Herman, Peggy Lee, Guy Lombardo, Russ Morgan and Ed Sullivan to the list of celebs pinching it for Ted Husing, vacationing in Europe.

- • • • Bob Bagar, of the World-Telly, was covering the concert up in Lewisohn Stadium the other nite when he spotted Harry Salter strolling in about 15 minutes after the performance had begun. Bob tells us he had all he could do to keep from yelling out: "Stop the music!"

- • • THE REVIEWING STAND: The new mystery show, "Mr. Chameleon," which bowed in last week over CBS, might easily be tagged "The Humsters have done it again!" Rounding up a first-class cast including Karl Swenson (in title role), Julie Stevens, Frank Butler and Richard Keith, they have woven together an intriguing story of a sleuth who, since childhood, had been fascinated with the idea of living up to his family name—Chameleon—and assumes various guises in tracking down criminals to become known as the underworld's most feared man-hunter... You Can Lose You Shirt," NWEN's quiz to end quiz shows (by costing the contestant money) is a lotta fun but we doubt if it could sustain interest over a period of weeks... Fred Waring's vocal-instrumental on "Tiddle Faddle," during a recent GE show, were even more exciting than his ensemble's "Horn Staccato."

- • • • Dean Martin and Jerry Lewis made a lot of skeptics change their minds when they heard the boys' recent radio audion. Not only are they great 'sight' comics, but top drawer material for the air as well. Hal Block did the scripting and the show includes sweet Georgia Gibbs and our boy, Frank Gallop. Speaking of Gallop, we've been waiting for some smart comic to grab him off as a foil ever since that wonderful job he did with Milton Berle.

- • • LUV 'n RISSES: Eddie Dua's ename work on "True or False, ... Don Reid's 'sleepy' on the National label—"Love is A Dangerous Game" which, incidentally, was also penned by Reid... Robert Monroe's "High Adventures" over Mutual, . . . Russ Hodges' nifty "Scoreboard" series via DuMont web... Bob Edge's eye-catchional teasing of the Dodger games... and Jane Gilbert's new tune, "Lesy Little Me," via Signature.

- • • • SID-BITS: National mag profiling Staats Costwth... "Let's Take A Holiday" is the name of original musical travelogue being packaged and narrated by John Bradford... Jo Lyons, Betty Crocker writer, vacationing on the coast... Dwight West has completed his latest "This Is America" documentary, dealing with the history of sports... Bill Cullen accompanying with Marty Goodman on new comedy show... and Jane Barton chairman of the National WAVES Reunion meeting at the Commodore tomorrow... Art Linkletter heading for N. Y. next week to view the shows.
Philo Sales Jump
16% In 2nd Quarter

(Continued from Page 1)

$107,914,000 last year, an increase of 16 per cent, Balderton said.

"Philo has just completed the most active six months in its history, and the company expects further gains in the last quarter of its business in the last six months of the year," Balderton said.

Sales of Philo radio sets in the first half of 1948 were ahead of the same period last year, including the entire industry, sales were down, substantially. With the new 1949 line of radio, radio-phonographs, FM receivers and personal and portable radios that the company has just introduced to the trade, Philo believes that its radio business in coming months will approach the high levels of the last half of 1947.

Tele Set Production Up

"Philo television program has already exceeded 4,000 receivers a week, which represents a production rate of over 200,000 a year. By the fourth quarter of the year, Philo plans to increase production to 4,000 television receivers a week, and 600,000 a year. The interest of the television continues to grow at a tremendous rate, and present indications are that our dollar output of television receivers to meet this demand will exceed our radio production in the latter part of the year. Earnings in the second quarter of 1948, after appropriations for an inventory reserve of $1,000,000 and a research reserve of $3,000,000, is a profit of $2,256,000, equivalent after preferred dividends of $1.44 per share on the 1,093,482 shares of common stock outstanding on June 26th."

Gets KMOX Post

Albert J. Greenblatt has been appointed Director of Sales Promotion at KMOX, Columbia-owned station in St. Louis. He replaces Edwin M. Pitzer.

TELEVISION
FM • RADIO • ELECTRONICS
ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who have completed advanced training in F.M. and Television and hold first class radio-phone licenses available for immediate employment. For further information write, wire or call Employment Director.

"Operated by leaders of the radio and television industry, the KMOX School of Radio-Telephony specializes in "wall to wall" training. The School offers courses in radio, television and electronic engineering. The School is accredited by the National Radio-Telephony Commission."
Zenith Pres. Predicts Tele Channels Change

Commander E. F. McDonald, Jr., president of Zenith Radio Corporation, addressed shareholders in Chicago, Wednesday, said the company would make full deliveries of television receivers which will be "new, novel and different." McDonald told the stockholders that it is generally conceded that a national service cannot be built on the present 12 channels. He added that a meeting has been called by the FRC for September to consider opening the upper television bands which can add 56 or 60 channels to present television and make a national service possible.

Points to Research
"Zenith has been conducting extensive research since 1931 on television and television receivers was begun in 1937. Since that time we have built hundreds of sets that have been used for experimental testing and development purposes."

CBS-TV Skeds Olympics
Five-minute round-up of Olympic results will be aired by CBS-TV at 5 p.m. for "Production support" of the games, beginning tonight. Tom Greenwald will handle the commentary, with late stills and film clips making up visual content.

Survey TV Viewing Habits Of Milwaukee Set Owners

Milwaukee—Comprehensive survey of viewing habits or set owners here reveals Saturday as the most popular day of the week for watching television in homes, and Wednesdays holding the same position for public places. The study, just completed, was made by Dr. W. E. Baader Co., independent research firm, on behalf of the Cranmer-Krasell agency. Twelve per cent of Milwaukee's 3,780 receiver owners were queried. Only one station, the one here is WTMJ.

According to the survey, privately-owned sets are in use during the station's five-day broadcast week—Monday, 62.6 per cent; Tuesday, 73.5; Wednesday, 67.8 per cent; Thursday, 73.5; Friday, 64.9; Saturday, 69.1; and Sunday, 57.1. For sets in public places, the corresponding figures are 80.0; 79.3; 66.7; 56.5; 71.4.

It was noted that there was relatively little turnover in homes during nite transmissions. Sets in most cases were turned on at 7 p.m., beginning of the TV period, and remained on until the close of the program.

Heavy commercial impact of video is illustrated by results of a question which asked viewers about the number of programs seen on TV. Six sponsors most frequently mentioned were: Stearns Store ("How to Do It"), 83.4 per cent; Schuster's (spokes), 61.7; Ford Motor Co. (baseball), 78.2; Gimbel Bros. (News Digest), 76.2; Camel Cigarettes (Newsreel), 73.0, and Geiselman Brewing Co. (wrestling) 71.3.

On the question, "Would you rate current WTMJ TV programs," 92.3 per cent said "good" or "excel" as good or better than they had expected when they purchased their sets.

Measure of children's reactions to TV reveals enthusiasm leading indifference by more than seven to one, with none reporting dislike.

Parade, Block Fete To Mark Opening Of WJZ-TV

Monday opening complete with Kleig lights, parade up Broadway, dancing in the streets of Times Square and a variety show in the Palace Theater was announced yesterday for the Aug. 10 premiere of WJZ-TV by Robert E. Kintner, ABC executive veep.

Outlet has made a tie-up with the New York Golden Jubilee celebration and part of the opening program will feature the city. Various municipal departments will take part in the parade.

Program will get under way at 7 p.m. from front steps of the ABC studios, addresses by Edward J. Noble, ABC board chairman, Grover Whalen, and other city officials. Following a short film on New York City, the parade will be picked up from in front of the Palace, and the parade will be broadcast. All the show from the outlet including Allen Funt's "Candid Microphone," and pickups from Eastern affiliates.

Variety show from the Palace will follow, before an invited audience. Also scheduled is a block party from Duffy Square with dancing by representatives of various national groups. Surprise finale, details of which will not be revealed before the opening, will pull out the evening at 11:30 p.m.

All operations will be under supervision of Paul Joyner, working with Murray Grabhorn, manager of the station, and Charles Barry, web program veep.

TV Firm Buys Factory
International Television Corp. has purchased complete facilities, equipment and furnishings of Minerva Radio Corp. at 238 Williams St., it was announced yesterday by John B. Milliken, president of International. Plant, with machinery and equipment appraised at $52,091 depreciable value, consists of nearly 50,000 square feet on two floors. International expects to take over around Aug. 15 for production of complete TV receiver line.

Freese Joins Y&R Tele

John Freese, former account exec and the sales manager of Geier & Selding, joined the Young & Rubicam TV department, it was announced yesterday.
Hooper's New Plans Offered To Networks

(Continued from Page 1)

MARY J. Hooper, the new sales department is Robert J. Leder, formerly account executive at W, Wallace Gerb, Vickery & Sohn and George Elliott Advertising. The new office is located at 650-W, West 57th Street.

Hooper's plans for expanding his network, he is asking subscribers for an additional $20,000 annually. He said the number of U.S. listeners for each program for each program.-

The new service is said to be a "Tribal Balloon."

It is the opinion in trade circles that Hooper has sent up his proposal as a stalking horse in an effort to create a foundation for future expansion of the service, which did not find the amount of response needed to make it worthwhile.

Newark, N.J. — New member of WPNX's sales department is Robert J. Leder, formerly account executive at W, Wallace Gerb, Vickery & Schoen and George Elliott Advertising.

The service is being added to the dial in Newark, and is scheduled to open September 1st.

WHP airs New Kid Show

Junctionville, Fla. — New Tonight and Thursday children's feature on WHP is "Hey Junior," written and produced by Brainerd Carlson, who often works with Bob Hope, is his fairy tale and story dramatization. Show is aired at 7:30 p.m.

WBR adds Bill Pelham

Dallas, Texas — Latest addition to the WBR announcing staff is Bill Pelham, formerly with KETC, Austin in the same capacity. Pelham has studied at Texas University and at the NBC Radio Institute in Hollywood.

Morron Heard On WQNS

Hartford, Conn. — Richard S. Morron, recently heard on WOR, will soon appear on WQNS, the other NBC affiliate. His show will be heard by the Guy Hedlund Players, Morron of the NBC-soon-to-open network to attend the famed British dramatic school.

Air Date Due Races

Evansville, Ind. — Begiming August 7, WGBF, with Dick Skivvy and "Whistling E-Flat" Fred Rollison at the mike, will air the Air Date Due Races Tubocasadore will sponsor this year's broadcasts, which run until Labor Day.

Jr. KCBA Ball Games

Topeka, Kans. — WWDW-FM is now airing "Junior" ball games of the baseball games of the Kansas City Blues, American Association ball club. Larry Thiele handles the play-by-play for the "at home" games, which are heard at 8:10 p.m.

Send Gents New Show

Washington, D. C. — WWDW's all-night disc jockey, Les Sand, has a new weekday daytime show in which he introduces latest recordings. Heard each Saturday from 10:00-10:30 a.m., programs originate from the store of a local record retailer.

To Catch a Browns

Cleveland, Ohio — WQAR sportscaster Bob Neil, who has been the radio voice of the Cleveland Browns football team since its inception, has joined the team at its training camp at Bowling Green. Neil will report their activities until camp breaks for the league opener on September 3.

Heads Radio Announcing School

Charlotte, N. C. — WBT staff announcer, John Trimble, has organized school for announcers called the Trimbelle School of Radio Announcing. The only one of its type in the south, the school offers courses in Hn an Introduction to the Radio Business, Pronunciation and Speech Improvement, Interpretive Reading of Radio Commercial. News Musical Script Shows, Ad Lib Training in Musical Shows, Special Events and Sports. Classes are scheduled twice weekly, and registration is now open.

Francis King Joins "Two Blues"

San Antonio, Texas — New member of the "Two Blues" recently featured weekly on KOMO in Seattle, is Francis King, who recently appeared on the KOMO "Talent Parade." Appealing with the blues singer is Lew Fay, pianist.

New Business At KROW

Oakland, Calif. — Lux Theater, newest city movie palace, has bought a weekly radio show from the Air Date Due Races Tubocasadore and will sponsor KROW to publicize its opening. In addition, Lux sponsored a half-hour remote from the theater, on opening day, featuring interviews with patrons and awarding theater tickets to those tuning in on the air.

Hold's Annual Shut-In Party

Birmingham, Ala. — About 150 guests, arriving in ambulances, wheelchairs and on crutches, were present at WBRC's second annual Shut-In Party which was held in the club house of one of this city's parks and broadcast, in part, over the station. Entertainment was furnished by WJRC personnel, gifts by local merchants, while taxi and ambulance companies provided transportation.

Joiins WKQX's Engineering Staff

Framingham, Mass. — Recent addition to the engineering staff of WQX is Hollis Gray, who replaces Harold Haskell, returned to Yankee Network Television. Gray will, this fall, return to M. I. T. to continue his studies for an electrical engineer's degree.

WB9 adds Hillibilly Group

Atlanta, Ga. — WQX has added to a new group of hillbilly artists to their staff of entertainers. They are Lonnie Gless, and the Railroad Playboys. The Program is recorded in Hill Motor Personality; Fairley Holden, former "The Wilma Valley" and King Records, and Buck Glessen, erstwhile member of WJJD, Chicago.

WPGF offers News for Expos

Atlantic City, N. J. — WPGF is offering the news of the world to visitors to the Atlantic City Million Dollar Pier by posting its United Press bulletins at intervals during the day, Station says, "calls direct from the pier each day.

Midnighter's Club Changes Format

Pittsburgh, Pa. — KDKA's Midnighter's Club, which presents Bill Brant on each Wednesday through Saturday with a special disc jockey show, has changed its Monday night show format so that Jim Weston can bring to the listeners recorded works of the great masters. Weston's "Classics for Midnighters" begins production at 2:00 a.m., while Brant's popular hits are aired from 12:00 midnight until 2:00 a.m.

Frontier Four In Cheyenne

Kansas City, Mo. — The Frontier Four, KCMO musical unit composed of Al Phillips, Leon Hinkle, George Register and Kenny Turner, are now working in the city with the City Cafe and Sirlin Group, who make the trip each year as a kickoff to the promotion of the American Royal Livestock Show held in the Fall. The Frontier Four will be on hand at all times to entertain the group of more than 100 members.

Hibberson Gets Mailbox With Own Washington, D. C. — WQX disc jockey, Jay Owen, star of the "Anything Goes" program, has been notified that a movie entitled "Dead Out," in which he has the lead, is one of five American movies which have been entered in the Ninth International Filmic Exhibition in Venice, Italy. Exhibition opens August 8 and is limited to non-commercial films.

Send Birthday Greetings To

July 10
Herbert Anderson  Archie Bradstreet
Carl Goodman  Walter Henn
Theodore Karie

July 31
Jerry Mann  Cptt. Taylor Branson
Dick Dickerson  H. E. Hendrick
William Hilltop

August 3
Alice Frost  Margaret Maloney
Ernie Saunders  August 2
Bob Burns  John Ehrman
Alta Cost  J. H. Carrier
Jim Berry  Clark Ross

August 4
Roy Black  Robert Emmet Bolen
Seymour Goodrich  Pacifica
Gaylord Carter  John S. Young

August 5
Frank Luther  Henry Dwyer
Floyd Holm  Alan Kent
Carson Robison  Earl Tanner
June Travis  August 1
Arthur B. Church  Malcolm Cicero
William Evans