BILL WOULD SPEED UP FCC PROCEDURE

Sell Americanism, Harper Tells AFA

Honored

Houston.—Mrs. Murielie Child Husted, consultant in all services to women, General Mills, Inc., Minneapolis, last night was named Advertising Woman of the Year for 1949-50 by the Council on Women's Advertising Club of the Advertising Federation of America. The award was presented by Mary McClung, general manager New York Post- Home News and AFA secretary, at a banquet and ball during the Federation's 45th annual convention at the Rice Hotel here.

(Continued on Page 3)

More Efficiency, Speed In Processing Of Applications Object Of Measure Written By Sen. McFarland

Southwest Network To Launch New Series

Amarillo, Texas.—A network of 14 stations in three southwest states has been organized to handle a new series of programs which will originate here starting June 5 in the studios of KGNC. Broadcasts are to be sponsored by the Southwest Public Service Co., with headquarters here.

The network will be known as "Your Public Service Company Network.

(Continued on Page 6)

Philip Morris Sales Hit All Time High

An increase of approximately 33 per cent in sales for the year ending March 31 was reported yesterday by Philip Morris Inc., after heavy use of radio time. In making the announcement Alfred E. Lyons, chairman of the board, said that the sales totaled $220,000,000 in comparison with $171,000,000 in the preceding year.

(Continued on Page 2)

Only 64 Ohio Communities Adopt Daylight Savings

Columbus, O.—Only 64 Ohio communities out of the hundreds in Ohio have adopted Daylight Saving Time this summer, according to a thorough survey made by the Ohio Chamber of Commerce. The 64 Ohio communities are those which have adopted Daylight Saving Time.

(Continued on Page 6)

No Significant Changes Noted In Latest Hooper

"Radio Theater" continues at the top of the latest Hooper ratings week of May 15-21 with 21.7, followed by "Winchell" (16.7) and "My Friend Irma" (13.9). For the most part, ratings listed in Hooper's "First Fifteen" are close

(Continued on Page 4)

Premiere

Atlone Francis and John Conte will be costarring in "My Good Wife," new comedy series. "Radio Theater," "My Friend Irma," and "Winchell," will be on NBC Monday, June 1, at 9:00 p.m. EDT.

TV Manufacturers Urge Less Emphasis On Color

Apparent pressure over the possible effects on receiver sales of the FCC statement on color, manufacturers are beginning to emphasize in their sales messages that practical commercial color is a long way off and that present receivers (Continued on Page 4)

Benefactor

Father Patrick Peyton, producer of "The Family Theater" on Mutual network, will get a vacation trip to Portugal, France, Rome and Ireland next month because of a Jewish benefactor at Fall River, Mass., was moved by the broadcast of "Our Lady of Fatima." A native of Portugal, he invited the priest to make the trip by air at his expense.
J. L. VAN VOLKENBURG, vice-president and director of television operations for CBS, is in New York following a two-week business trip to the West Coast.

REMY FARKAS, whose "Record Rarities" is being heard over this feature, has returned from a two-month trip in Europe where he supervised recording in various countries. His program will be back on the air tomorrow.

WELLS CHURCH, the Columbia network's director of newscasts, has returned from Britain where he covered London, England, and Frankfurt, Germany.

SENNET YORN, account executive of WORX, arrived yesterday by plane from Paris. He also visited Tregro, where he attended the International Music Festival.

PAUL HEINICKE, president of SEAC, Inc., and Mrs. HEINICKE, treasurer of the organization, left yesterday for a two-week vacation at Saratoga Spa.

JEAN HERSHOLT, of the Columbia network's "Christian" program, is returning to Hollywood following a six-week sojourn in New York, during which time his program appeared on the CBS schedule.

ROY STEVENS, and his WOR orchestra are shooting at the foundry Doyan Peer in Atlanta Ch. 10, C. E. is on the week-end at Atlanta observing video show.

ARTHUR TOLCHIN, assistant sales manager, is back from a vacation spent in Bermuda. LOUISE PUCHETF, of the record library, SANDRA SCHURST, receptionist, are on holidaying.

GENE Autry on Sunday was in Minneapolis, where he presented a special broadcast to listeners of both the Midwest Association of News Edi-

HARRY HAIZLISH, general manager of KFWB, Warner Brothers station in Hollywood, will be on a business trip to the West Coast.

ERVING WeLL, account executive of Bosch Radio and Television Productions, is back from a one-week vacation, which he spent in Miami.

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WILLIAM F. TRAUM, business manager of WORX, is back from his Christmas trip.

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JILL JACKSON, women's commentator on WVLW, American network outlet in New Or-

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JAMES FONDA, Columbia network producer, is back from Hollywood and will visit three weeks at the New York studio.

DAVID E. KAHN, chairman of the board for the Brooklyn District Radio Vision, Inc., arrived Sunday aboard the S. S. America, marking completion of a six-week liberty video-observation tour of Europe, France, Germany, and Israel.

RAY HEATHERTON, master of ceremonies for the New York network, was in Miami where he officiated at the broadcast of the National Guard Military Ball.

FINANCIAL

(May 31)

NEW YORK STOCK EXCHANGE

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<th>Ticker</th>
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New Philco TV Receivers Offered At Low Prices

(Continued from Page 1)

Heidi Completes ET Series

Heidi, of WOR's Sunday morning kiddie show, has completed a series of 16-minute transistor sets for the Jewish Book Council of America in connection with National Jewish Book Month, November.

The transcriptions, titled "Americans Are," was adapted and narrated from the Holiday Transcripts. Christmas music was by Lea Wiens. The plots were syndicated to stations throughout the country sometime in August.

"Say! Whose nest is this?"

It looks as though if she has to find another nest, the cat just moved in and is rapidly taking over.

The cat is behaving exactly like a lot of smart advertisers these days. They are moving into tough, competitive markets and taking over, too.

And to do this in Baltimore, they are using W-I-T-H. You see, you can do MORE on W-I-T-H for LESS money than on any other station in town.

W-I-T-H regularly delivers the LARGEST number of listeners-per-dollar. That makes it the big bargain buy in this rich market.

So if you're looking for low-cost results from radio, call in your Headley-Reed man today and get the whole W-I-T-H story.

COMING AND GOING

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(Continued from Page 1)

gratest television values in the history of the industry," James H. Carmine, vice-president for distribution, said that the new model was equipped with 20 tubes and two rectifiers.

One price of $179

One model priced at $100 under previous 10-inch receivers is listed as Model 1104E. The set includes a new channel selector covering all channels, increased selectivity and an improved automatic gain control circuit. This set, housed in an extra-large plastic cabinet, is priced at $249.95.

Other new models include a plastic table set, model 1104M, at $116.95; model 1105M, a table receiver in mahogany, at $289.95, and a similar set in blond mahogany at $279.95. Another model called "eye-level" console in mahogany wood is priced to sell for $299.95.

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Selling Americanism, Harper Tells AFA

(Continued from Page 1)

sage" will challenge the ability and ingenuity of all of us in advertis-
ging.

It will recently it was possible for the American process to operate and
develop without being clearly un-
derstood because it had no active
lessness. Today this American
process is under pressure, under at-
tack, if you will, both directly and
indirectly from many directions.

Harper expressed the belief that
"the American people see
clearly what they have, nothing else
they can stand much chance. If there is
danger, it lies in ignorance, the cure
for which is information...

Sears Value as Defense

"Advertising's hard, new job, the
packaging and merchandising of
'The American Message' to the
American people, is therefore im-
portant. It is important both to im-
plement the American process for
further progress and to defend it
against attack. And the importance
of that job is increasingly recog-
nized."

He pointed out that the "America
message" is spreading in many
ways a special kind of advertising.
He described it as a form of mass
communication in which there are many
considerations removed from the
familiar forms of product and ser-
vice advertising. The convention
which was "the American
message" advertising is not only dif-
ferent from but may also be harder
than the problems and techniques
in other uses of advertising in this
country. He cited eight "working principles" which he believed are
basic for the successful advertising.

Eight Principles

1. Generate an area of interest
in the audience, against which
to make your point or points.

2. To offer facts alone, no matter
how accurate they may be, is gen-
erally not enough to achieve maxi-
mum interest or conviction.

3. Don't let your audience take
you wrong. It will if it possibly can.

4. Too-familiar symbols and
phrases won't touch off a process
of re-thinking about the American
scene.

5. Merle logic, reason, and argu-
ment are largely inadequate to this
job.


7. Leave your audience clear
about what it's supposed to do.

8. The impact of ideas may not
be easy to measure, but must be
measured.

SPREADING FCC PROCEDURE
OBJECT OF MEASURE IN SENATE

(Continued from Page 1)

this week of the communications
agency. The FCC will hold a
public meeting on the whole matter
and it will be decided if hearings are
to be held.

McFarland's bill omitted all policy
covering the term for which
Commissioners are appointed, in an effort to get legislative
action this year on the procedural changes
sought. Highly controversial policy
matters have been credited with
major responsibility in the burying
of a series of Communications Act
proposals.

The procedural changes in the bill
were taken over from previous
measures offered by Senator White
and Senator Johnson, most recent
and present committee chairmen.
They would divide the Commission
into two panels—one to handle
broadcast matters only and the other
all matters—with three members
on each. In addition, the staff would
be divided functionally.

The provisions for the issuance
of declaratory rulings, and there is
a clarification of the sections of the
Act dealing with hearings and appeals.
It is provided that after one
year from the enactment of the Act
no Commission members shall "dur-
ing the term" be appointed or qualified, and irrespective of their
term of actual service, en-
gage in any business, profession
or employment that is the same
which is derived from or paid by
any person, including all persons
under common control, subject to
the provisions of this Act."

Salaries of $15,000 annually for
Commission members are called for,
with adjustment of pay as the other
top-ranking Commission personnel.

Indicative of the continued in-
test of the Senate in how the
Commission is meeting its heavy
workload, the bill calls upon the
Commission to include in the two
annual reports following passage of
the bill full statistics on cases filed,
pending, and disposed of. Detailed
information on all Commission per-
sonnel is also asked.

McFarland told the Senate yester-
day that he is not committed personal-
ly to all the proposals in the bill
but that they are included simply
to insure that they will be fully
studied by the committee. He said,
for instance, that he is not convinced
that the division of the Commission
into panels proposed in his bill is
the answer to the current confusion
and slowness.

"On the other hand," he added,"there appears to be almost unani-
mous agreement for the enactment
of a provision which makes manda-
tory the horizontal reorganization of
the Commission along lines of its
principal workload, provides for
an independent legal-engineering-ac-
counting review staff divorced
from the Commission's prosecutorial
functions, and generally gives the
Commission some flexibility in meeting
its case load and rule-making
problems. I have drafted such a provi-
sion after consultation with Com-
misioners. My personal opinion is
that it must be a part of any bill
enacted."

"Whether panels should be pro-
vided for in addition is a question
I believe our committee can settle
with little delay... This is not a
little doubt, however, that adminis-
trative and procedural amendments
to the existing Communications Act
are badly needed. It is my hope that
our committee can and will consider
this bill rather promptly, even
though some hearings may be neces-
sary, in an effort to enact legisla-
tion in this session of Congress."

42,000 Radio Fans Attend McBride Party

(Continued from Page 1)

Niles Trammell, president of NBC;
Theodore Streibert, chairman of the
Board of Mutual Broadcasting Sys-
tem and president of WOR, New
York; H. V. Kaltbom, NBC com-
mentator; City Councilwoman
Bertha Schwartz; Mrs. Eleanor
Roosevelt; Ben Gross of the New
York Daily News, and Fred Waring,
his orchestra and choir.

Other participants and guests were:
Acting mayor of New York,
Vincent Impellitteri; Herman J.
Desir, first-vice-consul of Haiti;
Pearl Buck; Faith Baldwin; Norman
Brokenshire; Will Cuppy; Homer
Croy; Russel Crouse; Eddie Con-
don; Frank Connelly; Ernestine Gil-
breath Carey; George Fielding Eilot;
Ed and Peggen Fitzgerald; Louis
Fischer; Betty Forsling; Fannie
Hurst; Walter Hampden; Harry
Horsfield; Grace Hartman, and
Gerald Kersh.

Hickenlooper-Lilienthal
On Mutual Web Today

Washington—The opening session of the Congressional atomic
committee hearings into the charges of
Sen. Bourke Hickenlooper against
atomic energy commission chairman
David E. Lilienthal will be carried by
MBS, today, 10:30-11 a.m., EDT.

Diapers

Here's another KYW success story! A diaper manufacturer (through Jackson & Co., N.Y.) bought participating spots on KYW's "Home Forum Program." No other advertising was used in the Philadelphia area. But in just nine weeks, sales in this great market showed a wallop ing 52 percent increase!* For availabilities on the "Home Forum Program" and on other sales-pulling KYW shows, check Harvey McCall at KYW, or Free & Peters.

*During the same period, national sales were up 38 percent.

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

KYW

WESTINGHOUSE RADIO STATIONS Inc
WJBZ * WBRA * KDKA * WAVO * KEX * KYW * W6Z-TV
National Representatives, Free & Peters, except for W6Z-TV;
for W6Z-TV, NBC Spot Sales
Mainly About Manhattan...!

- **AROUND TOWN:** Every time Bing Crosby hits this town, the girls all have a laugh at his whereabouts in his old playmate, Herb Herlsey. But this time even Herb doesn't know where the Grooner is. However, he's got it pretty well double fisted. "As soon as the Pirates start winning," he says, "Bing's come out of hiding!"
- **March of Time** releasing a two-reeler glorifying Tin Pan Alley. . . . Ted Steele's five- theway daytimer switches to CBS next week. . . . June Pfeiffer turned down a film role to accept the lead in Marc Blitzstein's musical version of "The Little Foxes." . . . Mani Rudinsky, writer of the Robert Merrill show, among others, leaves today on a 13-week tour of France, Germany, Italy, Belgium, England and Switzerland. . . . Marilyn Maxwell being groomed for the Jolson role in the proposed musical based on Don Mayone stories. . . . Basil Rathbone may star in a Sherlock Holmes series on TV this summer. . . . Leo Durocher has been approached by a Hedgie producer and may co-star with his wife, Lorraine Day, in a film to be shot in the fall. . . . Irving Berlin's "Miss Liberty." due July 7th, may top the record halt million dollar sale reached by "So, Pacific." . . . Fred Finkelboim will employ the original cast in his film version of "At War With The Army." . . . Sign on the wall of a dance hall burned in a fire, wain—do not run—to the nearest exit.

- A fan grabbed Jimmy Durante after his "Theater, USA" broadcast and said, "Jimmy, I remember you 30 years ago before you were a success." "Yeah," rasped the Schnoz, "but you remember me 20 minutes after I flop?"

- **SMALL TALK:** Bob (American Institute of Food Products) Bole hangs out cigars because his latest baby, the Prince Charming show with Johnny Olsen, has leaped 76 percent on the Hooper chart in the past two months. . . . Bill (County Telco) Frazzoz men in town. (And it's true about the expected heir!) . . . Leo Talent, publisher of "Missouri Walkin' Preacher," denying reports that the tune has been banned on the air. . . . Jack eigen may land Gladys Shelley's newest tune, "Take li. Easy, Arthur," into the hit class single-handedly. . . . Jeanne Hanson, director of "Boston Blackie." and Hank Sylva, its musical director, have recorded two kiddle discs for Caravan Records. . . . Jim Bole playing the lead on Kaufman Tele Theater tonight. . . . Danny Webb, who reads the comic and kids via WPIX, was starting to see the station flash and one gangster flick, "I Stand Acquitted," right after his stances. In the film, Danny has a stand-out part—a ruthless killer!

- **FILLER-DILLERS:** Radio comedy, observers Jackson (Philio Vance) Beck, is strictly a matter of laugh or death. . . . Will Murtagh start investigating the ticket situation to the Berle show, wonders actor Geo. Petrie. . . . With jackpot quiz shows so popular, Steve Gibson thinks it's about time for some manufacturer to start selling a combination radio-telephone set. . . . Stan Freeman thinks that more ladies would look spive in slacks if they didn't have quite so much copy.

- **THE MORNING MAIL** "Dear Sid," affectionately writes Geo. (The Real) McCoy. "With everybody complaining about show biz, radio droll-drums, etc., I have a chump, no, no, I mean client, who prob'ly weeded harder over this past week-end than any other AFRA boy. Let's to begin: His name is Walter Vaughn (watch that spelling, lad) and his five shows over the week-end makes him a candidate for the busiest man in town dept.' Among other things, he opened in two films Saturday, did 'Gangbusters' Sat. night, the Hank Mogan show Sunday p.m. and last night was starred on WNYB's Fireside Theater. And how've you been, by the way?"

---

**No Significant Changes Noted In Latest Hoopers**

(Continued from Page 1) to what they were in the previous report.

Here are the other "First Fifteen" programs starting with fourth position:

- **4 Arthur Godfrey's Talent Scouts 16.8;**
- **5 Jack Benny 16.3;**
- **6 Fibber McGee & Molly 16.2;**
- **7 Suspense 14.2;**
- **8 Bob Hope 13.5;**
- **9 Bob Hawk 12.9;**
- **10 Mr. Keen 12.7;**
- **11 People Are Funny 12.5;**
- **12 Crime Photographer 12.4;**
- **13 Mr. District Attorney 12.3;**
- **14 Duffy's Tavern 12.1;**
- **15 Spot the Music 11.8.

**Procter & Gamble Co.**

**Renews 3 CBS Shows**

(Continued from Page 1) Smith Show," they are heard, respectively, Monday through Friday 6-6:35 p.m., 7-7:15 p.m., and 7:15-9 p.m., EST. All three programs will take a 7-week summer hiatus starting Monday, July 4, returning to the airwaves on Monday, Aug. 22.

---

**1906 Henri's**

**1949 Henri**

**CONFISEUR**

**FRENCH RESTAURANT**

**LUNCHEON from $2.00**

**DINNER from $3.30**

**COCKTAIL BAR**

**Famous French Candies**

**15 East 52nd St.**

**AIR CONDITIONED**
Hal Tate Takes Chi. Post; Heads Radio Daily Office

Hal Tate, widely known trade paper representative, radio producer, writer and commentator, today succeeds Nat Green as Chicago representative of Radio Daily. Green has resigned to devote full time to his post as midwest representative of the Ringling Brothers & Barnum and Bailey circus.

In becoming associated with Radio Daily, Tate will have full charge of all news, advertising and circulation in the Chicago area. He will be assisted by Vickie Hebbard.

Produce New Series
Chicago—Green Associates, radio and television producers, have completed a musical identification radio series for the Greyhound Corporation through their agency, Stearn & Hohman. The master recording includes two one-minute spots, one 20-second and two 15-second chain breaks, and one 20-second musical band for use with local tie-in spot announcements. The talent used was the Jack Fascinato Trio, the Honey Dreamers, Don Moreland, soloist, and Bob Murphy, announcer. Music, lyrics and production were handled by Lew Green.

New Cowan Package
Chicago—"The Pet Shop," a Louis G. Cowan package, will be given a trial run on the station WNBQ in the period formerly occupied by the "Quiz Kids." The program will feature Gail Compton and George Cooks.

Stewart-Warner Dividend
Chicago—A 25c per share cash dividend of the $1 par value common stock was declared by Stewart-Warner Corporation directors. The dividend is payable on July 9, 1949 to stock of record at the close of business June 17, 1949. Similar dividends were paid January 8 and April 9.

To Hal Tate
Welcome "back home" to 360 N. Michigan Ave. and to Hal Tate's new Chicago office.

Best of luck to our good friend, Hal Tate... Radio Daily's new Chicago representative...

To Hal Tate
Welcome "back home" to 360 N. Michigan Ave. and to Hal Tate's new Chicago office.

Good luck, Hal from your hosts at the London House George & Oscar Marienthal

In the heart of Chicago's Radio Row

London House
Michigan Ave & Walker Drive
At the Bridge
Make a date with a steak to-nite.
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 May 20-May 26, 1949

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<td>A Chapter In My Life Called Mary</td>
<td>Shapiro-Bernstein</td>
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<td>A Wonderful Guy</td>
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<td>&quot;A&quot;—You're Adorable</td>
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<td>Again</td>
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<td>Bell Hop</td>
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<td>Candy Kisses</td>
<td>Hill &amp; Range</td>
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<td>Careless Hands</td>
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<td>Comme Ci Comme Ca</td>
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<td>Cruising Down The River</td>
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<td>Everywhere You Go</td>
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<td>Five Foot Two, Eyes Of Blue</td>
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<td>Forever And Ever</td>
<td>Robbins</td>
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<td>Harvis' A Wonderful Wish</td>
<td>Fortmount</td>
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<tr>
<td>How It Lies, How It Lies, How It Lies</td>
<td>E. H. Morris</td>
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<td>Hurry Harry Hurry</td>
<td>Dreyer</td>
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<td>I Don't See You In Your Eyes Anymore</td>
<td>Laurel</td>
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<td>If You Stick Your Toe On The Moon</td>
<td>Mayfair</td>
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<td>It's A Big Wide Wonderful World</td>
<td>Broadway Music</td>
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<td>Johnny Get Your Girl</td>
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<td>Kiss Me Sweet</td>
<td>Advanced</td>
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<td>Little Old Church Near Leicester Square</td>
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<td>My One And Only Holland Fling</td>
<td>Harry Warren</td>
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<td>Red Roses For A Blue Lady</td>
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<td>Riders In The Sky</td>
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<td>So In Love</td>
<td>T. B. Harms</td>
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<td>Some Enchanted Evening</td>
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<td>Someone Like You</td>
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<td>Someone To Love</td>
<td>Warren Publications</td>
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<tr>
<td>Sunflower</td>
<td>Famous</td>
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<tr>
<td>While The Angelus Was Ringing</td>
<td>Chas. K. Harris</td>
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Second Group

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<tr>
<th>TITLE</th>
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<tr>
<td>Baby It's Cold Outside</td>
<td>E. Y. Morris</td>
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<td>Bellin The Lock</td>
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<td>Beautiful Blonde From Bashful Bend</td>
<td>Miller</td>
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<td>Don't Cry Crazy Baby</td>
<td>Sante-Joy</td>
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<td>Dreamer With A Penny</td>
<td>George Sims</td>
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<td>Drummy Old New England Moon</td>
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<td>Everyday I Miss You</td>
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<td>I'll String Along With You</td>
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<td>I'm Beginning To Miss You</td>
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<td>Lora Bells Lee</td>
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<tr>
<td>Maybe It's Because</td>
<td>Brequean-Vocca-Con</td>
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<tr>
<td>My Dream Is Yours</td>
<td>Witmark</td>
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<tr>
<td>Need You</td>
<td>Choice Music</td>
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<td>Perhaps, Perhaps, Perhaps</td>
<td>Caribbean</td>
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<td>Portrait Of Jennie</td>
<td>Chappell</td>
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<td>Sheets Of Laredo</td>
<td>Famous</td>
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<td>Underneath The Linden Tree</td>
<td>Le Salle</td>
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<td>Weddin' Day</td>
<td>Famous</td>
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<td>While We're Young</td>
<td>Regent</td>
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<tr>
<td>You're Heartless</td>
<td>Mills</td>
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NEW BUSINESS

WMCA, New York: Eight new participations on “Fisheermen’s Guild” supplementing the regular full-time program “Dream of the Wreckers,” a diesel engine program by Fairbanks-Morse Diesel Engines, have been signed. The new accounts were handled by Tom Delaney, account executive for the station.

Southwest Network To Launch New Series

(Continued from Page 1)

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The following will air the broadcasts, KGNC, here; KHUG, Borge, KXET, Dalhart; KDDD, Dumas; KPYO, Lubbock; KXND, Pampa; KPAI, Hefersert; KVOV, Plainview and KVPD, Littlefield, Texas. In New Mexico, KGNO, Clovis; KGFL, Roswell; FSV, Artesia, and KAVE, Carlsbad, will carry the broadcasts. KGNN, Ogal, and KONA, rounds out the group.

Pays Tribute To Radio In Mass Education

(Continued from Page 1)

told the ninth National Farm Radio Forum conference at Macdonald College that radio is the greatest instrument of mass education if the people can listen, making it much easier to encourage discussion in small groups. But for proper discussion and later action, people must be organized, he said.

The best plans are of little use if people have not the courage to carry them out, he continued, and it is a waste of time to talk abut improving social and recreational conditions for people until the have some leisure time.

Radio Minded

Coltander, Don: The disease question, who celebrated their 15th birthday Saturday received as a birthday gift from their father her identical minstrel radio receiving sets.
Scores Pix Producers
For Tele Film Afflute

Norman Livingston, director of commercial operations for WOR, a
scored film producers for their re-
sual to take financial risk in develop-
ment of films for TV. Speaking
at a meeting of the National Televi-
sion Film Council, he said also that
do films being made today are suit-
able for siring, despite the fact that
film could command from 30 to 60
per cent of the tele market if pro-
duction of acceptable films were
begun immediately.

TV stations are increasing in number although sustaining heavy
losses, Livingston said. By contrast,
he claimed, producers may invest a
few thousand dollars in a single
program and ask the stations to finance production of the balance of
the series. In most cases, he added,
they ask stations to financially un-
derwrite new series.

Stations will buy only completed
series and will not speculate with
sample reels, Livingston said. He
pointed out that "angels" might be
induced to finance complete series,
and that several banks have already
indicated a willingness to match
producers' money in such an invest-
ment.

MOT Promotes Shec

Frank Shee, who has been with
March of Time for eight years and
in office management, has been pro-
mo to direct MOT sales in the
commercial and educational fields. He
will be attached to the
Richard de Rochemont, producer.

Press-Time Paragraphs

Sharp Increase In Kinescope Sales

Washington—Sales of cathode ray tubes rose 71 per cent in the first
quarter of this year over the last quarter of last year, and were 382
per cent higher in money value than the total for the first quarter of
1948, RMA reported. First quarter 1949 sales totaled 686,620 units
worth $11,631,714, an increase of 382 per cent over the 189,430
tubes valued at $2,782,631 in the last quarter of 1948 and 170,430 tubes valued at $4,599,476
during the first quarter of 1948.

Rogers Named Manager of WSAZ-TV

Huntington, W. Va.—Lawrence H. Rogers, II, sales promotion man-
ger of WSAZ, has been named manager of WSAZ-TV, slated to go on
the air here before the end of the year. Station has just signed a con-
tract with RCA for all pickup and transmitting equipment. John A.
Kennedy, publisher of the San Diego, Cal., Daily Journal, is president
of the outlets, and Leroy Kilpatrick is chief engineer.

Brewery Places Sports Series On WXYZ-TV

Detroit—Announcement of a series of National Football League
games from Baum Park, contests will be aired Saturdays at 9 p.m.
beginning June 11.

Five N. D. Grid Games Landed By DuMont

Exclusive rights to five Univer-
sity of Notre Dame football games—four at home and one at Yankee
Stadium, N. Y.—have been acquired by the DuMont net for the coming
fall season. William H. Ruth is now trying to line up five additional college games to complete a package of ten con-
ests for sponsorship.

In addition to the live rights, DuMont obtained also film-recording rights for post-game showing over the air and in theaters.

The four games to be played at Notre Dame are with Indiana, Tu-
cone, Iowa and Southern California. The Irish will play North Carolina
at Yankee Stadium Nov. 12. Con-
Pecipaciously absent from the DuMont schedule is the Notre Dame-Navy
game Oct. 27.

According to Leslie Arriss, web's sports director, games will be aired
under a combination of 12 to 15 outlets airing the program recordings the fol-
lowing day.

Contracts were negotiated by Ar-
ries; the Rev. John H. Murphy, of
Notre Dame; Paul Fogarty, of
WGN-TV, DuMont Chicago affiliated, and Paul Stutz of WBBM. Latter's
two outlets will alternate in picking up the South Bend games.

Peter Pan 'Cap' On NBC

The Peter Pan Handicap at Bel-
mont Park will be simulcast on the
NBC radio and television, 4:15 p.m.
at Baltimore, Oct. 29.

RMA Upset Over Color Pickups By CBS And Zenith

(RContinued from Page 1)

strations, Zenith proxy E. F. Mc-
Donald, Jr., said that the subject was discussed at the annual RMA
meeting and that "the RMA direc-
tors are very much disturbed for fear inaccurate stories of this dem-
Onstration might... do untold in-
jury to the television industry and
misdled the public."

Yesterday, a preview of the color pickup was held at the University
of Pennsylvania Hospital in Phila-
delphia and physicians present said it was highly satisfactory. Pickups
two surgical operations were re-
ceived on specially-built Zenith con-
soles.

After the preview, Dr. Peter Goldmark, of CBS, said that the color system demonstrated could be used in subject only as a
black-and-white video. Yesterday's
preview was also on a closed circuit.

Philco Writes Distributors

Another major manufacturer, Philco, sent a letter to its distribu-
tors stating that the FCC "will permit new types of television broad-
casting only when techniques are
perfected so that UHF or color will not
obscure present television re-
cievers."

The letter, signed by Philco vee-
pee James H. Carmine, continued: "We believe that, because of the
many technical problems which still
must be solved, the actual commer-
cial introduction of UHF black-and-
white or color television is a con-
siderable time away. When either of
these new services does become
commercial, the owners of present
television sets will be protected by
FCC standards against obsoles-
cence."

Alistrict-And Callahan

Resigning From WLW-T

Cincinnati—The resignations of Milton F. Allison, sales manager of
WLW-T; and Walter Callahan, member of the station's sales staff, were
announced this week. With WLW-T for a year and a half, Allison came
to Cincinnati from Springfield, Phila-
delphia. Earlier, from 1940 to 1944, he
was sales promotion manager of
WIP.

Callahan was a member of the
WCPO sales staff before joining
WSAI in 1947. Later he served with
WLW as administrative and sales capacities in Cincinnati and Chi-
ago.

www.americanradiohistory.com
AGENCIES

WALTER Kaner Associates have been named to handle publicity for the annual convention of the department of New York, Jewish War Veterans, to be held at Swan Lake, N. Y., June 10-12. The department embraces 285 JWV posts throughout the state.

PHILADELPHIA CLUB OF ADVERTISING WOMEN has elected as president Miss Alice Lynne Mooney (Lawrence Everling). Other officers elected include: Mrs. Jerrie C. Rosenberg, (LaVernen Bureau), first vice-president; Miss Ann La Mott (Ford Bros. & Co.), second vice-president; Miss Marie Keggren (A. Pomerantz & Co.), recording secretary; Mrs. Mary Bellell Whitmore (Accurate Addressing Co.), corresponding secretary; Miss Gladys N. Mornan (S. E. Roberts, Inc.), treasurer.

PRIVETT MANUFACTURING COMPANY, Oakland, California, manufacturer of the “Hermetette” network lunch box) have appointed Ad Fried Advertising Agency, Oakland. Campaign will start with Trade and Industrial publications, supplemented with direct mail.

Trans-Quebec Radio Unit
Montreal, Canada—A group of private and Quebec radio stations recently announced the formation of a body to be known as Trans-Quebec Radio Group, Inc. It comprises three basic stations: CKAC, Montreal; CHRC, Quebec; and CKRS, Jonquiere. Affiliated stations include CHIC, New Carlisle; CFPP, Riviere du Loup, and CKBL, Matane. The group will work together on such matters as advertising and diversity of programs.

WMBO New FM'er
Auburn, New York—WMBO officially opened its 18,000 watt FM station recently with a special edition of its parent newspaper heralding the event. During open house which was held on Friday and Saturday, May 20 and 21, several hundred listeners visited the station. During the opening day listeners flatted officials of the Gen. Electric Co. and business and civic leaders joined station officials in a special dedication broadcast.

Seasonable Platter
With the advent of June and its traditional weddings, WMGM's John J. Amundson, human relations counselor, has recorded his "Ten Commandments of Wedded Bliss." The recorded "Shakers' Music" platter was released last week by M-G-M records.

Recuperating
WMGM staff announcer Dick DeFreitas is recuperating from an operation at Stamford Hospital in Connecticut.

Coast-To-Coast

WPIT Second Anniversary
Pittsburgh, Pa.—WPIT on May 18th made the first of its broadcasting service to Pittsburgh and the five-state industrial area which surrounds it. The station’s management held a party for all of its friends in the advertising and allied fields, by bringing out packages containing all the necessary ingredients that go to make up a birthday feast.

Segal Joins WCPQ Sales
Boston, Mass.—According to a recent announcement, Harold H. Segal has joined the sales staff of WCPQ, ABC outlet. He was formerly associated with WTAO in Cambridge, where he also served in the sales department.

Yoder Pres. Denver R. C.
Denver, Colo.—Lloyd E. Yoder, general manager of ROA, NBC’s 50,000 watter has been re-elected president of the Denver chapter of the American Red Cross for 1949-50. Yoder, who was 1947 Red Cross fund chairman, was named president of the chapter in 1949 succeeding Donald C. Bromfeld.

Burns Joins Staff of WTTT
Coral Gables, Fla.—Stanley Burns, former decay with WINS recently joined the announcing staff of WTTT, Greater Miami’s only 24-hour station. He will be featured on two morning disc jockey shows, “Wake Up and Live” and the “149 Special.” Burns will air pop records interspersed with hints to houseswives, weather reports from “Clancy the Weatherman,” time signals from “Jock the Clock” and town gossip from “Grapevine Gus.”

WCLS Golf Tournament
Baton Rouge, La.—WCLS conducts an annual hole-in-one golf tournament. A championship prize was awarded the winner, who in this case was one Morris Kreulen, left-handed swinger. Prize was a set of right-handed clubs. However, it all ended happily as tournament officials arranged for a swap. Over 600 entrants participated in trying to win the half-dozen other prizes.

Bondurat Manager of KFLJ
Wichita, Kan.—Hale Bondurat of WHO and more recently of WJBC has been named to the post of manager of KFLJ, ABC affiliate. He will assume his new position on July 1st. He is the present general manager of the Illinois Broadcasters Association.

Heas on Publicity Comm.
Harford, Conn.—Walter Hanse, station manager of WDRC, has been appointed to serve on the publicity committee for "Million Dollar Hartford Days," July 12 and 13, arranged by the Hartford Chamber of Commerce. Hanse is the only radio man on the committee.

Gunsenderfer on NAB Ed Comm.
Oakland, Calif.—Wilt Gunsenderfer, general manager of KROW, has been appointed member of the Educational Standards Committee of the National Association of Broadcasters for 1949-50. He has been interested in educational work for the past several years, having taught radio advertising and selling for the extension division of the “U” of Calif. He has also served two years on the Legislative Committee of the NAB.

WSFA Staff Activities
Montgomery, Ala.—It is now a family affair on WSFA with John Allen Wolf acting as staff announcer and emcee of the "Sports Forum" and "Cook's Houseparty" and his wife, Alva Craig Wolf who is heard as hostess on her own WSFA program, "Listen Ladies." ... Howard E. Pilk, aside from his duties as the station’s sports doubles as a performer. He is heard as one of the sports "experts" on the "Sports Forum."

Arvin WREN Dir. of News
Topeka, Kans.—Ray Arvin has joined ABC affiliates WREX as director of news. In addition to directing the stations news policy, Arvin will read the 6:15 p.m. and 1:00 p.m. newscasts, according to an announcement.

TELEVISION and radio talent scouts had a field day looking for new talent when they attended Ann H. Zadey pupil recital at Carnegie Hall Sat., which was held in support of Jacque Zadey, who is about to embark on a five-concert tour of America with a boy soprano from the_Netherlands.

Three Suns getting three N’s. Wives a week when they open at Roosevelt on the 10th.

Herb Sheldon tells of the radio pro who didn’t wear a toupee, refuses to let anyone top him.

Stan Freeman at the Blue Anh with a flock of new material written by himself.

Georgia Gibbs flying to Long Island, for personal appearances.

Demand for tickets to the WHN foreign language broadcasts is so great that Fortune Pope has assiuged a special staff to handle requests. Hop King Dizzy Gillespie and orchestra return to the met area for week’s engagement at the Apollo Theater this week.

Page Morton, singing pianist at the King Edward Hotel’s Bar, has been signed for a series of TV shorts. Hildreth Films produced those shorts.

Ted Brown will emcee a half-hour musical variety series called "The High Life Revue," on ABC, production by a Champagne Music.

Do you BELIEVE in your radio operation?

I do. Despite the pessimistic oratory and scare-head statements of so-called TV "experts," Aural radio is not doomed. Quite the contrary, what appears to be a temporary setback handed radio by TV actually is your blessing in disguise.

I can show you how and why I believe in radio. Yes, I’m seeking a top spot where I can prove my belief in radio by building your station’s revenue.

My record speaks for itself. Will go anywhere but prefer Midwest, Southwest or far west. Let’s get together.

Address Box 246, Radio Daily, 1501 Broadway, New York City.
Seek Open Hearing On Bulova Stations

Washington Bureau of RADIO DAILY
Washington—Court airing of the radio activities of Arde Bulova continued yesterday as the FCC re- ported receipt of a petition from Mrs. Marianna C. Dereszynski for reconsideration of the Commission's decision of last month to renew the licenses of WNEW and WOV, New York, without public hearing. Mrs. Dereszynski is the daughter of the late John Trac, who was associated with Bulova in radio dealings in New York and Philadelphia.

The petition was filed by G. H. Olmstead. (Continued on Page 3)

CC Seeks Dismissal Of 'Skyways' Court Appeal

Washington Bureau of RADIO DAILY
Washington—FCC yesterday asked the Court of Appeals to dismiss the appeal of Skyway Broadcasting Corporation, Columbus, Ohio, from the Commission's decision granting a new license to the company with one allotment unlimited to Northwestern Ohio Broadcasting Corporation, Lima, O., and at the same time downgrading Skyway to the same frequency. The appeal alleges that the Commission violated the law. (Continued on Page 3)

Michigan AP Members Form Own Association

Kalamazoo, Mich.—A new regional association of AP radio members throughout the state of Michigan as been formed with F. Granger White, general manager of WJRT at East Lansing, president. Vice-presidents of the new unit are: C. W. Hunt, director of the Michigan Broadcasters Association, and R. M. Granger, director of the Michigan Broadcasters Association.

Interference

Toronto—Atmospheric conditions last night caused police radio communication in the city to be intermittent. Officers were heard one minute on searchlights and with one minute without, the mix-up coming from a malfunction in police equipment at the Maple Leaf Gardens. The police utilized the next door building for the broadcast.

Use Of Electronics In Medicine Urged

Radio and newspapers will spearhead the Advertising Council—American Heritage Foundation campaign to highlight “the rights and duties of good citizens” during the five national holidays of the year. In a letter to the American Heritage Foundation, Dr. John S. W. Kellogg, president of the Foundation, said that the campaign would be launched next week.

Plan Adv. Campaign For Amer. Heritage

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Ten Advertising Pioneers Named To “Hall Of Fame”

Houston, Tex.—The first ten individuals to be named to advertising’s “Hall of Fame” for their special achievement and service in the upbuilding and advancement of the social and economic values of advertising were announced Tuesday at the 48th convention of Advertising Federation of America. The newly-created “Hall of Fame” is sponsored and conducted by the A. F. of A. Each year, henceforth, a committee of judges may add not more than two names to the honor roll until a total of 50 has been reached by the year 2000. The committee may submit their nominations to the A. F. of A. by any advertising group or individual for consideration by the judges. All nominees must be dead and must have been deceased at least two years. The first ten to be named to the Hall of Fame are:...

Ass’n Financial Guarantee Bolstered By Waivers Of 404 Subscribers; “Crisis Over,” Says Baker

Any question as to whether Broadcast Measurement Bureau’s second nationwide study would be completed and delivered to subscribers came to rest yesterday when NAB announced its guarantee that the job would be carried out in full. Decision by NAB to underwrite the project is based on the promise by the Bureau to complete the study within the agreed time limit.

Hill Named Chairman Of Sterling Drug Board

Washington, D.C.—President of Sterling Drug Inc., was elected to the additional office of chairman of the board, succeeding the late Edward S. Rogers, at the annual meeting of the company.

News Internships Set By 5 Stations, Schools

Washington Bureau of RADIO DAILY
Washington—NAB yesterday announced that five station operators and five prominent colleges and universities will conduct radio news internships this summer. The program is designed to provide educators and broadcasters, under the auspices of the Council on Radio Journalism, has provided a place of employment for the summer. The program is designed to provide educators and broadcasters, under the auspices of the Council on Radio Journalism, has provided a place of employment for the summer.

California Broadcasters Move Into New Quarters

West Coast Bureau, RADIO DAILY
Hollywood—The Southern California Broadcasters Association has moved into new quarters in the Equitable Building, Hollywood and Vine, with Robert J. McAndrews, managing director, and Arielle Bartley, assistant. The move was authorized at the last meeting of the Association.

Homecoming

WOR’s John B. Gambling leaves his morning programs, “Rumbling With Gambling” and “Gambling’s Musical Clock,” for his first visit to his native England since 1934 on Thursday. The two-week WOR figure who joined the station 24 years ago will spend his vacation visiting his birthplace, Cambridge, where his parents are living.
**Plan Adv. Campaign For Amer. Heritage**

Continued from Page 1. Citizenship week, which is centered around Labor Day, Thanksgiving, New Year's Day and Washington's birthday. D. B. House, advertising manager of Armour & Co., Chicago, has been named volunteer coordinator of the "revised" American Heritage campaign.

Radio will cooperate on the preholiday advertising by giving intensive support for two weeks before each celebration through the Advertising Council's radio allocation plan.

The American Heritage Foundation played a major part in the operation of the nationwide tour of the Freedom Train.

**Michigan AP Members Form Own Association**

(Continued from Page 1) 

formed to study the news reports of membership stations, are: Jim Corbett of WPDF, Flint; Bob Geerdes of WFUN, Grand Rapids, and Les Biederman, WTMN, Traverse City.

**Shouse To Be Honored**

Cincinnati — James D. Shouse, president of the Crosley Broadcasting Corporation, will receive an honorary doctor of laws degree at the 82nd annual commencement exercises at the University of Kentucky, Friday, June 3, in Lexington.

**Hill Named Chairman Of Sterling Drug Board**

(Continued from Page 1) 

the board held in New York on Tuesday. Mark Hiebert was elected a director filling a vacancy on the board. At the same time, the board elected James F. Thompson, president of Sterling Drug, Inc., in charge of the Hilton-Davis Chemical Co., division, Cincinnati.

**New Television Cabinet In Production At Admiral**

Ross D. Siragusa, president of Admiral Corp., Chicago, announced the production of a 36-pound plastic cabinet last week, having a full-length, 24-tube plastic console with a 10-inch picture screen, to retail for $249.85.

Dom Siragusa, president of Molded Products Corp., Chicago, together with his partner, has invested over a quarter of a million dollars in order to develop the new cabinet. When full specifications had been worked out, a 2,000-ton press, built by Bethlehem Steel for the Russian government for drawing huge shell casings, which the Russians never got around to picking up, was purchased by the Siragusa brothers, after the 250,000 pound machine had served the U.S. government for two years at Blairsville, Pa., turning out shell casings. A mold was designed which was built at Molded Products Corp., consisting of seven main sections and weighing 16,000 pounds.

**The battle's on!**

This picture was snapped just before these two tough polar bears tangled in what was the battle of the century in the Seattle Zoo.

There's another battle going on these days in the tough, competitive markets of America — like Baltimore. It's a battle for profitable, low-cost sales.

And that's where W-J-1-T-H comes in for smart advertisers. For this BIG independent delivers its BIG audience at the lowest cost-per-listener of any station in town. That's why you can get BIG results for a LITTLE money on W-J-1-T-H. W-J-1-T-H covers 92.3% of all the radio homes in the Balti- more area. For more facts about this big bargain buy, call in your Headley-Reed man and get the W-J-1-T-H story.
Use Of Electronics In Medicine Urged

(Continued from Page 1)

pite the great advances of science and technology, it is only through such a concerted scientific study of man, as well as of his machines, that the full use of our God-given powers to improve man’s mental capabilities and his spiritual outlook.”

He expressed the belief that controlled atomic energy, coupled with electronics, offers “vast opportunities to look inside of man” and perhaps to discover what makes his function and why he behaves as he does.”

Urges “New Tools”

He concluded his speech with the suggestion that the new tools, including electronics and atomic energy, are the “new tools” which will make possible the safe exploitation of man’s potentialities. He added that the medical community has not yet begun to make an organized and systematic research for the development of man himself.”

Earlier in his speech, Sarnoff emphasized the challenge which faces scientists in solving the physical and emotional problems of man himself. “After 43 years in radio,” he admitted, “I do not mind confessing that I am still an amateur. Despite many great achievements in the science of radio and electronics, we know today is far less than what we have still to learn.”

FCC Seeks Dismissal Of ’Skylaws’ Court Appeal

(Continued from Page 1)

due process clause of the constitution in its handling of the case, and in the absence of evidence that it has demonstrated an actual need for additional radio service in Lima.

The question of need was stressed in the Exon decision by the Court of Appeals last month, when the court said it is not enough for the Commission to choose between applications on an arbitrary basis of need. The need of one community for additional service over another community must be proved, the court held.

Oral argument in the case is set for June 9, with the question of proving need certain to be stressed. In its brief yesterday the Commission defended its decision on the basis of geographical distribution of facilities, holding that a second station was more important in Lima (population 45,000) than a fifth sta-

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will manage artists, producers, writers, and sell ideas. For appointment with out obligation—Call MU 7-6425

BMB Second Study Assured By NAB Grant And Waivers

(Continued from Page 1)

on the fact that Kenneth Baker, acting president of BMB, has notified Justin Miller that income from cancellation waivers and new subscribers is sufficient to insure repayment of the $5,000 loan made to BMB by NAB.

By latest count, 404 BMB subscribers have BMB waivers, which commit them to continue paying BMB dues until June 1, 1950. In answer to questioning at a press conference yesterday, Baker said this represented an estimated income for BMB of around $315,000 during the next 12 months period. He emphasized, however, that this is based on the waivers already signed, sealed and delivered and that he anticipates that the number will be forthcoming. The two national networks which have committed themselves are NBC and ABC. While CBS has not yet signed its waiver, there is every reason to believe that it will go along with the other 404 members who have signed to date.

Letter by Miller

Judge Miller’s letter to Baker, in which he guaranteed NAB’s financial support for the second nationwide study of audiences, reads in part as follows:

“Your report covering the current financial status of the Broadcast Measurement Bureau indicates— as set forth in our board’s action at Chicago — and satisfies me that BMB has secured sufficient waivers and new subscribers to give reasonable assurance that the Bureau’s Study No. 2 will be completed. This is a relief to us all.

In addition, it is gratifying to note that the National Association of Broadcasters guarantees the completion of the Bureau’s Study No. 2.”

Commenting on Baker’s letter, Miller said: “The NAB guarantee is made possible by the continuing enthusiasm of subscribers which means simply that the crisis days in Study No. 2 are over. We have survived the troublesome period which has characterized similar development in every medium.”

Baker said that the results of the study will be published in Columbus (population 306,000).

Commissioner Robert F. Jones, who hails from Lima, has not participated in the deliberations on the case, since he was a member of the Northwestern Oklahoma group until his nomination to serve on the FCC.

Still pending before the Commission is the charge of Skyway to Northwestern, which was willing to peddle its construction permit last year at a much lower price. It is alleged that a broker inadvertently offered the Lima assignment to Skyway, and Northwestern has denied that the offer was ever authorized. The investigation was held last winter, but there is no indication that anything has yet been done on the matter.

Seek Open Hearing On Bulova Stations

(Continued from Page 1)

Digangi of New York. If granted it would withhold the turnover of WOW to the Victory Broadcasting Corporation, which includes Arnold Hartley and Ralph Weil, present operating heads of the station.

Digangi relied liberally upon the dissenting report in the case filed by FCC Chairman Wayne Coy and Commissioner Robert F. Jones, both of whom felt that a public investigation of Bulova was definitely called for. They said that “in the light of the information obtained in the investigation we do not see how the Commission can place any confidence in the statements or representations of the parties concerned.”

This being so, we are unable to see how the Commission can conclude that Mr. Bulova is qualified to be the licensee of a broadcast station.”

Experts To Speak

Two European acoustics authorities will be guest speakers at a forum on motion picture theater acoustics sponsored jointly by the Atlantic Coast Section of SMPTE and the Atlantic Coast membership of the Acoustical Society of America to be held June 7, at 2:00 p.m., at the Engineering Societies Building, 29 West 39th Street, New York.

Up to 42% Savings on your Recording Costs!

By The Sensational New COLUMBIA

Microgroove Method

See How You Save!
* Substantially Lower Cost Per Record
* More Program Time Per 12" Disc Than On Present 10" Record
12" Record Plays 20 Minutes, each side
10" Plays 13 Minutes, each side.

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8723 Alden Drive 776 Seventh Avenue 410 N. Michigan Ave.
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410 N. Michigan Ave.
Whitley 6000
This document appears to be a newspaper article dated Thursday, June 2, 1944, from "Radio Daily" and "Southwest" sections. The content includes news and announcements about radio stations, personalities, and events. Special emphasis is on radio programs and personalities, including notes about personal appearances, new programs, station news, and listener interactions. The style suggests it is from a period when radio was a primary medium for news and entertainment.
We only wish there were a miraculous drug to stop a man from worrying.

Hundreds of thousands would buy it, because constant worry over money literally makes sufferers sick!

It's a sickness, however, that miracle drugs cannot cure.

Yet... something 'way short of a miracle can cure it!

That's saving! Saving money... the surest, wisest way. With U. S. Savings Bonds.

All you do—if you're on payroll—is join your company's Payroll Savings Plan.

Or, if you're in business or a profession, enroll in the Bond-A-Month Plan at your local bank.

You'll be pleased to see those savings grow. Ten years from now, when your Bonds reach maturity, you'll get back $40 for every $30 you invested!

Is it peace of mind you want?

Start buying Bonds today!

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

THIS SPACE CONTRIBUTED BY RADIO DAILY
PLUG TUNES

TELL ME WHY
RYYVOC, Inc.
1385 Broadway New York 19, N. Y.

THE STORY OF MY LIFE
Dinah Shore (Columbia) Margaret Whiting (Capitol)
John Laurenz (Mercury)
MASSEY MUSIC COMPANY, INC.
1119 Broadway New York City

You'll LUV this novelty!
IT MUST BE LUV
MANOR MUSIC COMPANY
1619 Broadway New York City

On Records and Transcriptions
"HEY! MAMA"
(He's Tryin' To Kiss Me)
ROYAL MUSIC CORP.
1587 Broadway New York, N. Y.

CABARET
DUCHESS MUSIC CORPORATION

6 DISKS

MY ONE AND ONLY HIGHLAND FLING
HARRY WARREN MUSIC, INC.

PLUG TUNES

WORDS AND MUSIC
By PINKY HERMAN

** ** **

TIN PAN ALLEY OOPS! With "It's a Big, Wide, Wonderful World" safely launched in Hit Heaven, BMI institutes it has another smash in "Ev'ry Night is Saturday Night," written by Harry Shane and Harold Josephs. . . . Bob Savini, who has added music publishing to his manifold enterprises, is quite excited about his troupe's (Astor Song Pub. Co.) newest number, "I'll Be With You," written by the lads who wrote "Need You," Lew Caster and Teepee Mitchell. . . . The whole town's talking about the great performance turned in Tuesday night by Benny Fields on Milton Berle's NBCteletwo program . . . watch some smart sponsor grab the songster for a TV series. . . . At the Gateway in the RKO Rialto yesterday, we noticed a bandaged finger on Lanny Ross' hand and politely asked about same . . . "nothing much." answered Lanny. It happened while I was fished up at St. Agatha in Canada . . . a trout bit me" (honest fellow, he even described the piscatorial bandit). . . . Songstress Eileen Barton makes her Nye Club debut to date at the Copacabana. . . . If Bert Parks should phone you Sunday and ask you to name the "Mystery Melody," take a chance with this one . . . "Cavalry Charge." It was published by the John Church Co. back in 1889. . . . George and Norah MacGregor. (shout, Norah, May, NBC's beautiful gift to American Radio) are now doing a "Mister Miasus" series on WARK, New Britain, Conn. . . . Jim Boles' splendiferous characterization of "Fu Manchu" on the "Author Meets Critic" program NBTelecast last month, should land the lead role for Jim when that series goes on regularly. . . . Moe Aspfarb has renewed Roberta Quinlan for another 13 weeks on its Westerly, and Thurs. video slots via NBC. . . . Bloom Music may come up with a surprise click in the novelty, "Hokokus, I'll," which the Andrews Sisters recorded as Decca. . . . Dick Pudler's WNBCoption and platter series, which starts Monday will be heard five days a week. . . .

** ** **

Robbins Music staff started on a clever novelty, "Who Do You Know In Heaven" (That Made You The Angel You Are) recorded by Al Stillman and Peter DeRose. . . . Ben Bloom Music clicking with a philosophical ditty, "You Can't Buy Happiness," penned by Gene Schwartz, Nat Lofro and Ed Scalzi. . . . Robbins has picked up the option on Johnny Desmond for the third time . . . bartone is heard NBSundays at 7:55 p.m. . . . Chero Music finds itself with an unexpected triple-break . . . three of its oldies has just been released on platters . . . "Strictly Instrumental," Harry James on Columbia; "I Don't Want To Set The World On Fire," Ink Spots on Decca; "Cancel The Flowers," Tony Martin on Coral. . . . and with "Mademoiselle Hortensia" climbing for Rytovoc, the publishing team of Deanna Bartlett and Maurice Hartman, doing plenty okay. . . . The Carl Sigman (way out hit songwriter and he's Terry deek, formerly secretary to Louis Prima) expect a visit from Sir Stork end of the month. . . . Gene West, who wrote "Broadway Rose," "You Know You Belong To Somebody Else" and "Roll On Mississippi," passed away last week . . . he'll be missed by the 'Brill Building Balladeers' and by the songwriting hopefuls whom he advised and encouraged.

** ** **

** ON AND OFF THE RECORD **—Elliott Lawrence's latest waxing is commercial item for Columbia which pairs "Gimme a Kiss" and "Elevation". Later it is entered in the instrumental contest, now however, the ballad, with a fine vocal rendition by Jack Hunter, is the side that will get most of decay's attention. . . . Peggy Lee, with a vocal assist by the Conlon singers, turns out a fine effort on "Riders In The Sky" . . . the flipover on this Capitol platter is Peggy's own rendition of "Please Love Me Tonight" . . . Dave Barbour's orchestra accompanies. . . . Apollo comes up with an instrumental novelty in Artie Cobb's coupling of "Pay It No Mind" and "Cobb's Corner" . . . a natural for juke box ops. . . . Ziggy Talent has just made four sides for Vinton, supported by Vivienne Moses's Orch. . . . Some platterry will soon release a sensational instrumental wowed by Percy Faith . . . number is titled, "Perpetual Nation." . . .

A H - I - T!
"A"—You're Adorable
(The Alphabet Song)
LAUREL MUSIC CO.
1619 Broadway New York 19, N. Y.

Dick Haymes Says:
COMME CI, COMME CA
(Comme Ce, Comme C'est)
LEEDS MUSIC CORPORATION

"A HIT Since . . ."
SOMEONE'S MISSES' keeps you jumpin'
JESTER MUSIC CO.
1614 BROADWAY NEW YORK CITY

My Heart Goes With You
by Thomas G. Mehan

JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.
Solly Cohn, Mgr.

On Records and Transcriptions
The Lively and Sparkling
"MADEMOISELLE HORTENSIA"
RYYVOC, Inc., 1585 Broadway, N. Y.
EUROPE TV SEEN LONG WAY OFF

Top Ten Pulse Ratings For May

<table>
<thead>
<tr>
<th>NEW YORK</th>
<th>PHILADELPHIA</th>
<th>CHICAGO</th>
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<tbody>
<tr>
<td>Trueman Theater</td>
<td>WNYT</td>
<td>94.2</td>
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<tr>
<td>Bay-Heim WARD</td>
<td>WNYT</td>
<td>57.7</td>
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<tr>
<td>Talent Scouts</td>
<td>WCBS-AY</td>
<td>49.8</td>
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<tr>
<td>The Godfather</td>
<td>WCBS-AY</td>
<td>50.4</td>
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<tr>
<td>Godfrey Patterson</td>
<td>WCBS-AY</td>
<td>44.0</td>
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<tr>
<td>Toast of Town</td>
<td>WCBS-AY</td>
<td>46.0</td>
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<tr>
<td>Rollin' Stone</td>
<td>WCBS-AY</td>
<td>42.0</td>
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<tr>
<td>Amulet</td>
<td>WCBS-AY</td>
<td>33.8</td>
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<tr>
<td>Spade</td>
<td>WCBS-AY</td>
<td>39.0</td>
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Lack Of Standards, Economic Probs. Main Factors

Paris—Full development of television on a large scale in Western Europe is regarded by informed circles as a project of the far distant future due to the considerable economic problems involved. However, the question of standards also is highly important and may still pose a serious obstacle even after the financial situation is eased. Because of the relatively small area involved, a nationwide network of one country are very likely to be receivable in neighboring nations. (Dutch amateurs are already picking up BBC programs for example.) It is generally agreed, therefore, that a standardized system of transmission is necessary.

Three major European forces are plugging for general adoption of their respective systems. One group, which is led by the BBC, is seeking the internationalization of the 405-line system. French firms are pushing their country's 625-line standard, and the Dutch favor the 625-line system of Philips, Eindhoven. In addition, a number of American groups are working to promote the 625-line system in use in the U.S.

In the Low Countries, the economic problems are heightened by the small populations. The Netherlands has a population of only 16 million and Belgium about six million. Both are quite flat and would require many relay stations for complete coverage. There are three wave bands available for video on the continent—411 to 68; 785 to 100, and 174 to 266 megacycles.

TV Pickups Aidin Roller Derby Gate

TV coverage of the Roller Derby is continuing to build a paying audience for the sport, two recent surveys taken at the Derby have revealed. Nine years ago, the Derby was held during a week's college football games, and had an average of 1,586 persons attending.

It is generally agreed that 13 week's is too short a time to arrive at an accurate assessment of the show. However, the three surveys, conducted over the Derby period, show that the average attendance is 11,000 persons, including 96,374 paid attendance.

On Monday, May 15, the Derby was broadcast on NBC from the Showboat, with a record audience of 15,000 persons. The show was repeated on Sunday and Monday of last week, with an average of 12,000 persons watching.

Extension of TV set production to standard television receivers is being considered by the Broadcasting Association of America. Approximately one-third of the 900,000,000 square feet of manufacturing space in the modern television industry will be devoted to TV set production. The extension will be supplemented by new receivers in the fall.

Production lines are scheduled to begin rolling by August, and are expected to reach full speed by September. The entire operation will be automatic, with conveyors used to facilitate the handling of material.

RCA Victor To Open New Receiver Plant

Combined AM-TV Labor Pacts

Washington—Negotiations of a supplemental or integrated television coverage agreement with unions already contracted for corresponding AM-FM operations was urged upon radio broadcasters now in or about to enter the field to minimize the problems of eventual jurisdictional strife.

Advice was offered by Richard Robert, NAB director of employee relations in a paper titled "Television Jurisdictional Stalemate," which was sent to NAB members this week.

Five major points are made in the paper:

1. "Television is a new business and no one has any idea how it is going to fit into the existing structure."

2. "There areringe (1) 'Jurisdictional conflict will give every operator many bad headaches,' it will increase costs and will hamper operations;

3. "To encourage it will jeopardize the future efficiency of television operations;"

4. "Where an AM-station has already achieved representation in a given community, the correspondence must be continued;"

5. "Where combined AM-FM negotiations are agreed to, it is economically and operationally sound to provide for interchangeability of personnel and integration of AM and television work tasks."

WFMF-TV Sees Slew

Across-the-board sponsorship of the Telemem-INS daily newsreel on WFMF-TV, Indianapolis, was announced. The newscast runs every day, except Monday and Wednesday, and is available on WFDI, the local ABC station, and on the new RCA Victor receiver.

WPIX Wrestling Sold

Ripley's Believe It or Not, a Milton, N.J. area retail chain, has signed a 52-week contract with WPIX for a weekly two-hour wrestling program from the Grayside Gardens, a Grayside Gardens, a weekly series which began Oct. 21, 1949, Guy Lebow will describe the matches.

TELE TOPICS

IN CONCEPT, "Through the Crystal Ball," an CBS, is one of the most intriguing and stimulating shows yet to be placed before the ears. Unfortunately, its early airing were not up to par and suffered from the noise of the medium. Saved out is the program and the program has been steadily improving. Its producers have rectified all of its earlier weaknesses. "Through the Crystal Ball" has become one of the best on the air. "Fiesta," which was done this week, was an exciting half-hour of Latin America dance and song. Through a combination of choreography, settings, costumes, direction and camera work, provided a feeling of sweeping motion seldom seen even on the small TV screen. Story line was weak, but was not missed at all... Choreography and the costumes also will recall exter, Anita Alvarez, Boris Runyan, Clara Cordery and Coby Ruskis. There were two specialties, a torriar Hawaiian number by Mr. and Mrs. the "Cheek to Cheek" routine by Danny Daniels.

Producer Paul Bolanger's direction reached new peaks, marked by split-second timing and tasteful use of an elevated camera position. Fine sets were by Lawrence Goldwater, J. Walter Thompson is the agency for Ford.

IT IS NOW OFFICIAL that "Crystal Ball" will go off the air after next week's programming. The program's producer, Marcy Ralston, has claimed that the show is "not commercial enough." Just what this means is not quite clear. It's New York Times for example, is 23.5, with 26.4 percent of the audience. This probably would have increased as the quality of the program improved... It is discouraging to think that a sponsor should think a show like "Crystal Ball," one of the few original ideas presented on TV, without giving it a chance to develop. The program might have been able to attract and hold a sizeable audience, and of course, it might not. But it is far from certain that Jimmy Sado generated as much interest as was thought.
Ten Advertising Pioneers Named To “Hall Of Fame”

(Continued from Page 1)

For the Federation’s 1948 choices were:
- John Benson, Chairman, committee on Consumer Relations in Advertising; Ralph Stave Butler, consultant, General Foods Corporation; Henry Ewald, president and board chairman, Campbell-Ewald Co.; Edgar Kohs, former president, Mutual Broadcasting System; Andrew J. Haire, Sr., president, Haire Publishing Co.; Gilbert T. Hodges, chairman, exec. committee, New York Sun; H. J. Kenner, former manager, Business Bureau of New York; Carroll B. Larrabee, publisher, Printers’ Ink; Allen T. Preyer, chairman, Morse International, Inc.; Philip L. Thompson, president, Audit Bureau of Circulations, and C. King Woodridge, chairman, Dictaphone Corp.

Earlier, the A. F. of A. elected as new directors the following: Arthur W. Kohler, advertising director of Curtis Publishing Co.; Chester W. Buth, advertising director at the Republic Steel Co. and Dr. Daniel Starch of Daniel Starch and Co., New York.

George S. McMillan, v-p of Bristol-Myers Co., was re-elected chairman of the board. Mary McEwing, general manager of the New York bureau of Tunkel News, was re-elected secretary.

News Internships Set By 5 Stations, Schools

(Continued from Page 1)

sources to raise the standards of radio news. The internship program was launched in 1945 when the council was founded by NAB and the American Association of Schools and departments of journalism in public service.

Internships are financed by cash grants to the council by co-operating stations. All 1949 interns have been assigned to stations in cities outside their own state. They include the following stations, student “newsmen” and colleges:
- KCMO, Kansas City, Mo., Chas. O. Voight, Jr., Washington & Lee University.
- WDUZ, Green Bay, Wis., Bruce W. Smith, University of Colorado.
- KVOO, Mankato, Minn., James R. Young, Ohio State University.
- WLW, Cincinnati, Ohio, Edward C. Jones, Syracuse University.
- WURC, Muncie, Ind., Robert M. Pockras, Pennsylvania State College.

At the end of this year’s program a total of 34 internships will have been completed.

Do you BELIEVE in your radio operation?

I do. Despite the pessimistic oratory and scare-head statements of so-called TV “experts,” Aural radio is not doomed. Quite the contrary, what appears to be a temporary setback handed radio by TV actually is your blessing in disguise.

I can show you how and why I believe in radio. Yes, I’m seeking a top spot where I can prove my belief in radio by building your station’s revenue.

My record speaks for itself. Will go anywhere but prefer Midwest, Southwestern or far west. Let’s get together.

Address Box 246, Daily Racing, 1501 Broadway, New York City.
 Returns Trip
Six radio war correspondents: George Hicks, NBC; Lorry Leaser, CBS; Ted Joanis, ABC; John Helms, NBC, WJW, Columbus, Ohio; WCCO, Minneapolis; WINS, Kansas City, and Harry Butcher, KIST, St. Louis, Missouri, were among 46 correspondents who left yesterday for a 10-day re-visit of France on occasion of the 5th anniversary of D-Day.

New Regional Web Formed In Florida
Formation of a new regional network in Florida to be known as the Palmetto Group was announced yesterday by George Theore of WCCO. Coral Gables, general manager of the new chain. Stations included in the group are WSMW, Belle Glade; WJ¥V, Jacksonville and WDLL, De Land. The regional web will be presented by Ashcroft & Banning, New York station representatives.

Freedom Foundation, Inc. To Include Radio Awards
A new non-profit organization called Freedom's Foundation, Inc., was announced yesterday for the purpose of annually making cash awards to those Americans who have contributed most greatly to the better understanding of the American way of life. Award winners will be chosen by 15 different categories such as the best in radio programs, advertising campaigns, movies and newspaper editorials. Announcement of the Foundation (Continued on Page 6)

Urges Intensified Advertising For Current Buyer's Market
Houston, Tex.—Selling; promotion and advertising must once again take up in earnest the task of maintaining a rapid turnover of goods and sustaining markets which have "a potential such as we have never known before," Don Francisco, v-p of J. Walter Thompson Co., said in a paper presented before the 45th annual convention of the Advertising Federation of America on Wednesday.

The distributor, the salesman and the advertiser, he contended, "have become more and more important to our prosperity. The number of jobs in our production system is determined, in the last analysis, not by management, not by the unions, but by how many goods can be marketed."

Francisco reminded the convention that a "buyer's market" exists (Continued on Page 3)

Carolina Newsmen Meeting in Charlotte
Charlotte, N.C.—The Carolinas Radio News Directors Association will hold its second annual meeting after the Cades Cove and Myrtle Beach, S. C., today and tomorrow.

Speakers include NBC news commentator Richard Harlow; Harold Essex, president of the North Carolina Assn. of Broadcasters; and Bevo Whitmire, president of the South Carolina Assn. of Broadcasters (Continued on Page 3)

Trailer Company Buys 97 Stations On ABC
Fruheau Trailer Co. has signed a 52-week renewal contract for Harrison Wood’s Sunday news commentary, "This Changing World," over 97 ABC stations, effective June 19. Zimmer-Keller, Inc., Detroit, is the agency.

Washington Bureau of RADIO DAILY
Washington—As it issued what Commissioner Robert F. Jones termed a "formless policy statement in the mold of a report" on the so-called Mayflower decision, the FCC said yesterday that editorialization by licensees is not prohibited.

The new statement, in the words of Commissioner Ed- (Continued on Page 6)

Air Minded
End Day of the WSB, Atlanta, "Deuish-Peuch Time" program, became the first broadcaster to originate a program from the U.S. Navy's new transport plane, the Constitution, this past week. Utilizing WSB's remote facilities, Miss Day presented an entire 15-minute show from the cabin of the giant aircraft. Special guest was Charles "Buddy" Rogers.
COMING AND GOING

R. E. DUNVILLE, vice-president and general manager of WLY, Cincinnati, is spending a few days in New York on business. Visited and had a visit at the NBC headquarters.

BEN GLAUER, announcer and commentator for NBC, will return to New York following the "American Quiz" next Monday. He’ll go to New York for NBC special events and will be in Gotham a week from today.

DON McNEIL, whose "Beat the Clock" is heard daily, will leave for Chicago over the week-end following a tour in New York. Yesterday he exchanged gags with Arthur Godfrey on the Chestfield man’s CBS show.

EDWARD R. MURROW, Columbia network commentator and analyst, is flying to Honolulu, Hawaii, where tomorrow he will observe Navy aircraft carrier training maneuvers. His broadcast next Monday will be aired from the flat-top U.S.S. Goblet in the Gulf of Mexico.

PRESLALLA BLACKSTONE, chief of the recording library at WMGO, will leave tomorrow for a two-week vacation in Florida.

Arthur Godfrey, accompanied by his CBS program personnel, tomorrow goes down to Washington to do a broadcast of the campaign to combat juvenile delinquency. It will be held at the National Guard Armory.

C. P. MACKAY, president of the Hollywood transcription organization bearing his name, is here on a combined vacation-pleasure trip during which he will attend the Rotary convention. He’s president of the Los Angeles Rotary.

HARRY WISNER, sports director of ABC, is in Washington after having covered the Celebrity Golf Tournament in Georgia. His program tomorrow night will come from the Nation’s Capital.

SUTH TREXLER, manager of ABC’s religious and educational activities, is in Washington for the meeting of the executive committee of Aunt of Women Broadcasters. She represents the network in an advisory capacity on the committee.

FINANCIAL

(June 2)

NEW YORK STOCK EXCHANGE

Not

High

Low

Close

Chp.

ABC

6¼

5¼

5¼

Am.

Corp.

19¼

18¼

18¼

Am.

To.

Tel.

140¼

140¼

140¼

CBS

17¼

17¼

17¼

C.B.

17¼

17¼

17¼

Phil.

29¼

29¼

29¼

RCA

10¼

10¼

10¼

Stuart-Warner

10¼

10¼

10¼

Westinghouse

37½

24¼

22½

Westinghouse

pld.

92

92

92

Zenith

Radio

27½

27

27

NEW YORK CURB EXCHANGE

Not

Union

Radio

2½

2½

2½

OVER THE COUNTER

Bid

Asked

Du Mont Lab

1½

1½

Steinberg-Carson

10½

10½

U. I. Television

1½

1½

WCAG (Baltimore)

18

22

WJR (Detroit)

7

7

Ronson Renews Program On Full Mutual Web

(Continued from Page 1)

handled the renewal for the manufacturer of Ronson lighters and accessories. The program features a guest panelist each week with Fred VanDeventer, Florence Rinard, Bobby Barlow and Herb Poolas as regulars. Bill Slater is onenece.

ACTIVE PR GROUP

will manage artists, producers, writers, distributors, title and ideas. For appointment with our obligation—Call

M U. 7-6495

Chicago — Twenty-seven states and Canada will be represented in the eighth annual NBC-Northwestern University Summer Radio Institute, which will open its six-week session Monday, June 27. A total enrollment of 63 men and 14 women, including 108 women, all associates and allied industries, has been announced by Don Peddersen, chairman of the Radio Department of the Northwestern School of Speech and Judith Waller, director of Public Affairs and Education of the NBC Central Division co-directors of the institute. Thirty radio stations are represented in the group.

Classes will be held in the NBC Chicago studios and the Northwestern University campus at Evanston, Ill.

Twelve Courses Offered

"Twelve courses, all at the graduate level, will be offered: station management, station publicity, promotion, sales, announcing, directing, techniques, music for radio, dramatic writing, continuity writing, production techniques, program planning and building, public relations, television news editing and special events broadcasting. There also will be lectures by guest speakers with emphasis on television.

Bored to tears

Whatever that book is, it doesn’t seem to be making much of a hit with the silver fox. From the looks of that big yawn, he seems bored to tears with the whole thing.

We’ll try not to bore you in this ad for W-I-T-H. We’ll just give you a few fast facts:


This means that a LITTLE bit of money goes a LONG way on W-I-T-H. You get big results from small appropriations on this station.

So don’t put off this important move another day—call in your Headley-Reed man and get him to tell you the whole W-I-T-H story.

From the Flies of Radio Daily
A check-up by RADIO DAILY revealed that at most southwestern radio stations, summer business has shown an increase, particularly in new spot announcement business... American Television Co., owning the popular priced television market, is preparing to sell an assembled model sound-eight machine at $1,800. The ad void reservations for the Radio Manufacturers convention and for the National Radio People show indicate the largest industry gathering in a decade... According to reports, CBS has offered short-wave facilities to a number of picture companies, permitting them to broadcast to Europe 15 minutes daily, five days a week.

10 YEARS AGO TODAY

From the Files of Radio Daily
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From the Files of Radio Daily
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URGES INTENSIFIED ADVERTISING
FOR CURRENT BUYER'S MARKET

(Continued from Page 1)

Again today but that it is, nevertheless, billed first and most intensely ever known. Each advertiser, he continued, must ask himself the question: "Can I make maximum use of today, or capitalize the potentials of today with my 1949 appropriation?"

In fact the fact that capacity production and distribution in this country always have been based on demand created through the generation of desire, not the mere satisfaction of needs. In this connection, he expressed the belief that the wartime needs for goods have been largely satisfied.

"During and since the war millions of families have moved up into higher income brackets and have money to spend. But even though people have money, they must also have the desire to purchase."

"These millions of families, who have moved into higher income groups have not automatically taken on the living standards of those groups. In fact, experience shows that such families tend to retain their own living standards until they are influenced to some degree.

"Whether they buy their clothes and other services, or spend their surplus in other ways, will be largely determined by the influence of advertising and the aggressiveness with which you go after business."

"There are only two reasons why customers stop buying: either they are not able to buy or they are not willing to buy."

"Today the public is able but has apparently decided to spend less and save more. The extent to which people are holding back can be measured by the increase in savings during the first quarter of 1949 savings were at the rate of 21 billion dollars a year or almost double the rate of 11 billion for the same period a year ago. Savings in 1940 were only 3.7 billion."

"To put it another way, during the first quarter of this year people saved 10.7 per cent of their disposable income (after taxes) as compared with only 6.2 per cent a year ago, and 4.9 per cent in 1940."

"This may be due in part to the fact that many of the unsatisfied new cars have now been filled. Some people are resisting current prices, or anticipating lower ones. Some feel uncertain of the future. But these figures raise the question of whether we are doing enough to convert purchasing power into purchases."

Selden Leaves WNEW for Chesterfield Post

Jeff Selden, scripter for NBC's across-the-board "Chesterfield Supper Club," has resigned from his post as continuity director at WNEW in order to devote his full time to the AM and TV versions of the cigar musical strip, effective June 10. He has been with WNEW since 1945.

Bob Stewart, who has been promoted to fill the position vacated by Selden, Richard Kane, former assistant publicity director, has been promoted to the continuity department as script writer. Elise Rabinstein has been promoted to assistant to Dick Pack, WNEW publicity director.

WTAL Will Join CBS As Affiliate August 1

WTAL, Tallahassee, Fla., will become an affiliate of CBS effective August 1. William A. Schudt, Jr., CBS Director of station relations, who brings the total number of CBS affiliates to 50.

WTAL, owned and operated by John H. Phipps Radio Stations, operates with 5,000 watts unlimited time. George Graves is general manager.

COST
$1850

That's just what listeners paid out in postcard ballots to select "Miss Hello of 1949." Yes, Art Scallon got 185,000 pieces of mail in three weeks. All of these were votes in the contest to select the telephone operator with the most pleasing voice.

Art Scallon is an old hand at getting the vote out, but you ought to see him get the shoppers out. Why not call Bill Losee at BR 9-6000 and ask him about availabilities on Art Scallon's morning show.
WOR 'Rating' Survey Compares City, Nation

(Continued from Page 1)

of the 175 programs checked had lower ratings in New York than throughout the country as a whole. The issue of such a report, which is aimed at stimulating local and regional advertising, is not a common occurrence for any network station which WOR happens to be. However, the greater portion of WOR's gross sales come from local spot business and not MBS accounts.

The research study includes what is termed an "audience differential"—a percentage comparison of the New York City cooperating against the network average. In other words, a program with a network rating of 8.0 and a 4.0 in New York means that program popularity in New York is 50 per cent below the network average.

Top Web Spenders Studied

For programs of the top 10 network advertisers, who together spent more than $74,000,000 for radio in 1948, the New York audience differential ranged from minus 17 per cent to minus 41.9 per cent. Average network Cooperatings for the 155 programs was 8.5 while the New York average was 6.5. Out of the 175 programs, 155 had New York City ratings below the network average.

Significance of the study, Hoffman said, is that "while a program may have a big audience, network-wise, its appeal may vary considerably from city to city." He added: "A sponsor who overlooks the need for regional advertising to offset below-average ratings in major markets won't get his share of the consumer dollar in these areas."

Wedding Bells

Two members of the glee club of the "Fred Waring Show", who have just taken brides, Ross Park married Mary Dawson, a non-professional of Tyrone, Pa., and Jack Best married Ruth Ginning, who was formerly a singer with Waring's Pennsylvaniaians.

Nat V. Donato, eastern sales manager of C. P. MacGregor, transcription producers, will marry Jean M. Pippa, textile designer Sunday, June 5th. Couple will honeymoon in the Pocono Mountains.

ARThUR EDDY

Public Relations — Publicity
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Hollywood

Gladstone 5905 — Gladstone 9082

Mainly About Manhattan . . .!

- - - - - - Jess Willard, NAB veneer, reported undecided whether or not to accept the post as head of the TV dept. of the industry organization. In his present position, Willard ranks second to Justin Miller, president. . . WIS, in Columbus, S. C., publishes a house organ called WIS-DOM. Current issue quotes Chas. R. Denny, as chairman of the FCC, stressing the potentialities of FM radio. Payoff is that WIS is an NBC affiliate— and Denny is now executive vice-president of the net. . . Radio execs about to start calling a halt to free commercial plugs that have nothing to do with the sponsor. . . ABC setting up a cop deal for a daily strip for Gladys Swarthout. . . Vaughn Monroe came out of his recent operation with flying biceps and will be back on the air again next Sat. . . FCC meeting with meeting opposition to applications calling for color TV this year. A number of manufacturers are appealing to their Congressmen to pressure the Commission against this move. . . Je Lyons moves from Woody Klose's "Best Girl" and General Mills' "Betty Crocker" shows to a TV director's post at ABC. Best of luck, Jo. . . Jackie Miles has a new headache thanx to his TV set. Neighbors call up and ask "What's playing?" . . . NBC denies the report of their banning my McKinley's recording of "Missouri Waterfall." Preacher."

- - - - - - MAIN STREET SEEN-ery: Wry-bred Fred Allen munching rye bread at the swank Leslie House. . . Hildegarde, the Milwaukee-talking, dining solo at Bertolotti's. . . Shirley Eder entertaining Kathryn Grayson, who just returned from a London date. . . Story-teller Jack Gilford fake-hopping at the Chat Noir. . . Jackie Coogan, the Kid, and gorgeous Grege Sherwood, the Oh-You-Kid, among the intermissionaries at "So, Pacific." . .

- - - - - - AROUND TOWN: Delmer's Revels, which provided the original springboard for Best Lehr's bid for stardom, returns to TV late in Aug. with Lehr doing a Burke routine. . . Dick Money, one of the oldest of the local publicists (formerly with Earle Ferris and Steve Hannegam) now handling promotion for Evans Case Co. (Which is the reason you hear something about Evans handbags, automatic lighters or compact mirrors whenever you tune in on a radio or TV giveaway show)! . . . CBS-TV's "Young Folks Are All" installing a telephone gimmick this week. Which reminds us that Dennis James has an invention that should revolutionize the industry. It's a teletext with a built-in slot machine for people who can't wait for their phone to ring. . . Linking of N.Y. and L.A. by coaxial cable is closer than most of us suspect. According to one A.T.&T. spokesman, the cable line has been completed and all that remains is the completion of additional booster stations. . . Jeff Clark's most ardent fan is the daughter of a Latin-American diplomat who phones him every day from Washington and speaks for hours. . . Maurice Mitchell, on the Broadcast Advtg. Bureau, has worked out a deal with O'Brien & Dorrance for industry promotional pieces. . . Ted Steele met a former big-time vaudevillian who was booked into the Palace and asked him how it felt to be back there. "I feel like a murderer returning to the scene of his crime," was the retort.

- - - - - - MAIN STREET TREATS: "Theater, USA," the ANTA army recruiting show. (A TV natural, as well). . . Juanita Hall's toying with "Bali Hai" at Cafe Society. . . Lenny Bruce, a recent Godfrey winner, at the Strand Theater. . . Ted Granič's moderating on NBC's "American Television Forum." . . Stan Freeman's pianistics at the Blue Angel. . . Cathy Mastic's sopranizing on recent guest shots.

Ware Sees FM Tops For 'Next Year Or So'

(Continued from Page 1)

building has been slowed down, Ware said advertisers are frequently asking AM stations to lower their time rates. Advertisers, he stated, claim that TV is attracting segments of the AM audience and accordingly AM's coverage is decreased. The FCC, executive of AM facilities, calls sought range from one to 20 per cent.

FM, said Ware, is the means to offset the threat of diminishing revenue for AM stations which would be effected by a forced reduction in advertising rates. "Where an operator has both AM and FM facilities," he said, "it is FM's opportunity to prove itself a paying proposition. Through an AM station's FM outlet the audience is being increased. The station owner should be able to prove to the advertiser's satisfaction that he is getting more for his money than ever before because of the superior characteristics of FM broadcasting."

"In other words," Ware observed, "the relationship of an FM station to its sister AM station should mean expanded income for the operator."

Takes WINS Publicity Post

Betty Tovis has been transferred from WJLW, Cincinnati, to WINS, Crook's executive outlet, as publicity manager. She was previously local news editor at WLAP, Lexington, Ky.

Kirkman Signs On WMCA

Kirkman & Sons (Kirkman flakes) has signed a 13-week contract for daily spot announcements on WMCA. The Newell-Emmett Co. handled the deal for the sponsor with John J. McSweeney, WMCA account executive.

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WHO'S WHO IN RMA
RAYMOND C. COSGROVE

HAVING served as president of the Radio Manufacturers Association for three consecutive terms (1944-45-46) and just recently elected president of RMA for 1949, Raymond C. Cosgrove, executive vice-president and a director of Avco Manufacturing Corp., has been allied with the radio-electronics industry for many years.

A native New Yorker, born June 1, 1895, he graduated from Carnegie Institute of Technology and served in the first World War where he was associated with Jones & Laughlin Steel Corp., Pittsburgh, and later with Westinghouse Electric Co. He joined the Crosley Corp. as vice-president, then general manager in 1940, shortly after which time the company became an Avco Associated Company. In 1945, he also became vice-president, in charge of sales for Avco. Continuing in this capacity, Avco and Crosley general manager when Crosley became a division in 1946, he was elected to the corporation's board of directors in 1947. In Jan., 1948, Cosgrove was elected executive vice-president, and became a group executive over the Crosley, American Central and New Idea Divs. In October, 1948, his duties were expanded to include supervision of all Avco divisions engaged in manufacturing operations.

Among his club memberships are the Metropolitan Club of New York City, Wings Club, N. Y., Newcomen Society of England, First Feather Club, Central City Club of Cincinnati, the Historical and Philosophical Society of Ohio, and Tau Beta Pi Fraternity.

Record Radio Relay

Completed To D. C.

The longest single microwave relay ever allowed as an actual teleserial for public reception was completed through the use of Raytheon's microwave television relay equipment when the Apple Blossom Festival in Winchester, Va., in April, enabled officials and engineers of the Evening Star's TV station, WMAL-TV, some 70 miles away in Washington, to stage a historic-making event in the video field.

Climaxing a month of preparation both in Washington and Winchester, station experts provided TV views in the Washington area with nearly four hours of festivities, including a parade and an interview with Bob Hope in the street of the parade. Hookup was completed with a 37-mile relay between a fire lookout station atop Signal Mountain, 17 miles from Winchester, and the station's transmitter on American University campus, a high point in the Washington area.

Westinghouse Opens TV Installation School

The first of a series of continuous TV service schools was started July 1 at the Westinghouse Electric Co.'s Radio Div. plant at Sumbury, Pa. A new five-day school will start each Monday, providing advanced training for all interested TV servicemen.

P R O D U C T I O N  P A R A D E

Highly Sensitive Cathode-Ray Tubes

Allen B. DuMont Laboratories, Inc., have announced the development of a new multiple-intensifier type cathode-ray tube featuring a highly-sensitive vertical deflection system and known as the Type SXP. The new cathode-ray tube design is the result of a new type of deflection plate structure in which the length of one pair of plates is considerably increased while the width is decreased.

Garrard Three-Speed Record Changer

A moderately priced, completely automatic record changer, accommodating every type of record not only presented by the Garrard Sales Corp., New York. A feature of the new changer is the simplicity of operation and of switching from one turntable speed and size of record to another. The new changer will be available around July 1.
No Ban On ‘Editorializing,’ Says FCC, But Definite Ruling Still Is Lacking

(Continued from Page 1)

ward M. Webster, "still leaves a licensee in a quandary and a state of confusion, in that he must follow with his obligations an involved academic legal treatise to determine what he can or cannot do in his day-to-day operation."

What is clear is that the Commission, Webster, Jones, Hyde and Sterling agree that licensees may use their facilities for "over editorialization," provided they take care to operate on an overall standard of fairness. Chairman Wayne Cog and Commissioner Paul Walter—out of the country for the final two weeks of the 14 months since the close of the hearings on the matter—did not participate. Commissioner Fred B. Hennock opposed the majority decision on the ground that the statement issued by the Commission "wants "is virtually impossible of enforcement by the Commission, with our present lack of policing methods and with the sanctions given us by law."

No Full Reversal Seen

A high official termed yesterday's decision by the majority "a relaxation but not a reversal" of the Mayflower decision. Although it was clear that the Mayflower decision appeared to be implying that the Mayflower decision has never actually been reversed. This was said to be the view of the majority of the Commission, with its present lack of policing methods and with the sanctions given us by law".

Miss Hennek, however, appeared to feel otherwise, as she said that without greater policing authority by the Commission, "it seems far too hard to be fair for the future to be guaranteed. I believe that we should have such a prohibition, unless we can substitute in its place a more effective method of insuring fairness, more than the only instrument for ensuring the proper use of radio in the public interest.""

Comment by Jones

Jones wrote that the Mayflower decision had "fully and completely suppressed and prohibited the licensees to exercise their facilities for editorializing."

A summary of the majority position is included in the following paragraph:

The Commission believed that under the American System of broadcasting the individual licensees have the responsibility for determining the specific program material to be broadcast. This choice, however, must be exercised in a manner consistent with the basic policy of the Congress that radio be maintained as a medium of free speech for the general public as a whole rather than as an outlet for the public personal or private interests of the licensee.

This requires that licensees devote a reasonable proportion of their time and facilities to the public interest. This is a matter of public licensees of the community served by their stations and means of radio programs as so as that the public has a reasonable opportunity to hear different opposing positions on the public issues of interest in the community.

Ask Caution by Licensee

The particular format best suited for the presentation of radio programs in a manner consistent with the public interest must be determined by the licensee in the light of the facts of each individual situation. Such presentation may include the identification of expression of licensee's personal views as part of the more general presentation of views or comments on the public issues, but the opportunity of licensees to present such views as they may have on matters of controversy may not be utilized to a partial one-sided presentation of issues.

"Licensee editorializing is but one aspect of freedom of expression by a licensee in the light of the medium of free expression and fair presentation."

Jones accused its colleagues of "gagging at a gun" in confining their discussion to "the licensee's personal use of his own microphone to express the licensee's personal viewpoint on a matter of no vital interest to the public to the licensee." He warned that the Commission's policy will be to "gag" all such statements.

Commentators A Problem

The "vice" in the commentator station, Jones said, is "the failure of many licensees to present themselves (to the public) as a public service."

To Jones the "vice" in the commentator station is "to fail to present the public service in a different light of medium of free expression and fair presentation."

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One aim of Freedom's Foundation is "to inform and enlighten the American people to a better understanding of their individual responsibility in this republic."" Nominations for awards will be made by a committee of each category.

Dr. Harold E. Stassen, president of the University of Pennsylvania, will serve as the first chairman of the awards jury. "The Carnegie Medal of Philanthropy" is awarded to a person who has rendered meritorious public service. "The Carnegie Medal of Philanthropy" is awarded to a person who has rendered meritorious public service. "The Carnegie Medal of Philanthropy" is awarded to a person who has rendered meritorious public service.
TELEVISION BRIEFING

Section of RADIO DAILY, Friday, June 3, 1949 — TELEVISION DAILY is fully protected by register and copyright

IN'T'L SILVER ALL OUT FOR TV

Indep't Kinescoping
Shown In Hollywood

West Coast Bureau, RADIO DAILY
Hollywood — In the first demonstration of independent kinescoping presented to television executives yesterday by Television Recorders, Inc., the consensus was that images and sound are better than those of eastern shows broadcast by local stations.

Don Lee's "Sleepy Joe"

The program was Don Lee’s "Sleepy Joe" and was recorded by Eastman 16mm cameras, Glenn-Gerard Productions, and Consolidated Processing.

Prices will range from $200 for 14-minute shows to $275 for half-hour programs.

Meanwhile, CBS announced that it would start construction for television studios early on Monday. Equipment will include eight video recording machines.

Helen Powers Named To WAAM Exec. Post

Baltimore — Appointment of Helen Powers as administrative director of WAAM, effective June 8, was announced yesterday by Samuel Carlisle, executive vice-president of the outlet.

For the past two years, Mrs. Powers has been head of the Powers Productions, radio-tele production package, for six years previous to that was assistant manager of WBPJ.

Mrs. Powers began her career in 1931 in the program department of WCAC, and later spent four years with WFJR. Before joining WITF, she was radio supervisor of the Henry J. Kaufman agency in Washington.

NFL To Maintain Neutrality
In Controversy Over Video

Despite the ban on TV pickups by some teams, announced this week by the Philadelphia Eagles, the National Football League is remaining staunchly neutral in the dispute over whether or not telecasting helps the gridiron grip.

The entire question, NFL Commissioner Bert Bell said, is unique to the individual clubs.

The Eagles, NFL champions, said that cameras would be barred from their games "as a move to increase attendance. According to James P. Clark, president of the club, "great numbers of season-ticket holders didn't renew their orders this year."

He added: "We wrote them to find out why and they told us they'd rather stay home and watch broadcasts on television. We can't afford that.

"But we're talking about telecasting, and not about a network. If all the sports that need to be sold to the public, pro football is, we'd sell. And what better medium is there than television?"

Major Fall Drive Will Cover All Tele Markets

International Silver Company has notified all silverware dealers throughout the country that it sees television as being the greatest of all media for advertising its product and that its major campaigns will be launched in the fall in every city where a TV station exists.

International Silver thus becomes possibly the first national advertiser to go on record as being whole-hog for television. Last week the Ford Motor Co. released its opinion that it's thinking of the impact of television, saying it would drop radio for more emphasis on television. But Ford was not so outspoken and specific as a letter from Craig D. Munson, v.p. and general sales manager for International, to all silverware dealers.

In his letter, which reveals a major shift in advertising strategy, Munson comments on the company's decision to withdraw its entire radio coverage after a 12-year period. "Ozzie and Harriet," now sponsored by International over CBS, will not be renewed when it completes its cycle July 10.

Munson said that the company finds no fault with radio or its current program and admits that International has benefited by AM promotion. He sees a new era when ad strategy must be revamped to meet changing conditions.

Two reasons are given by Munson for the policy shift: (1) Our feeling that radio as an advertising medium for our product is declining in value; (2) The rapid growth and development of television which we believe bears great promise as the best of all media for advertising silverware.

Munson and the company's ad budget for the remainder of the year will go into magazines and television. He did not reveal how it will be split between the two media but he said International plans a major video campaign in the fall for every TV market in the country.

Munson emphasized that the cancellation of radio was not a renunciation in advertisement expenditures but merely a change of approach.

Young & Rubicam is the agency for the silverware account.

WMAR-TV Sells Regatta

Baltimore — Chesapeake Cadillacs, Oldsmobile Co. through Dietz George T. Young & Rubicam, Inc., will sponsor ceremonies and events of the Maryland Yacht Club over WMAR-TV Sunday. Three-hour show will include selection and crowning of the Queen of The Chesapeake.
THE BOOK OF THE YEAR

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Send me the 1949 RADIO ANNUAL and the next 260 issues of Radio Daily (full year's subscription).
U. S. and Canada, $10 per year. Foreign, $15 per year.

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TITLE ..............................................
COMPANY ..........................................
STREET ADDRESS .................................
CITY AND STATE .................................
HEARING-PROCEDURE REVISED BY FCC

Miller Hails Easing Of Editorializing Ban

Washington Bureau of RADIO DAILY
Washington—While radio circles here were still generally uncertain about the FCC's statement of last week on the matter of editorializing by broadcasters, NAB President Justin Miller hailed it as “the greatest single victory in behalf of freedom of expression in this nation since the Zenger case confirming the editorial freedom of newspapers over a century ago.” He termed the Commission report just.

Presidential Pickup

The four major networks will carry to the address of President Harry S. Truman on the occasion of the annual reunion of the 55th division at Little Rock, Ark., on Jan. 11, from 6:30 to 9:00 p.m., EDT.

Mobile FM Channels Doubled In RCA Test

Using specially designed VHF transmitters with low spurious emission to keep signals in channel, the RCA Engineering Products Department last week staged a demonstration at Camden, N. J., in which they doubled the available FM frequency channels for mobile radio communications without increasing frequency allocations, it was announced Friday. The demonstration was conducted before engineers of the FCC, U. S. Army Signal Corps and representatives of the public utility and transportation industry.

Limited selectivity of conventional

(Continued on Page 3)

Wire-Services Officials Sked For Program Clinic

Best ways to use the news wire services for increased sales through better news and feature programming will be discussed at the NAB program directors clinic Janp 27-29 in Chicago. Program director, John M. Cooper, INS radio department director, and Phil Newson, UP radio news manager.

RMA Reveals Attitude On Future Of Color TV

Seek Sponsors

Two name radio programs acquired by the CBS network during their talent raids on NBC are without full sponsorship at this time and CBS sales executives are intensifying their efforts to get the money. The programs for which the officials are seeking sponsorship are Burns and Allen and the Oxie Nelson-Har-

Richard Hilliard shows.

Warning that color TV is still far in the future, regardless of FCC optimism, RMA said Friday in a press statement that it agrees the current VHF channels are not sufficient for nationwide TV service. The RMA statement said “the industry concurs ... with the Commission's proposal that television broadcasting service be expanded by the addition of channels in the ultra high frequency area.”

At the same time the manufacturers again rejected the Zenith position that purchasers of sets on the market today are getting less than complete value because they buy Zenith that are not buying sets capable of receiving on the UHF bands. Receivers “which have been produced and sold and which will continue to be produced and sold can be purchased in complete con-

(Continued on Page 7)

Legal, Technical Assistants Named To Work Under Commissioners, Ending ‘Proposed’ Decisions

Dyke Resigns NBC Program V-P Job

Another major change in the executive set-up at NBC has occurred in the resignation of Ken R. Dyke who quietly walked out last week after ten years with the company. His resignation was not anticipated several months but NBC has made no announcement.

ABC Sales Executives Win Network Contest

Ten account executives and sales managers of ABC stations who won highest in a contest to stimulate sales on the network's co-op program will go to Bermuda on an expense-free vacation during the week of June 20th. The winners are: Bob Walker, (Continued on Page 2)

Plan Spot Campaign In 300 Major Cities

Chicago—Bell & Howell Co., manufacturer of photographic equipment, has entered radio advertising for the first time with a promotional tie-in with its dealers in 300 major cities for the broadcasting of 13 one-minute and 15 fifteen-minute spots, each with suggested announcer copy. The manufacturer is supplying its dealers with the recorded package.

FCC Amends FM Ruling On Emergency Antennae

Washington Bureau of RADIO DAILY—Washington—The FCC last week proposed an addition to its FM rules requiring notice to the Commission of any emergency antenna operation and limiting such operation to 10 days in the absence of express.

Relief Gesture

The first carload of soap contributed to the CARE campaign, plugged by the Bob Hope program on NBC, has started its trip to Europe's needy. The Lever Brothers plant provides that for every two dozen soap wrappers sent to CARE, Boston, 1 or NBC station, delivery of a bar of Swan soap to needy children overseas is guaranteed.
JO DNE, publicity director of the NBC press service, left for a one-week vacation in Westcott, Mass.

JOHN DEER, assistant sports director of CBS, returned from a trip to Burlington and Gotham, N. C.

KATE SMITH has arrived at her Lake Placid summer home, from which point she will broadcast her Mutual program for the duration of the season. She is accompanied by TED GLENN and her manager, ED W. ROBERTS, of the WOR engineering department.

MAGGIE McNEILL, of "Private Wire," and "Loeve to the Girls" on NBC, vacationed in her home town, Chicago.

FRAN ALLISON, of "Kukla, Fran and Ollie," on WNET, left New York last week for Chicago.

WILLIAM G. MERTHERRING, new commentator on WNJS, Newark, N. J., left for Europe last week on a tour of displaced-person camps in Austria and Germany. The trip was arranged by the International Refugee Organization. He'll return with a DP group bound for Jersey.

ED GAFF, of Bonner & Grift, publicists, has returned from St. Louis, where he spent a week on business.

EDWARD R. MURROW, Columbia network newscaster, will return to New York later from WNL in New Orleans.

JOHN E. FELLOWS, general manager of WEL, Philadelphia, has resigned for the New York headquarters of the Columbia Broadcasting System.

JOHN A. GILLN, Jr., president and general manager of WOW, Omaha, Neb., is in town on business. Confirmed Friday at the NBC offices.

RALPH BARUCH, of the SESAC organization, this week is in New England visiting stations in Rhode Island and Connecticut.

TEX RENÉE and PETER LORRE to Minneapolis for a theater engagement. With them is their ubiquitous Beussel, pianist. To Minneapolis to see the publicity stage for their appearance.

CLARENCE WORDEN, director of special events and public services at WCBS, is spending his vacation visiting through England. He plans to be away about three weeks.

BEATRICE KAY, vocalist currently on tour in Canada, will return to New York Wednesday for an engagement at the Palis Theater in Jersey City. She is completing work on her new television series, kinetics of which will commence July 17 at NBC.

S. P. CAESAR, star of "Admiral Broadway-Royalty," on NBC-TV, is spending the program of last Friday. It's its first vacuum cleaner. It will be on the air three years. It should be back in New York June 12.

Plan Spot Campaign In 300 Major Cities

(Continued from Page 1) "Hollywood Heritage," a cost of $5. The dealers, whose turn, are paying for the radio time. Currently, the firm is promoting wider distribution of the radio campaign to its dealers through literature pointing out "sales results." The radio campaign has been prepared for the past two and one-half months.

Features Testimonials

The one-minute spot announcements consist of testimonials by 15 Hollywood stars telling how they use Bell & Howell’s "Pilmo" cameras for their home movie-making. "We find that the movie star testimonials...include such top-ranking stars as Gregor Peck, Susan Hayward and Bob Hope, carry over into the home movie field the accepted leadership and prestige which Bell & Howell has held for years in the professional photographic industry."

Mrs. Margaret Ostrom, advertising manager of the company, commented in announcing the current campaign.

ABC Sales Executives Win Network Contest


The contest was conducted by ABC's co-operative program department from March 6 through April 30 last.
Commission Revises Hearing Procedure

(Continued from Page 1) Onision officers with prosecutorial or investigative functions and placed under the immediate supervision and direction of the Commissioners. At the same time, a group of social and technical association members is hearing matters under supervision of the commissioners. It includes Parker H. Pack, Horace E. Sloan, Robert Altrod, Frederick W. Ford and Charles S. Borum.

An important change incorporated in this section is that hereafter initial decisions can be issued by hearing examiners or commissioners who have presided at hearings, whereas in the past such decisions have been issued by the full Commission. The new procedure will eliminate proposed Commission decisions except to be filed in the final decisions. Final decisions will now issue from the Commission.

Another change is that motions which have not been acted on by the Commission will be subject to the order of the day, in progress, to be acted on by hearing examiners.

Glickman Cited

Varty Glickman, WMGM sports¬
er, will be honored for "out¬
standing contributions to sports broadcast¬
ing" by the Men's Club of the Temple Beth Emeth, Brooklyn, on June 17. He was honored several weeks ago for similar "accomplishments" by his alma mater, Syracuse University.

AGENCIES

TARY DUNLAVEY has joined Newell-Emmitt Company as vice president of radio and television operations. Dunlavey, Inc., and manager of the division department at the Com¬

Advertisers Agency, has joined television staff of Newell-Emmit-

It Co., it has been announced. George F. Foley, Jr., Newell-Emmitt televisor division manager, a graduate of Yale University, was previously with NBC, ABC Electric and The Eastman Sign Company.

YOUNG & RUBICAM has been chosen to handle the advertising for Mission Bell Wines, produced by A. Arkelian, Inc., of Alhambra, California.

D-Day Saluted

The fifth anniversary of D-Day, today, was saluted by the "Air

Force Hour" on Thursday, 8-8:30 p.m. EDT, over Mutual, and again by the "Air Force Hour New York" over New York affiliate, WOR. The weekly pro¬

gram, carried for several weeks by the Navy, WANN, hereafter, will be carried exclusively in the New York area by WOR as a re-broadcast. Sundays, 1 p.m.

Mobile FM Channels Doubled In RCA Test

(Continued from Page 1) al mobile radio receivers, it was ex¬
pected NBC would double it immediately for the FCC to assign adjacent channels to users in any one community or area. Thus, among four of the channels in the 152.27, 152.33, and 152.39 megacycles, respectively, it has not been feasible to assign 152.21 me and 152.27 to the air. However, it has been necessary to stagger them—alternate channels 152.21 and 152.27, then 152.33 and 152.39 me to another.

The selective achievement in the new RCA "Carfone" receiver, used with WEP transmitters specially designed with low spurious emission to keep signals in, was shown to make possible clear reception on the four adjacent channels, even in vehicles lined up side by side.

In addition to making possible adjacent channel reception, the company stated, Carfone equipment is able to receive messages in a gain channel when the vehicle is driven in a 0.4-mile excepted station area, and in channels transmitted on other channels, whereas interference normally cuts off communi¬
cations with such vehicles when they move within a radius of 1 mile of other stations.

A hearing at the demonstration were: Daniel H. Arnold and William S. Gremmel, of the FCC, W. S. Zalecky, and F. Niedt, of the Coles Signal Laboratory, Red Bank, N. J.; Horace Grewin, of Cleveland, Ohio, secretary of the National Association of Taxicab Owners; R. M. Malcolm of Philadelphia; Franklin Smith, of the National Association of Taxicab Owners; Mr. Smith; W. E. Darnell, C. R. Krause, and C. H. Horn, engineers of the Bell Telephone Company of Pennsylvania; Jerry Courtney, at¬
torney, of Washington, D. C.; Will¬

ard, of Baltimore, and Frank DePlese, of Baltimore; Raymond E. Simonds, of the RCA Frequency Bureau, Washington, D. C.; Robert H. Welsh, manager of the RCA Communications and Aviation Section; and A. D. Zappacottis, J. C. Fields, R. A. Beusa, and W. A. Har¬
ris, all of RCA, Camden.

Wire-Services Officials Sked For Program Clinic

(Continued from Page 1) will join with E. B. Vadeboncoeur, of WSYR, Syracuse, N. Y., in point¬
ing out methods by which local stations may make the most of the special feature program materials provided by the wire services.

Personalized Invitation

From time to time in getting a list of names for spots in New York press agent Friday came up with the following personalized invitation to the radio, TV and movie trade:

"Would like very much to have you join us for a special promotion this afternoon, 5:15 at the War¬


tick Hotel, Park Row, 54th Street and Sixth Avenue. Please forgive last minute notice. We arrived last night at midnight. Do come." The telegram bore the signature of Roy Rogers and Dale Evans.

Dyke Resigns NBC Program V-P Job

(Continued from Page 1) Dyke was administrative vice president in charge of programs. It’s understood that no successor has yet been named but that it will be a senior program director. McCrady himself has been the head of the promotion trade reports in recent months. Dyke has been stepping up to the success as the successor to Dyke.

In Dyke’s future plans have not been made known. It is possible he will return to advertising or sales promotion work in a field other than broadcasting. Before he joined NBC he was assistant advertising manager for the U.S. Rubber Co. At other times he was vespine and sales promotion director of John-Manville and advertising director of the Colgate-Palmolive-Peet Co.

Dyke joined NBC in 1939 as eastern sales manager and two months later became director of sales promotion and research, a job he held until he entered government service in 1942. During the war he became a brigadier general on the staff of Gen. MacArthur. Dyke returned to NBC in 1946 with the new title of vespine and director of broadcast standards and practices.

Vaudleve Revival Linked To TV Shows

(Continued from Page 1) center cities, Radio DAILY learned Friday. It is reported that both the William Morris agency and Music Corporation of America are preparing touring unit shows which will be offered to theaters and TV stations. Plans call for the units playing a full week in each city and making a TV station appearance on the closing day under commercial sponsorship.

B. E. & M. Nodding Fridaze

In Chicago, Balaban and Katz theaters are reported about ready to conduct some experimentation with picking up shows on TV and the Fox theaters on the west coast are also considering the use of live talent in connection with television broadcasts.

The revival of vaudeville is credited in New York to have stemmed from the popularity of the vaudeville variety shows emceed by Milton Berle and Ed Sullivan. Ted Mack’s amateur hour has also been a big re¬

vival. The Amateur Hour, incidentally, now has some projecting talk units.
**California Commentary. . .**

- Inability to raise enough capital may see the collapse of plans for a television station in Portland, Maine. Fred & Helen, which has the construction permit, will seek an extension of time from the FCC. But Charles Brown, who was associated in the venture, has bowled out. . . It's a girl for the William Frouge. He's the scripter of the CBS "Green Lama" series. . . And William Forward, assistant program director of KTVT, is passing out cigars because of the arrival of a second son. . . The Valley station KWIX has moved the broadcast of the Dave Ward Show to Music City's store window at Sunset and Vine. Dot Meyers does a movie chatter show on the show which is on for two hours Monday through Saturday. . . "Cafe Comedy," a new KJLX-TV show, is combing the town for vaudeville acts. The show video originates at Mame King's and Jean Carter's night club. . . Stanley Neal and Ricardo Cortez are moving to New York where Neal is slated for TV parleys. Neal heads Stanley Neal Productions on the Hal Roach lot. . .

- Bob Hall, former publicity chief for ABC here, is vacationing in the Northwest, following his resignation last week. Ned Hullinger, assistant sales promotion manager, succeeds Hall as publicity manager. Ned was a member of the publicity staff until he transferred to sales promotion last February. . . Dr. Ross Dog Food will sponsor "Hapalong Cassidy" on the full Don Lee network, plus KOOL in Phoenix, starting June 23. Deal is for 12 weeks. . . Bill Hapworth has joined KFI as a vacation relief announcer. . . Ed Thompson and Hell McDonald have resigned from the Bernie Mulligan office to open their own publicity shop, handling radio, television and industrials. . . Ben Blue and Sid Fields are cooking up a big TV deal. . . Lubarace, the hit pianist at Mocambo, has been ticketed to a term recording deal by Decca and an important role in Universal-International's "Java." . . John Claar and Del Sharbutt are organizing their own movie company within the Century Theater Group to present television adaptations of plays and originals by group members. . . A half-hour situation comedy is being prepped by Joe Bigelow for the Wesson Bros. . . Velox and Yolanda are launching a campaign of one-minute spot announcements on all local tele stations for their dance schools. . . Capital Records preparing a flash on a big tie-up with Bill Boyd and his "Hapalong Cassidy" character, involving sponsorship of a big television show.

- A personnel retraining program was put into effect last week by ABC here and in San Francisco. Between 25 and 25 persons in various departments were laid off in Hollywood and a half-dozen in S.F. . . Thrifty Drug Stores will sponsor "Mr. President" locally over KECA. . . Each member of the "One Man's Family" cast will be written out of the script by Carlton Morse at intervals during the summer to allow players to take vacations, as the show will continue through the hot months. . . Billie Burke did a guest TV appearance on "Bozo's Circus" yesterday. And Edgar Bergen did likewise on Mal Boyd's "Hollywood in Three Dimensions" Friday. Both are KTVT programs.

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**Joins Mutual Staff**

Hollywood—Howard Wheeler has joined Mutual Don Lee Network sales staff in Hollywood as radio account executive. Wheeler was formerly assistant advertising and sales promotion manager for Douglas Aircraft in Santa Monica, Calif.

**Decca Dividend**

Directors of Decca Records, Inc., at a meeting on June 2 declared a regular quarterly dividend of 12½ cents per share on the capital stock. The dividend is payable June 30, 1949, to stockholders of record June 16, 1949.
BROADCASTERS PROGRAM SYNDICATE
UNDER DIRECTION OF
BRUCE EELLS & ASSOCIATES
2217 MARAVILLA DRIVE, HOLLYWOOD 24, CALIFORNIA
TELEPHONE HOLLYWOOD 5699

June 6, 1949

TO ALL BPS STATION MEMBERS:

A thousand thanks for the volume of heart-warming messages congratulating us on the big "windfall!"

Rather than thank you individually, we want to say -- in this open letter -- that we are just as thrilled and happy as you are. Thanking you in an open letter also gives us an additional opportunity to let hundreds of non-member stations -- which will inevitably join our ranks -- know about the "windfall" we are sharing, and which awaits them, too.

One of you used the term "shockingly pleasant surprise" when referring to our notification that, about June 30th, every member will receive his choice of any or all of 73 additional transcribed program series (in every category) -- totalling over 3300 sides -- over 800 hours -- original talent costs of which exceeded $1,000,000 -- for pressing costs only! The term is more than apt!

Our acquisition of this tremendous group of proven shows for exclusive use of Broadcasters Program Syndicate members constitutes the largest single transaction in the 20-year history of the transcribed program industry. A great tribute to the great purchasing power of station operators working together!

Full details on the shows and complete information has just been sent to every non-member station eligible for membership (from a standpoint of coverage overlap). It's all pretty fabulous, and we'll expect your assistance in eliminating that "too good to be true" feeling it could inspire in non-member station men who might not realize the full significance of the information sent them -- unnecessarily delaying their own profit potential.

Again thanks very much for your most welcome congratulations.

Sincerely,

Bruce Eells
ROSTER OF NATION’S LEADING RADIO-TV EDITORS

Revised Roll Call of Editors

Increasing importance of radio and TV news in daily is revealed in the revised list of daily newspapers devoting space to radio and television news, prepared by RADIO DAILY through the co-operation of the nation’s broadcasters. The list is published for the convenience of networks, agencies, public relations offices, and other allied interests interested in contacting the press.

INDIANA

JOVA
Cedar Falls Gazette: Leif Sal, Democrat.
Davenport Times: Leif Sal.

LAKE COUNTY

KANSAS
Kansan City Kansas: Martin Marklund.
Kansas City Post: Milly Goldsmith.
Topeka Daily Capital: Milton Tabor, Topeka.

KENTUCKY
Lexington Leger: Bill Ladd.
Louisville Times: Angelo Pitre.

LOUISIANA
Morning Advertiser ( Baton Rouge): Leon Morris.
Morning Advocate (Louisiana): Edward O'Connell.
North Louisiana Business Journal: Rolf McCol- hater.

MAINE

MARYLAND
Baltimore Evening Times: Robert Sayler.
Baltimore Sunday Times: Raymond Pellegrini.

MASSACHUSETTS
Boston Herald Traveler: Bob Quidlan.
Boston Globe: Elizabeth Sullivan.

RADIO DAILY

Monday, June 6, 1949

OHIO
Albion Beacon Journal: Bee Office.
Canton Repository: John Johns.
Cleveland News (Cleveland): Bob Black.
Post (Cincinnati): Mary Weeks.
Post (Cleveland): Bob Black.

ARKANSAS
Arkansas Gazette (Little Rock): Gail Comby.
Arkansas Democrat (Little Rock): Beverly Boyd.

CALIFORNIA
Fresno Bee: Joe Strohman.
Mirror (Los Angeles): Joe Lambke.
Valley Times (Anaheim): Alon Siegel.
Pasadena Star News (Pasadena): Bill Seelig.
Pamphlets: Bill Seelig.
Post (Sacramento): Ralph Mahoney.

CONNECTICUT
Bridgeport Post: Rocky Clark.
Bridgeport Herald: Lyle Miller.
Hartford Courant: W. S. Stafford, Eleanor Hunt.
Times Herald (Waterbury): Bob Wilkerson, Mo- nica Thomas.

COLORADO
Denver Post: Ken White.
Rocky Mountain News (Denver): Larry Morris.

DISTRICT OF COLUMBIA

FLORIDA
Jacksonville Journal: Hinton Bradbury, Sr.
Jacksonville Times: Joe Connell.
Times-Union (Jacksonville): Mr. Connell.

GEORGIA
The Atlanta Journal: Lamar Norvell.
The Atlanta Constitution: Bill Van Pelt.
North Georgia Record: Georgia News (Al- bany).

ILLINOIS
Traverse (Chicago): Larry Walters.
Times News (Springfield): Larry Quinlan.
Aurora Herald: J. 2, Samuel.
Morning News (Springfield): J. 2, Miller.
Evening News (Springfield): John Watts.

INDIANA
Indianapolis Star: Terence Hynes.
Indianapolis Times: Martha Foster.

MASSACHUSETTS
Boston Herald Traveler: Bob Quidian.
Boston Globe: Elizabeth Sullivan.
Boston Transcript: Reginald By.
Christian Science Monitor (Boston): Alfred Hughes.

MICHIGAN
Bay City Times: Glin MacArthur.
Bend Bulletin: Richard Barrett.
Free Press (Detroit): Bill Bedre.
Flint Journal: Anita Onger.
Huron Daily Times: Dave Wise. Ohio Newspapers:

MINNESOTA
Minneapolis Morning Tribune: Bill Jones.
Minneapolis Tribune: R. Paul Disch.[t.
Saint Paul Dispatch: Virginia Hofstet.

MISSOURI
Kansas City Star: R. J. Hoyland.
Missouri Times: Jim Spencer.
Globe-Democrat (St. Louis): Harry La Merta.

MONTANA
Midland Review (Billings): L. T. Pelt.
Great Falls Tribune: Bill Zeeke.
Montana鹦鹉螺(Steerhead: Great Falls).

NEBRASKA
Lincoln Star Journal: Marcella Stetscher.
Nebraska State Journal: Oberlin.

NEVADA
Las Vegas News Review: John Pane.
Las Vegas News: Bob Wilkerson.

NEW HAMPSHIRE
New Hampshire Times: C. C. Haines.
Manchester Union-Leader: Walter Murtha.

NEW JERSEY
Press-Union Newspapers (Atlantic City): George Yost.
Atlantic City Daily World: Bob Wilkerson.

NEW YORK
Knickerbocker News (Albany): Leo Levy.

OHIO
Akron Beacon: Bob Smith.
Canton Repository: John Johns.
Cleveland News (Cleveland): Bob Black.
Post (Cincinnati): Mary Weeks.
Post (Cleveland): Bob Black.

OREGON
The Oregonian: Bob Wilkerson.

RHODE ISLAND
Providence (Providence): Maurice Boldre.

SOUTH CAROLINA
News & Courier (Charleston): Tom Feck.
The State (Columbia): John Montgomery.
Columbia Record: George Buchanan.
Greenville News: Bill Holland, Ben Lever.

SOUTH DAKOTA
Sioux Falls Tribune: Martin Johnson.

TENNESSEE
Chattanooga Times: Janet Paterson.
Knoxville Sentinel: Reginald By.
Memphis Commercial Appeal: Bob Wilkerson.

TEXAS
Austin American-Statesman: Steve Perkins.
Dallas Morning News: Bob Wilkerson.

UTAH
Ogden Standard Examiner: Clarance Stewart.
Salt Lake Tribune: Bill Black.

VIRGINIA

WASHINGTON
Seattle Times: Bob Wilkerson.

WISCONSIN
Chicago Sun-Times: Bob Wilkerson.

WYOMING
Cheyenne Daily Tribune: Bob Wilkerson.

Continued on Page 8
**RMA SEES COLOR LONG WAY OFF**

**TELE TOPICS**

**NEW YORK CHEVROLET DEALERS' ASSOCIATION** would like to buy local sponsorship of the Notre Dame football games this fall, but DuMont wants to sell the package on a network basis. The Chevy agency, Campbell-Ewald, is reported at the dubbing of Who's Who in other cities to line them up for a web deal. . . . James N. Maxilla, formerly with Robert F. Branch, Inc., and the Compton agency, has joined George Poley's TV 1 in Newell-Emmett. . . . After an appearance on "People's Platform" over CBS, James S. Martin, former decartelization chief of AMG, wrote producer Robert Allen: "Sitting in front of all that equipment is something like being the sacrificial goat in a Rogers model of the Spanish Inquisition."

**APPOINTMENT** of Bob Hope's Quality Electric Television Corp., as DuMont receivers distributor for Southern California will be announced today. Hope, who is chairman of the board, will throw a cocktail party for dealers on the 14th and then take them to an airing of his NBC show during which he will try to throw in some plugs for DuMont. . . . The annual report of Baltimore's Mayor Thomas D'Alesandro will be delivered to the resi dents in network of eight broadcasts on WBAL-TV. D'Al esandro and heads of the various city departments will appear on the program, which will be titled "Your City Government." At the conclusion of the series the report will be published. . . . "Weather Or Not," sponsored by electrical companies of MIT, has been placed on WBBM-TV by the First National Bank of Boston, through BDBO. Bank also sponsors sign-off weather reports on the station.

**FAY**

**WHAM-TV Sets Plans For June 11 Debut**

Rochester, N. Y.—Plans for the June 11 debut of WHAM-TV, Stromberg-Carlson outlet here, were announced over the weekend by William A. Pay, S-O veeppee in charge of broadcasting. Justin Miller, NAB proxy, will be principal speaker at opening of Television Luncheon sponsored by the Chamber of Commerce. Other speakers include S-O president Robert C. Tait and Mayor Samuel B. Dicker.

Simultaneously, the Electrical Association of Rochester will launch an eight-day television tele-cast which is expected to attract 75,000 visitors. A second show will be sponsored by retailers the following week.

A basic NBC affiliate, WHAM-TV will carry also programs from ABC and CBS. To begin with, the shows, the station has built its own microwave relay station near LeRoy, N. Y., to pick up the signal of WENB-TV, Buffalo. An AT&T relay to Rochester is slated for October.

Station, which is the first in this city, will be on the air from 2 to 10 p.m., during the opening week, operating thereafter from three to four hours a night.

**Reptile's Roost**

Davenport, Ia.—Workmen dismantling the top of one of WOC's towers to make room for installation of the station's tele antenna, found a large bull snake easily coiled some 80 feet from the top of the 370-foot high mast. Perched 200 feet above the ground, the snake measured five feet, one inch in length. Chief engineer Paul Arvinson is scratching his head trying to figure out how the snake got on the tower without being electrocuted, and how it managed to climb nearly 300 feet to its nest.

**Sraits And Sinners To Be CBS-TV Series**

Negotiations for airing of a week half-hour program based on the Circus Saints and Sinners luncheon have been completed by CBS and Harvey Marlowe Television Associates. Starting date and time slot for the show have not yet been de cided. Program will be titled "Circus Saints and Sinners—Meet The Fall Guy." Celebrities from various fields will be chosen as "fall guys" and put on trial, with Tex O'Rourke as "prosecuting attorney," and former Gov. Harold G. Hoffman, of New Jersey, as "defense attorney." Hoffman, who is president of Circus Saints and Sinners, will emcee the show.

Marlowe will produce and direct the series.

**The Week In Television**

Manufacturers Would Play Down Color Angle

On the heels of the FCC statement on UHF and color, receiver manufacturers began to stress the feasibility of polychrome in the near future for public concern over the matter would slow down sale of sets. At the same time, it was reliably reported that CBS has developed a color converter for present receivers and plans transmissions in the fall . . . International Silver Co., dropped the radio in favor of a large scale TV campaign to begin in the fall. Firm's sales manager said TV "bears great promise as the best of all media for advertising silverware." Widespread development of video in Western Europe was seen as a long way off mainly because of economic problems and lack of standards. . . . Exclusive rights to five Notre Dame football games—four in South Bend and one in Yankee Stadium—were landed by the DuMont net. . . . Charles L. Glett, movie exec, was appointed veeppee in charge of TV for Don Lee. . . . Philadelphia Eagles banned TV pickups of their home games, but NFL Commissioner Bert Bell said the league would remain neutral on the matter.

**Hails FCC's Stand On UHF; Scores Zenith Again**

(Continued from Page 1)" adherence that they will continue to give satisfactory service to the purchaser," RCA said.

"When new channels are allocated present receivers can be adapted to receive broadcasts from the new channels in addition to the present channels through the use of a simple and inexpensive converter."

Regarding color, RCA had the following to say:

"There has been much discussion of color television. The industry has been and still is engaged in research on the various proposed systems of color television which are still in the laboratory stage. When and if one of these systems is accepted by the FCC and the industry as standard, it will be fully field tested and proven under practical broadcasting conditions. The industry is in accord with the policy expressed by the FCC that any future color system must be capable of being received on present sets with only minor modifications."

The Commission's statement on color and UHF, issued May 26, said that provision would be made for color if transmissions could be made on a six-megacycle channel "in such a way as to permit reception on the ordinary television receiver with relatively minor modifications . . . when it is shown that sufficient receivers are available to permit adapting monochrome receivers for color reception."

Industry sources, however, reported that color could not be satisfac tory in so narrow a band-width. Many feel that a band of 15 megacycles or more is essential to superior polychrome.

**TV Surgery Pickups In Canada Set By RCA**

Caddon, N. J.—About $100,000 worth of TV equipment will leave here today by rail for Saskatoon, Canada, where RCA, in co-opera tion with the Squibb Co., will put on a demonstration of TV's role in surgical instruction before a con gregation of the Canadian Medical Association.

The demonstration will take place June 13-15 and will be the first in Canadian history. Black-and-white pickups will be fed on closed cir cuit from the Saskatchewan City Hospital to the Beacham Hotel.

Fifteen RCA technicians will leave Caddon by air tomorrow to begin work on the project.
IN EFFORT TO clarify the Mayflower decision, FCC said there is no ban on editorializing provided broadcasters take care to operate on a standard of fairness. The FCC said: "We have been 4 to 1 in favor of not reversing Mayflower decision. Commissions Webster, Jones, Hyde and Sterling agree but President Bracken dissented. Jones, however, termed the FCC’s position as a "foolish policy statement in the mold of a report." President Justin Miller of NAB officially notified Ken Baker that NAB now guarantees continued operation and delivery of BMB’s second nationwide audience study. BMB has 474 waivers from subscribers committing them to continue BMB payments until next June. Donald W. Thorburn, CBS vrec. in charge of Contracting Division, resigning August 1 to become president of WCAU, Philadelphia.

FCC Amends FM Ruling on Emergency Antenna Service (Continued from Page 1) 

approval of the proposed change are as follows: 1. To clarify operating log requirements where RF transmission line meters with other than absolute scale readings are used. 2. To make provision whereby half-wave dipole receiving antennas may be used in field intensity measurements.

To make the standards on output noise level so as to include a reference frequency of 400 cycles. To add 100 cycles to the radio frequency measurement frequencies.

New York City: (Continued from Page 6)

Friday: Dr. George H. Emshwiller, Betty Hammam, Spencer Haynes, (Seated: Long) - Grace McGhee, Margaret Beul, Hazel Barnes, Sunday Evening: Tom’s Dance.

WEST VIRGINIA


WISCONSIN

Press-Gazette (Glen Bay): John E. Toon.

Two Capital Times (Madison): Jeanne Howen.


สายจี้ สายจ้อง (Beloit): Estelle L. )

WASHINGTON

Saturday: Dr. George H. Emshwiller, Betty Hammam, Spencer Haynes, (Seated: Long) - Grace McGhee, Margaret Beul, Hazel Barnes, Sunday Evening: Tom’s Dance.

WYOMING

Wyoming State Tribune (Cheyenne): Llewellyn 

Hawaii

Garden Island Weekly (Lihue, Kauai): Bar- 


FM Stations


Mayo Broadcasting Corp., May, N. C. Licensee: Frequency 92.3 MHz. (channel 228): 500 watts antenna: $12,000, lease $3,000, exclusive land and building.

Ibarow, N. Y., New commercial FM station: Frequency 97.1 MHz. (channel 267): 100 watts power: $3,000, exclusive land and building.

Sons Of Pioneers

Set For TV Movie Series

"West Coast Breaks, RADIO DAILY"

Hollywood — The Sons of the Pioneers will be on film for a new TV series. It was reported by Carl F. Krapetz, president of Tele- ways Radio Productions, Inc. Krausz and Stanley Neal, head of Associated Filmmakers, Inc., the musical group will form a three way partnership for the new series and production in Pioneerstown, California, recently established as a location site for Western radio and film production.

Teleways has the Sons of the Pioneers under exclusive contract for at least two years, which the group has been having for the past three years.

Neal is on route to New York with stock of "Keesekeeta, Keno, S First Place," and will complete the deal on his return from a month business tour to the East.

RATIO DAILY

THE WEEK IN RADIO

FCC Says No Ban On Editorializing

By VAL ADAMS

Construction permits for six AM stations and six new FM stations were authorized the past week. Following is a list of the new OP’s granted:

AM Stations

People’s Broadcasting Co., Minneapolis, Minn. New station to operate on 1580 kHz, 500 watts, day: estimated cost: $135,000.

Reed, Pennsylvania Broadcasting Co., Sayre, Pa. New station to operate on 1380 kHz, 500 watts, day: estimated cost: $3,000.

Cluster County Broadcasting Co., Cort-

villo, Pa. New station to operate on 1450 kHz, 1 kW, antenna 32 feet: estimated cost: $4,000.

RKO AM Broadcasting Co., Covington, Ga. New station to operate on 1540 kHz, 1 kW, antenna 32 feet: estimated cost: $4,100.

Friendship’s Foundation, Inc., organized to make cash awards annu- ally to Americans who contribute most greatly to better understand- ing of American way of life. Don Belden, of FCC is president.

The Voice of Calloway, Alabama, New Class A Station Frequency 100.1 kHz. (channel 268). 1.5 kW, antenna 3 feet: estimated cost: $16, exclusive land and building.

FM Stations


Sons Of Pioneers

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Neal is on route to New York with stock of "Keesekeeta, Keno, S First Place," and will complete the deal on his return from a month business trip to the East.
FCC DECISION CHALLENGED BY COURT

Urges Gov't Subsidy For Radio Overseas

Washington Bureau of RADIO DAILY
Washington—Timidity in government broadcasting has been and stigma in budget were hit in a report on the United States Information Service abroad filed yesterday by Rep. John Lodge, R., Conn. He called for outright Federal subsid of foreign radio and press.

At the same time, Lodge declared that the Voice of America programs are "most effective" when they can detect them least. There is an intricate resistance to Government regulations.

(Continued on Page 8)

Safety Theme Planned For Children's Day

Albany—"National Children's Day," will be observed in the Capital District on Sunday, June 12, at 3:30 p.m. The entertainment attraction will be "Hildegarde," with her complete show and orchestra. Hildegarde is contributing her services free of charge to the safety organizations of the Capital District.

Two of the most outstanding ex-

(Continued on Page 6)

Kenway Named Director Of Salvation Army Ass'n

Ivor Kenway, vice-president of ABC, has been elected to the Board of Directors of the Salvation Army Association of New York. It was announced yesterday by Walter Hoving, president of the association.

Mr. Kenway has been active as a volunteer worker on the last two

(Continued on Page 2)

Mullen To Resign?

Frank E. Mullen, president of the Good Will stations, WJR, Detroit, WGAR, Cleveland and KMPC, Los Angeles, is reported resigning with the resignation to become effective in the fall.

Mr. Mullen, former executive vice-president of the National Broadcasting Company, and one of the most widely known radio and TV executives, became the G. A. Richards stations in June of last year.

Confirmation of his resignation could not be obtained last night. It was reported in New York radio and TV circles, however, that Mr. Mullen might return here to head up the television department of NBC and that he has been proposed as president of the Television Broadcasters Association.

(Continued on Page 8)

Quiz Kids Renewed For Both Radio, TV

Chicago—Quashing rumors that Miles Laboratories would discontinue sponsorship of the NBC "Quiz Kids" Sunday afternoon program in order to divert the budget to TV advertising, the Miles firm has signed a 72-week contract to sponsor.

(Continued on Page 8)

McFarland-Bill Hearings Scheduled For Next Week

Washington Bureau of RADIO DAILY

Washington—Sen. Ernest McFarland, chairman of the Senate Interstate Commerce Committee's communications sub-committee, announced that he will conduct a full-fledged investigation of the ABC Radio Network's activities, beginning Wednesday. The hearings are expected to last at least two weeks.

(Continued on Page 4)

Switcheroo: CBS Web Talent Raids Send "Spade" To NBC

Chain reaction of last winter's talent raids by CBS on NBC will result in the "Adventures of Sam Spade," now heard every Sunday evening on Columbia, switching to NBC. The sponsor—Wildroot Co.—will continue the program in the new time slot, beginning Monday, May 22.

In effect, "Sam Spade," Edgar Bergen are swapping networks. Until last January, when Bergen went off the air, his program and "Sam Spade" competed with each other every Sunday night and the same situation arises again next fall. In fact, the placing of Bergen by CBS and Coca-Cola in the Sunday 8 p.m. slot precipitated the move of "Sam Spade."
FCC's Refusal To WIR Upheld By High Court

(Continued from Page 1)

case, wrote Justice Willy Rutledge, "is the extent to which due process of law as guaranteed by the Fifth Amendment, requires that administrative tribunals to accord the right of oral argument to one claiming to be adversely affected by their action." The lower court held that Rutledge held for himself and his seven colleagues, "would require oral argument upon every question of law, apart from excluded interlocutory matters, arising in administrative proceedings of every sort... regardless of whether the legal question was substantial or insubstantial; of the substantive nature of the asserted right or privilege involved; of whether Congress had provided a procedure, relating to the particular interest, requiring oral argument or allowing it to be dispensed with; and regardless of the fact that full opportunity for judicial review may be available."

Sees "Due Process" Confined

The principle of due process, he said, "has never been cast in so rigid and all-inclusive confinement." The court held also—and this is of particular interest in the light of changes in the FCC hearing regulations proposed in pending legislation—that there is no deficiency in present procedures from the standpoint of due process and protection of rights. Congress wrote Rutledge, "has committed to the Commission's discretion... the questions whether and under what circumstances it will allow or require oral argument, except where the act itself expressly requires it..."

The case was remanded to the Court of Appeals, with the high court holding that the consideration of the substantive right of WIR for protection against the Tarboro grant might be studied on the merits of the particular case.

He means business!

There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business!

W-1-T-H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

Year after year, W-1-T-H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W-1-T-H covers 92.3% of all the radio homes in the Baltimore trading area. W-1-T-H gives you more listeners for less money than any other station in town.

That's why you can do so much with so little on W-1-T-H. So don't monkey around. Remember that W-1-T-H means profitable business. Get the whole story from your Headley-Reed man.

From the Files of Radio Daily

The annual report of the Zenith Radio Corp., ending April 30, 1949 shows net profit for the year increased $1,075,284 from $1,262,477 the previous year. Belmont Radio Corp., announced that it would market a $800 television combination in the near future. The California Radio System conducting extensive surveys to determine "the market" possibilities in facsimile broadcast.

... Using all-star announcers, the major networks gave complete coverage to the coronation of the King and Queen of England at Union Station, Washington, D.C., reception there and the subsequent 2 mile ride to the White House.

10 YEARS AGO TODAY

From the Files of Radio Daily
Are you wondering what Mr. & Mrs. America really think of your product? Your package? Your price?

The easiest way to find out is through a test in WLW-land... proving ground for America.

Here is a true cross-section of our country—a mirror of America. And WLW is thoroughly equipped to help you study this market of nearly fourteen million people. It has the manpower to do the job, the "know-how" peculiar to this vast territory that embraces parts of seven states. It can ease the way in gaining distribution—winning dealer cooperation—getting consumer reactions.

Yes, The Nation's Station has found that advertising alone rarely supplies all the answers to sales problems. That's why WLW's service to advertisers often goes far beyond merely providing time-on-the-air.

If you have a sales problem, talk it over first with The Nation's Most Merchandise-Able Station. And when you've learned what will work in WLW-land, you'll have a good idea what will work throughout America.

### INCLUDED IN WLW'S SERVICE FACILITIES...

- **People's Advisory Council**
  - to determine program preference and for general consumer market studies.

- **Consumer's Foundation**
  - to determine consumer reaction on products and packaging.

- **Merchandising Departments**
  - to stimulate dealer cooperation, check distribution, report attitudes, etc.

- **Test Stores**
  - to check potential buying responses, effectiveness of new packaging, displays, etc.

- **Buy Way**
  - monthly merchandising newspaper for retailers and wholesalers.

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**WLW**

**THE NATION'S MOST MERCHANDISE-ABLE STATION**

Crosley Broadcasting Corporation
Mainly About Manhattan...!

- Bankrollers who have deserted radio for video, with an eye to hopping on the coaxial bandwagon when it hits both coasts, may do a fast backtracking when they learn what the coaxial costs will amount to. (Here they'll be fantastic.) . . . Ben Gross’ Sunday News interview with Ted Granik has been reprinted in the Congressional Record due to its public interest. . . . Giveaway packers mulling a plan to interview contestants at home, via tape-recording. . . . Annie Packrollixo vedal ‘B Gentlemen Prefer Blondes’ . . . Ames Moorehead booked for “Suspenze” on the 16th—her 15th visit to the stanza . . . Constance Bennett has cut a record as narrator of planned CBS dramatic series, “Make Believe Town.” . . . Aside to Irene Wicker Hammet: Your astute public relations representative did a highly successful job in getting a turnout for your Sunday night supper but went a step too far in using your personal stationery and good name to convey the impression it was going to be an intimate little charity affair. Many of your 100 or more guests didn’t get to meet you, your husband or the Wollers.

- Stan Freeman reports that in a radio address made by the mayor of a small town, the official made charges and accusations against an opponent which he himself soon realized could not be sustained. Questioned by the press about this after the meeting, the mayor denied having said what he said. Being pushed further, he replied angrily: “Then the radio misquoted me!”

- The Boston Globe’s Elizabeth Sullivan, on May 22nd, devoted a full column to Gene King’s 8-year-old daughter, Betty, who conducts a full-hour show every Sunday morning tagged “Let’s Have Fun” for the kiddie trade on WCOP. Gene himself originated the idea last fall when the popular “Coast to Coast on a Bus” stunt went off the air. As WCOP’s program manager, Gene realized this hour vacancy would seriously discomfit the listening habits of the young fry, so he set out to pattern a new show for a ready-made audience. After a number of auditions, during which the youngsters either became frightened or else “free” before the mike, Gene happened to think of his own little napplet, who was brought up in a radio atmosphere and was deeply interested in music and story telling. The kid became an immediate click up in Boston with ABC asking for the show on the net. Gene’s old pals down here at WOR are all wishing the best of luck to Gene King and the little Princess.

- AROUND TOWN; Dennis Day leaves off his personal appearance tour with his package show at the State Theater in Hartford, Conn., on the 28th. . . . Producer Ezra Stone flew to Indianapolis over the week-end with writers Arnold Horwitt and Leonard Holton to confer with Olsen & Johnson on their new TVariety show. . . . The dansational Marge & Gower Champion headline the new show at the Riviera. . . . According to Harold Goldman, there are plenty of opportunities in television, providing you happen to be a wrestler, a horse, an aerobat, a puppet or a trained kangaroo. Which reminds us of Geo. Petrie’s description of TV: Very high frequency, very low salary. . . . Wm. Gargan signed to guest with Bing Crosby on a series of “Minute Maid” shows in N.Y. Bill Morrow plans here to supervise the transmissions. . . . Carleton E. Morse is arranging to give the cast of “One Man’s Family” vacations via storyline of the show, since it’s scheduled to remain on NBC during the summer.
WHAT DO YOU WANT TO KNOW ABOUT

ADVERTISING AGENCIES?

A DIRECTORY OF ADVERTISING AGENCIES SHOWING MEMBERSHIP PERSONNEL, ADDRESSES PHONE NUMBERS RADIO & TELEVISION ACCOUNTS PLACED

NATIONAL & LOCAL SPOT BUSINESS

AGENCY NETWORK EXPENDITURES

ARE CONTAINED IN THE 1949 RADIO ANNUAL AND TELEVISION YEARBOOK

ONE OF 1001 SUBJECTS COVERED IN THE RADIO ANNUAL for 1949
Commission Decision Challenged By Court

(Continued from Page 1)
to Southern Broadcasting Stations, Inc., because of the possible
management contract between SBS and the regents of Georgia Insti-
tute of Technology for operation of WGST, Atlanta.
The Commission found the man-
agement contract not in the public
interest and in 1933 ruled that the
school had to offer assurance it was
prepared to assume full license re-
sponsibility. The FCC in 1943 found
that a plan whereby the school
would buy out SBS, paying the
stockholders 15 per cent of all good
returns until 1956, "would jeopard-
ize the licensee's financial ability to
conduct the future operation of the
station in the public interest" and
would have a "possible future move
by the station to enter FM and TV.
The Commission thought such an
arrangement was an attempt to evade
the Commission requirements as set forth in 1933.

Then on the ground that the
FCC had rendered the contract impos-
sible of fulfillment, the board of regents directed that the contract
no longer be complied with. In
October, 1947, the court of Fulton
County found the FCC without jurisdic-
tion to nullify, change or otherwise modify the 1933 contract.
This ruling was later upheld by the
State Court of Appeals, and in
March the State Supreme Court re-
tused to hear it.

The brief by Georgia Attorney
General Eugene Cook holds the
Commission decision to be binding,
and argues that if the Georgia court
ruling is permitted to stand, "it will
not only destroy the power of the
FCC to effectively control the qual-
ity of radio broadcasting as con-
templated by the Congress, but it will
also seriously undermine the validity, dignity and effective-
ness of all decisions and rulings of
administrative agencies enforcing
defederal laws."

About Music

WQXR, the New York Times Sta-
tion, has mailed to some 3,000 adver-
sers and advertising agency execu-
tives a book bound, titled: "Of
Music and Music and Music," to
promote the classical music pro-
grams of the station as a "selling
point." The book of 24 pages contains
pen-and-ink stylized sketches of
and quotations from sixteen im-
mortals, such as Longfellow,
Browning, Cowper, Goethe, Milton,
Tennyson, etc., all relating to the
charm and power of "good music."
The book is a recapitulation of the
theme of the station's advertising
campaign which was begun in January with the release of the
commercial copy which accompa-
nied the quotations when they ap-
peared in various publications.
The title page, a take-off on books
of the last century or two, announ-
ces it as "a quaint assembly of some
very general and relatively com-
monly good sense about that Most
Mighty Mover of Men & Merch-
andise: Good Music."

Documentary Brochure

"Mind in the Shadow," CBS Doc-
umentary Unit Production present-
ed a Philco Spot which closed
Saturday, June 19, is the subject of a promotion piece mailed to the network's list of
opinion leaders, public officials, sta-
tions, agencies, clients and pros-
tspects.
The 20-page booklet, illustrated
by Brackman, deactivates the power
of the "Mind in the Shadow," a documentary on mental health as "a broad-
cast" and underscores the power
of CBS to hold the loyalty and confi-
dence of its vast audience.
The booklet reprints comments from Luther M. Yost, Min-
nesota; Dr. William C.
Menninger, leading authority on
mental illness; Irwin Edman, noted

Furniture Firm On WNJP

Boruck Furniture Company of
Newark has purchased a program of
Latin American music on WNJP,
Newark, for fifteen-minutes across
the board from 9:45 until 10:00 p.m.,
daily.

Spokesman

Charles Luckman, president of
Lever Brothers Company, will speak
on the Bob Hope-Swan
Soap radio program, tonight over
NBC, 9 to 9:30 p.m., EDT. Luck-
man, according to the Swim Spe-
manship in connec-
tion with the current CARE
campaign to bring soap to
Europe's 20,000,000 children. He
will review his recent trip to
Europe, talk of the need for soap
in Europe and thank the American
people for their continuing gen-

American Advertisers

On Honduras Station

(Continued from Page 1)
American broadcasters and consist of small towns as soap opera, live
musical remotes from night clubs,
sportscasts and recorded popular
music pipa broadcasts on one AM frequen-
cy and two short-wave frequencies.
The station has appointed Pan
American Broadcasting Company.

American Advertisers

On Honduras Station

(Continued from Page 1)
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cy and two short-wave frequencies.
The station has appointed Pan
American Broadcasting Company.

American Businessmen

In Maryland

Businessmen are discover-
ing that it means the best
buy in television in Maryland!
NEW TREND NOTED IN WEB SALES

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, June 7, 1949 — TELEVISION DAILY is fully protected by register and copyright. No text is allowed.

TREND NOTE

In Web Sales

Most straight variety shows, by their structure, tend to be rather fly-by-night affairs. This is especially true of "Cavalcade Of Stars," which bowed over Montel Saturday sponsored cooperatively by ten retail drug chains. Emcee Jack Carter's singing midway was try by, although a few of his gags later on in the show were much better. The Fontaines, two men and a girl, offered an exciting acrobatic and trick dog team. The Bacarios had their dog number, which was the first time but has long since been seen at WTV. Their act and lighting effects were entirely on the television set.

The station has been airing its channel four pattern since April. Over one hundred miles from points as far distant as two hundred miles have been received consistently, according to P. Suggs, WKY and WTV radio manager. One hotel in Fort Smith, Arkansas, has installed receivers in lobby and dining rooms to receive WKY- TV programs on one hundred eighty miles away.

Permit Granted Last June

Station received its permit in June, 1948, less than a year ago. WKY-TV's first program will originate in the Little Theater studio, a distance of approximately two blocks from main studios in the Skirvin Hotel Tower of WKT.

More than a half million dollars has been invested in equipment. Two sections totaling thirty-eight pages of television information regarding WKY-TV were included in Sunday issue of Daily Oklahoman. A two-color cover page of illustrations showed pictures of mobile unit, 901-foot tower and studio views.

Full Line Of Video Receivers

Planned For Fall By Sylvania

Don G. Mitchell, president Sylvania Electric Products, Inc., announced yesterday that a full line of receivers bearing the Sylvania name will be placed on the market this fall.

Sets are expected to be available on October 11. Initially the line will include both W12 and W16 models, consoles and console combinations with three-speed record changer, AM and FM radio, and also a AM radio receiver.

Had Delayed Entrance

Mitchell said that Sylvania had delayed entrance into the TV set field until an extensive program of field and laboratory engineering research in the direction of simplification, clarity of picture and minimum maintenance, had developed sufficient experience to assure quality performance.

Television Headquarters

In Buffalo

Firm is one of largest manufacturers of picture tubes, with plants located at Eastport, Pa., Ontario, Ohio and Seneca Falls, N.Y.

Headquarters for tele set activity will be in Buffalo, N.Y., under the direction of Edward E. Lewis, facilities include two plants and an office building.

package rates for AM-TV programs on upswing

With the continued growth of television and the gradual decline of nighttime radio probable, web exerts controlling both media are working out plans for selling both on a full-time basis during the transition period.

Sales takers are faced with two major problems. One is an apathetic attitude, scheduled for in the last of many prospective bankrolls, and the other is their hesitant outlook towards programming. Both of these factors have had to be considered in the planning of the fall schedule.

Since both media must be sold with equal vigor package rates are expected to connect. But in the work practice in the near future.

The idea is not a new one, having been used in various parts of the country by network broadcasters and in a total of 7 to 10 packages.

Trend toward package network sales is expected to gain momentum during the summer in preparation for the fall season. One of the first such deals is the reported upcoming switch of the Old Gold Amateur Hour from Dunbar to ABC. Local advertisers will have the option of buying time on either the AM version and it is, said, the deal for a tele stanza via an attractive package offering.

WATV Completes Deal For 36 English Films

Contract for airing of 36 English films on WATV was completed yesterday by Robert M. Pastow, film director of the Newark indie, with Edward Sherman, president of Motion Picture Management, Hollywood, California. The deal was announced Wednesday, May 5th. The movies will run through the summer on the AM version and, it was said, the deal was reached on Wednesday, May 5th. The movies will run through the summer on the AM version and, it was said, the deal was reached on Wednesday, May 5th. The movies will run through the summer on the AM version and, it was said, the deal was reached on Wednesday, May 5th.
URGES GOVERNMENT SUBSIDY FOR RADIO OVERSEAS

(Continued from Page 1)

propaganda... Accordingly our programs should, as much as possible, be anonymous. Where the program is used to explain United States policy, it is quite proper to announce it as Government-sponsored program. But where it is used for general propaganda purposes, anonymity is highly desirable.

He called also for wider editorializing in the spreading of information, and hit at the FBI clause in the Smith-Mundt Act as responsible for costly delays in the hiring of needed personnel for the Voice of America.

Lodge declared that the Communists "are on the offensive with all the weapons of a shooting war which they have been able to muster or devise. These weapons are being used in a telling and effective manner. On the other hand, we are everywhere on the defensive... It is pertinent to ask how it happens that the Soviets can openly finance the various national Communist parties, openly send their propaganda agents all over the world, publish their own Russian-language newspapers everywhere, control hundreds upon hundreds of so-called front organizations, while we do litte or nothing to counteract these assaults for fear of being accused of interference in the internal affairs of other nations."

"The American army has for some time, and with good results, operated foreign-language newspapers in Germany, Austria and Trieste. Why cannot we, too, whenever it may seem advisable, openly or otherwise subsidize foreign news and radio networks? Why cannot we, too, if it should appear desirable, send lecturers abroad onavored propaganda missions, in order to stir up pro-American - pro-freedom - feeling among all groups - among farmers, workers and among businessmen? Why must we hide our light under a bushel? Why must we be so squeamish? Why should we take part in a newspaper's attempt to reduce the effectiveness of our broadcasts which could create a less precarious peace?"

AM-FM STATIONS PLUG COMING OF TV OUTLET!

(Continued from Page 1)

be aired each Monday at 8:00 p.m. Discussing the various aspects of television, especially at the start of the WTVT operation scheduled to begin July 15, will be the following: WTVT's Public Relations man, Charlie Griffin, advertising manager; and WTVT's newscaster, Howard L. George, will serve as moderator for the series; Larry Walker, WTVT disc jockey, will serve as advertising manager in charge of television programming; and M. J. Minor, WTVT chief engineer, in charge of the technical side of WTVT.

CBS TALENT RAID SEND "SS" TO NB

(Continued from Page 1)

Spade" to NBC. Series has been successful in WJZ leadership since September, 1948. Its future CBS has been hanging fire since last winter when it became known that Columbia wanted to buy "Spade" in the "Sam Spade" time period. Reports at that time said the age cy was under contract to determine whether the "Spade" itself would be sold. In the current CBS Sunday night schedule this is NBC's top rated Sunday night in former years, "Spade" built itself up to a 19 rating.

Incidentally, NBC's Sunday Night Schedule is nearing completion. Next fall and at least half of it will be complete change, both as personalities and in the field of programming. Here is the lineup for a three hour block starting at 8:00 p.m.:

6:30-7:30 "Hollywood Calling" 7:30-8 "Phil Harris-Alice Faye and Spade"; 8:30-9 "Theater Guild on the Air". A new giveaway show, "Hollywood Calling", is being scheduled in early part of the fall in an effort to snatch a major portion of the audience and hold it for the remainder of the night. And it is the CBS lineup for the same three hour period beginning next fall:

6:30-7 "Our Miss Brooks"; 7:30-8 "Jack Benny"; 7:30-8 "Amos & Andy"; 8:30-9 Edgar Bergen-Carl McCarthey; 8:30-9 Red Skelton; 8:30-9 Helen Hayes. The Sunday night schedules next fall are expected to bring the highest audience watt ever entered into between NBC and CBS. Both have formidable ammition on hand and the outcome would seem to rest with the master minds.

QUIZ KIDS RENEWED FOR BOTH RADIO AND TV

(Continued from Page 1)

the "Quiz Kids" on both the NBC-AM network and the complete interconnected NBC-TV network.

After the Saturday summer hiatus, the "Quiz Kids" AM broadcast will go on Saturday, July 14, at 2:00 p.m. (CDST), while the "Quiz Kids" TV show will start Tuesday, September 1, at 7:30 p.m. (CDST). The NBC-TV network will go on with the "Quiz Kids" on Sunday, July 15, at 9:30 p.m. (CDST). Will the NBC-TV interconnected network show have been running since the fall of the "Quiz Kids" AM broadcast, Chicago, handled the new weekly contract for the network. The program, which is handled by the American Broadcasting Company, which handles the account of Miles Laboratories, Inc., Elkhart, Indiana. For the AM and TV version of "Quiz Kids" are package shows produced by Leonard G. Cowan, Inc.

NETWORK SONG FAVORITES

(Continued from Page 1)

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 May 27-June 2, 1949

<table>
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<th>Publisher</th>
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<tr>
<td>&quot;A&quot; Chapter In My Life Called Mary</td>
<td>Steppi-Bernstein</td>
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<td>A Wonderful Guy</td>
<td>Chappell</td>
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<tr>
<td>&quot;A&quot;—You're Adorable</td>
<td>Laurel</td>
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<td>Agast</td>
<td>Jenkins</td>
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<td>Baby's Got A Cold Outside</td>
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<td>Ball 'Em</td>
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<td>Beautiful Blonde From Bashful Bend</td>
<td>Miller</td>
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<td>Cabaret</td>
<td>Duchess</td>
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<td>Candy Kisses</td>
<td>Hill &amp; Range</td>
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<td>Careless Hands</td>
<td>Melrose</td>
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<td>Comin' On In Comin' On</td>
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<td>Cruising Down The River</td>
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<td>Don't Cry Baby</td>
<td>Sandy Joy</td>
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<td>Everywhere You Go</td>
<td>Lombardo</td>
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<td>Feet</td>
<td>Feist</td>
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<td>Forever And Ever</td>
<td>Robbins</td>
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<tr>
<td>Havin' A Wonderful Time</td>
<td>Paramount</td>
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<td>How It Lies, How It Lies, How It Lies</td>
<td>E. H. Morris</td>
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<td>Hurry Happy Hurry</td>
<td>Dreyer</td>
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<td>I Don't See Me In Your Eyes Anymore</td>
<td>Loebl</td>
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<td>It's A Big Wide Wonderful World</td>
<td>Broadcast Music</td>
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<td>Kiss Me Sweet</td>
<td>Advanced</td>
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<td>My One And Only Happiness</td>
<td>Harry Warren</td>
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<td>Red Roses For A Blue Lady</td>
<td>Mills</td>
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<td>Riders In The Sky</td>
<td>E. H. Morris</td>
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<td>So In Love</td>
<td>T. B. Harris</td>
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<td>Some Enchanted Evening</td>
<td>Chappell</td>
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<tr>
<td>Three Wishes</td>
<td>Famous</td>
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<td>Weddin' Day</td>
<td>Ben Bloom Music</td>
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Second Group

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<tr>
<td>Always True To You In My Fashion</td>
<td>T. B. Harris</td>
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<td>Are You Kissing Someone Else</td>
<td>Caverly</td>
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<td>Gayway Boy</td>
<td>Leeds</td>
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<td>Heart Of Loch Lomond</td>
<td>E. Crawford</td>
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<td>I Didn't Know The Gun Was Loaded</td>
<td>Lewis</td>
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<td>If I Could Be With You</td>
<td>Remick</td>
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<td>I'll String Along With You</td>
<td>Wilmar</td>
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<td>I'm Beginning To Miss You</td>
<td>Berlin</td>
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<td>I've Got My Love To Keep Me Warm</td>
<td>Berlin</td>
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<td>Just In Case</td>
<td>Beacon</td>
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<td>Love Me, Love Me, Love Me (Or Leave Me Alone)</td>
<td>Miller</td>
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<td>London's Gold</td>
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<td>Need You</td>
<td>Choice Music</td>
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<td>Once And For Always</td>
<td>Melrose</td>
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<td>Someone Like You</td>
<td>Harris</td>
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<td>Someone To Love</td>
<td>Warren Publications</td>
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<td>While the Angelus Was Ringing</td>
<td>Chas. H. Harris</td>
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<td>While We're Young</td>
<td>Regent</td>
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<td>Why Can't You Behave</td>
<td>T. B. Harris</td>
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<tr>
<td>You Broke Your Promise</td>
<td>Bie Music</td>
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<tr>
<td>You're Mine</td>
<td>Porpie</td>
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Second Group

(Continued from Page 1)

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VOICE TIME-BUYS DIFFICULT ABROAD

GDP Radio Director Defends Hoover ETs

Washington Bureau of RADIO DAILY
Washington—Ed Ireland, radio director of the Republican National Committee, who questioned yesterday on the controversial Hoover transcripts offered to radio stations, said that approximately 300 stations carried the ETs and that the GDP had not taken steps to recall them. Senator J. Howard McGrath, Democratic National chairman, had charged political distortion in the rebroadcast of a series of radio talks.

Kraft Buys NBC Time For Daytime Serial

Little To Report
Washington—Efforts to get details of the NBC board's membership committee meeting, which ended late Monday, were productive of little\.

State Dept. Cautioned Not To Purchase Locally On Gov't-Controlled Radio; Suppression By Soviets Cited

n recent months have been, in three out of four cases, from members who went on the air since the war.

Heidt Leaving NBC Spot; Will Move To CBS In Fall

Representatives of about 50 stations have registered to-date for the day-long Foreign Language Broadcasting Clinic, Hotel Roosevelt, June 15, it was announced jointly yesterday by Claude Barrere, secretary of the Radio Experimental Club of New York, and WOV, the New York affiliate which originally proposed the clinic.

Petrollo Re-election Reported Assured

FCC Asked To Act Now On Pearson-Allen-WBAL

Washington Bureau of RADIO DAILY
Washington—The FCC was called upon yesterday to bring forth an immediate decision in the long-pending application of Drew Pearson and Bob Allen to take over the assignment of Hearst Radio's WBAL.

Elderly ET Artist

Lancaster, Pa.—Frank M. Folsom, RCA proxy, paid tribute last night to television’s technical and industrial achievements, the development of a “wide range of programs” and RCA board chairman David Sarnoff as “the man whose vision and leadership contributed immeasurably to television’s rapid development as a science, art and industry.”

In a talk on the “A Million Million”

Sharp Increase Reported In ABC's Network Sales

Three new contracts totaling nearly $2,000,000 with two new advertisers and one previous extensive user of network facilities were reported yesterday by the American Broadcasting Co.

www.americanradiohistory.com
COMING AND GOING

ELWOOD WHITNEY, vice-president and general manager of WOR, 1030, has returned to New York, where he is stationed for the annual Christmas-card illustrations for Hallmark Greeting Card Company.

HUGH C. COBB, manager of WORC, Birmingham, Ala., has been here since the beginning of the week for conferences at NBC. He’ll leave for home tonight.

PATTI MAXINE and LA VERNE ANDREWS, two members of CBS’s "Circus on the Road," are expected in New York tomorrow from Hollywood. They’re booked for an engagement at New York’s Roxy Theater.

CEDRIC FOSTER, mutual network commentator, is in St. Louis broadcasting his programs from KWK. He’ll be back in Boston next Monday.

DREW PEARSON, American network commentator and author, will be in East St. Louis, Ill., where he will broadcast from the steps of the State Capitol Building as a feature of the ceremonies in connection with the placing of a freedom bell in the State Capitol grounds. He is accompanied by BILL NEL, news editor in the Washington office of ABC.

WALTER MYERS, of the NBC network sales department, is spending a few days in Boston on business.

GORDON GRAY, vice-president of WIP, Mutual’s station in Philadelphia, is in Gotham on business.

WILLIAM SHAW, assistant sales manager for the Columbia Pacific Network, who had been in New York for a month, has returned to Hollywood.

DR. ALMA KELLY, head of the neuro-somatic research department at the Louisiana State University Medical School and Long Beach, Calif., is in Washington, D.C., working on an important project on the effect of cerebral blood flow on a number of radio and television programs.

‘Americans, Speak Up’ Carried On 75 Stations

(Continued from Page 1)

by Bill Slater, is heard on the first recording of the year. The program, which is carried by 75 stations in the series include Eddie Rickenbacker, Clarence Birdseye, Robert McCormick, and an interview with Comm. Charles Sawyer.

Key Stations Listed

Among the key stations carrying the program with 50 or more listeners are: WGN, Chicago; Alexander Insurance Co.; KOCI, Oklahoma City; OKL, Oklahoma City; KDFM, Tulsa, Okla.; Lincoln-Mercury dealers; WCHV, Charlottesville, Va.; Montgomery Auto Co.; KODI, Cody, Wyo.; Shoshone Natl. Bank WYO, Idaho; WJZ, Newark, N.J.; WOR, New York; WMKN, Memphis, Tenn.; WJZ, Newark, N.J.; WHAS, Louisville, Ky.; WJZ, Newark, N.J.; WHIS, Winston-Salem, N.C.; WGR, Buffalo, N.Y.; and many others.

Folson Pays Tribute To Progress Of TV

(Continued from Page 1)

TV program on the occasion of the 1920s, 1930s, and 1940s. The program, which is carried by 75 stations in the series include Eddie Rickenbacker, Clarence Birdseye, Robert McCormick, and an interview with Comm. Charles Sawyer.

Stork News

James Miller, columnist editor in the NBC press department, and his wife are parents of a son born June 7 in Hospital. New York. Baby weighed 7 pounds, 13 ounces, and has been named Stephen.

HENRY J. TAYLOR, American network commentator, is leaving on one of his three-month tours. He will study conditions and talk with leaders in Tokyo, Shanghai and some 15 other cities in Asia and Europe. His General Motors program will be broadcast each Monday through the use of special broadcasting facilities.

JAMES WOOD, JR., manager of technical services in the engineering department of NBC, will leave today for a vacation in Europe.

ELSIE LATZKO, secretarial aide to A. H. Barlow, of CBS, leaves tomorrow to Clarksburg, W.Va., for a vacation in Bermuda. She’ll stay 10 days

BILL HENRY, news analyst heard on MBS, is here from Washington. He’ll fly back to the capital tomorrow.

JOSEPH MOSS, president of the advertising agency bearing his name, is leaving on a three-day tour of Long Island in connection with promotional activities of several real estate clients.

PAULA ARNHEIM, account executive in the public relations office of Richard H. Roffman, has returned from Chicago, where she handled placements of Corti works on various give-aways.

WALTER KANNER, publicist, will leave Friday for Swan Lake, N.Y., to handle the three-day engagement of the Irish War Veterans department of New York.

JEFF CLARK, singer heard on the Harry Morgan show on NBC, will return from Washington, D.C., where he sang for the Congressional Women’s Luncheon.

DR. DAVID F. TRACY, whose views on hypnosis and the nervous system are broadcast on radio and television, will spend the coming week at the Rich Country Club in Monroe, N. Y.

First Nighter Time Switch

“First Nighter,” CBS Thursday drama series aired 10:30-11:00 p.m. EDT, under sponsorship of Campagna Sales Company, will be going into the period vacated by “Hallmark Playhouse” for the summer months. “First Nighter” will go back to its original time, 10:30-11:00 p.m., on September 9 when “Hallmark Playhouse” returns to the air.

Power—under control

Big Ruth is one of the most powerful weapons under the big top. But it’s power under control. She’s also one of the best trained animals in the circus.

When it comes to producing low-cost results from radio, W-I-T-H has high power, too—power to control sales and profits.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. And you can buy this BIG audience for amazing low cost. Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town.

That means you can get BIG results from LITTLE money on W-I-T-H. Call in your Headley-Reed man and get the full story today.
Foreign Language Clinic Agenda Set

(Continued from Page 1)

The tentatively scheduled at 8:45 a.m. by Ralph Weil, general manager of WOV, followed by a presentation on "The Fine Language Program from a Broadcast Station's Viewpoint" by Robert O. Miller, WCBS-L "The Multi-Language Operation." Following the presentation will be a "Free Language Programs from Western Europe," by Pat Stanton, WFLY and "The ABC Radio Language Program," by Frank C. Gehrke, Scratch, to be announced, "Foreign Language Programs in the Small Town." (. to be followed by discussion).

12:00 noon - Breakfast

12:30 p.m. - Luncheon Speaker: Emil Moger, President, Emil Moger Co., Inc., "What the Agency Wants from the Foreign Language Station"

2:30 p.m. - Auditing your Foreign Language Audiences--Dr. Sidney Radlow, Director of The Pulse, Inc., presentation of WOV audit material to illustrate what can be done in other markets.

3:30 p.m. - National Sales Panel--Ralph Weil, WOV, "Moderator, Discussion of common problems with special attention to possibilities of national representation for the group. Panel members: George Lasker, WBMS; Jimmy Milne, WNHC; John Dyer, WGBS; Bill Moore, WBXN; William Jory, WILR.

William King

William G. W. King, 42, news writer in the WCVB news room and formerly music editor of the New York Sun, died in his sleep June 4 while vacationing at Fire Island, N. Y. Death was attributed to heart disease. King joined NBC early in 1948 after doing free lance writing for several periodicals. He was music editor of the Sun from 1934 to 1939 and feature editor and a member of the New York Cabs' string that covered from 1929 to 1938. He was contributing editor of Cue magazine at the time of his death. King was unmarried.

AGENCY NEWSCAST

JACK C. ALICIOI, who has been with the Eagle Lion home picture advertising and publicity department since the inception of the company over two and a half years ago, has resigned, effective immediately. Having served in the capacity of establishing a close relationship within the trade and the handling of special assignments for the company, Alicioi expects to enter radio and television, with which he was associated prior to joining Eagle Lion.

JOSEPH T. PAULKNER, JR., formerly a salesman with WGBI, Fort Wayne, Ind., for the past three years, has joined the sales staff of Louis E. Wade, Inc., that city's advertising agency.

L. J. MCGREGOR, formerly with the DeVilliss Co. nine years and former advertising manager of several other Toledo firms (Swartzbaugh Mfg. Co., Commercial Metals Co., and Goodyear Tires & Rubber Co.), has joined the Toledo, O. office of Clark & Rickard, advertising and marketing consultants, as an assistant account executive.

PAUL TERRY, active in advertising circles in Hollywood, Los Angeles and Chicago for several years, has joined the Jessop Advertising Co., First National Tower Bldg., Iowa O. While on the West Coast, he wrote commercials for several national radio programs. In his new post, he will have charge of the advertising for the Adco agency and assist with plans for expanding its newspaper, magazine, and radio departments.

At the annual meeting of the Women's Advertising Club of Milwaukee, Inc., Ursula Wehde, American Lace Paper Co., was elected president. Other officers are: vice-president, Greta Murphy (Milw. Electric Engineering Co.); secretary, Frances Haggerty (WIBN-Heart Radio Inc.); corresponding secretary, Rosemary Kliszow (Will Ross Inc.); treasurer, Dorothy Kenealy (Commercial Letters, Inc.).

YOUNG & RUBICAM, INC., has been engaged by Commonwealth Shoe and Leather Co. to place the advertising for Bostonian and Mansfield shoes.

HENRY F. EWALD, president of Campbell-Ewald Co., has been elected a member of the board of directors and the executive committee of the Medical and Rheumatism Foundation.

Stork News

WBNM staff announcer and Mrs. Phillips became the parents of a third child, Lawrence Kenneth, at Passaic Hospital, Queens, on June 6. Their new son weighed 6 lbs., 11 ounces.

WPTW, Fort Wayne, Ind., has appointed independent Metropolitan Sales as its national sales representative, according to Edward G. Thomas, president and general manager of the station.

H. W. HAUPTMAN COMPANY has named Nat Weinstein radio director of the agency.

BENNETT, PETESCO & O'CONNOR, INC., Chicago advertising agency, has changed its corporate name to Petesco, Hecht & O'Conner, Inc. There is no charge in the holding of the corporation or its officers. Albert S. Hecht, Jr., having replaced Bennett as executive and member of the board of directors last August.

HIRSHON-GARNFIELD, INC., has named Lucille Gold as vice-president of the agency in charge of fashion advertising and merchandising. Mrs. Gold, before joining the organization last November, was publicity director of La Salle & Koch, Toledo, and Russeks, Fifth Avenue, in New York.

ROBERT OTTO & CO., INC., is preparing radio, newspaper and magazine advertising for the new campaign on Tangee cosmetics, produced by George W. Luft Co.

Pettrillo Re-election Reported Assured

(Continued from Page 1)

Garrett Pettrillo, who said that a threat of a jurisdictional war with the American Guild of Variety Artists existed.

"All was wrong," the musician's chief said, "until someone got the crazy idea that when a musician plays under a spotlight it makes him an act and he must belong to AGVA. No musician anywhere, anytime need belong to another trade union," he emphasized.

Pettrillo charged AGVA with a plot to make inroads on AFM.

Cohen Agency Named To Handle Fitch Account

The Grove Laboratories of St. Louis on Monday announced that advertising for its newly-acquired Pitch Insecticides will be handled by the Harry B. Cohen Advertising Co. of New York, effective June 18. Grove will purchase the F. W. Fitch Co. of Des Moines beginning effective on the same date. The Cohen agency will then be handling the following Grove products: 4-Way Cold Tablets, Pazo Ointment and Suppositories, Grove's Chill Tonic, Dr. Porter's Antiseptic Oil, Fitch Ideal Hair Tonic and Fitch's Dandruff Remover Shampoo.

For Profitable Selling—Investigate

WDEL WILMINGTON

WAGL LANCASTER

WKBO HARRISBURG

WRRA READING

WORK YORK

WEST EASTON

For Profitable Selling—Investigate

STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by ROBERT MEeker ASSOCIATES

Chicago
San Francisco
New York
Los Angeles
Mainly About Manhattan...!

- Coca-Cola reportedly trying to get out of its contract with Spike Jones which doesn't expire until Sept. 24th. CBS expects to have its own kinescope and tape-recording equipment on the west coast by July 1st. Meredith Willson and his old-time sponsor, General Foods, have come to terms for a new 6-NBC show starting Aug. 22nd, while the "Aldrich Family" vacations. Johnny Green, who goes back to the old Philip Morris shows in radio, has been appointed head musical director at MGM studios. Jimmy Durante and a squirrel will co-star in a new film made by Geo. Pal. Half the film will be live and the other half animated. Curly Harris, formerly one of Manhattan's most popular men-about-town, has settled down to become one of the town's leading Mine Hosts. Whiting is by way of saying on his new bistro at 500 Madison Avenue is clicking solidly with the radio crowd and any noon-time you're just as likely as not to rub elbows with Fred Allen, Abe Burrows, Galeen Drake or Arturo Godfrey, not to mention the CBS execs who have 'adopted' the job.... Gene Autry has changed his mind about buying that Texas station. Withdrawd in favor of a publishing house.... Mike Vallen flew into town to wrap up the Beatrice Key-NBC video deal.... Television, according to Fred Allen, may be the entertainment of tomorrow—but it certainly isn't the entertainment of today.

- Ben Gross recently wrote that Joe Franklin was building a network TV version of his WMCA "Antique Record Shop" for a fall debut. Projected show will air in all likelihood titled "I Came To Reminisce," and will feature performers whose records Joe has played on his radio stanza—Eddie Cantor, Al Jolson, Georgie Price, Paul Whiteman, Belle Baker, Sophie Tucker, etc., re-enacting highlights of their careers.

- WELL, FOR TYPING OUT LOUD: No sports broadcaster calls a homer with the suspenseful excitement of Mel Allen's voice ride on "It's Going.... It's Going... It's Gone!" News reporters strive for, but never reach Lowell Thomas' simple, but effective sign-off: "So long until tomorrow night."... Get a hundred miles out of New York and citizens think every girl talks like Ann Thomas or Shirley Booth. In all the years of studio house bands there hasn't been any broadcast with the savvyness of Freddie Rich. Such as Gershwin is your favorite composer, you must bow low to Buddy Clark for the greatest rendition of "It Ain't Necessarily So" and to Dinah Shore's pouting on "Someone To Watch Over Me."... Listen to Ray Kryer's drawl and you want to go right out and order Southern Fried Chicken. If any lady of the airwaves has a road map to the fountain of youth, it must be Mary Margaret McBride. Her witty voice and up-to-the-minute attitude on things, stuff and subjects makes her as hip as a modern be-hopper,...

- After last Saturday's "Who Said That" TV quizzer went off the air, quizmaster Bob Trout kept firing questions at the panel for the benefit of the studio audience. As he started, he said to the lads in the control room: "Make sure that the P.A. is on." "Yes," chimed in Geo. S. Kaufman, one of the guessers, "and spell it P-A-Y."

- SMALL TALK: Henry T. Ewald, Pres. of Campbell-Ewald, has elected to the Executive Committee and Board of Directors of the Arthritis and Rheumatism Foundation.... Alan Sands and Jeff Martin have placed their comedy sketches, "Love 'em or Leave 'em" with the Wiltbur Stark-Jerry Layton firm for representation. Howard Coleman set if "Stop the Music" doesn't call him soon, he's gonna call them.
MIRACLE DRUGS CANNOT CURE THIS SICKNESS

We only wish there were a miraculous drug to stop a man from worrying.

Hundreds of thousands would buy it, because constant worry over money literally makes sufferers sick!

It's a sickness, however, that miracle drugs cannot cure.

Yet... something 'way short of a miracle can cure it!

That's saving! Saving money... the surest, wisest way. With U.S. Savings Bonds.

All you do—if you're on payroll—is join your company's Payroll Savings Plan.

Or, if you're in business or a profession, enroll in the Bond-A-Month Plan at your local bank.

You'll be plesed to see those savings grow. Ten years from now, when your Bonds reach maturity, you'll get back $40 for every $30 you invested!

Is it peace of mind you want?
Start buying Bonds today!

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

THIS SPACE CONTRIBUTED BY RADIO DAILY
FCC Asked To Act Now
On Pearson-Allen-WBAL

(Continued from Page 1)

Baltimore. The original application, alleging on the basis of the FCC's "blue book" discussions of WBAL programming and other observations, that the then experimental programizing in the public interest, was filed September 17, 1946.

The petition for immediate decision requires a hearing by the full Commission, whereas other requests would go to the Commission's department and not necessarily to the full Commission. It was filed by Attorney Marcus Cohn, who filed a similar petition last week seeking action on stations.

Hearing on the WBAL petition was closed in April, 1946, and in January of this year the Commission reminded that financial arrangements set forth during the hearing called for payments by the station and a pledge that had contracted to lend them the needed money. The two columnists are still paying heavy interest charges, Cohn wrote.

He declared that:

"Over 14 months have passed since the record in this case was closed. A continuing policy of inaction by the Commission may conceivably have the practical effect of decelerating the disposition of the two applications. How long is an applicant expected to hold itself in readiness for the day that the Commissioners might act? Administrative determination of cases by inaction is neither fair nor legal. Both parties at the time their respective applications were filed had an interest to expect that the Commission would act within a reasonable period of time. They are administering for such an obligation to the industry it regulates and the parties before it cannot shrug this responsibility."

Swiss Shortwave Service
Beaming Program To U.S.

(Continued from Page 1)

daily. The English in the United States; two of our clients, Australia, New Zealand and the Far East; and the daily broadcast to the United Kingdom and Europe has been enlarged.

Switzerland now claims the Orient with three complete transmissions a day, the first being to South-East Asia, the second to India and Pakistan, and the third to the Middle East. The services for Spain, Portugal and Latin America have been enlarged, while the program for Europe is now more varied and is broadcast between 5:30 a.m., GMT, and 10:00 p.m., GMT. It is beamed to Africa three times daily.

The expansion of programming has been made possible by the installation of three 100-kilowatt and two 25-kilowatt transmitters at the Swiss Shortwave Service's station at Schwarzwild near Berne. Switzerland now calls the world on the following kc settings 24 hours a day: 6760, 9335, 15330, 17764, 11665, 11715, 15120 and 9665.

Entertain Veterans

The entire cast of Mutual's "True Blue" program, heard Saturdays, 7:30 p.m., entertained patients at the Veterans' Hospital, Northport, L. I., last Friday.

26 contestants scored 100 percent and were given candy and cigarettes as prizes.

Lake-Land, U.S.A.

More than one thousand lakes dot northern Indiana! This is important to advertisers, summer-saleswise, because: (1) these lakes attract vacationists from all over the Midwest; (2) these happy throngs come well equipped with car radios and portable sets; and (3) they're spending holiday hours and dollars in WOWO's big, neighborly back yard. For information on sales-directed WOWO programs, call Paul Mills at WOWO, or Free & Peters.

NEW BUSINESS

KTSA, San Antonio: Continental Air Lines, through Galen E. Broyl, Co., Inc. of Denver, 26 announcements in a month internal campaign on the introduction of the new Convair 250 airliner. Stage Bee this five week "satisfaction" campaign of 15 announcements per week, through Maxon, Inc., New York Sears, Roebuck & Co., Sunday afternoon half hour transmission package "Calvadale of Music" for a week summer campaign, placed direct. Bee Brand Insecticide, through Sullivan, Stauffer, Colwell & Bayles, three announcements per week for 13 weeks. Gold Medal Macaroni, through Rogers & Smith, a 52 week schedule of announcements, per week. International Harvest for 36 announcement schedule through the Aubrey, Moore & Wa- lice agency.

WMCA, New York: Munzi Tele- vision Co. has signed a 52-week contract for daily participations by "Mr. & Mrs. Music," featuring Ted and Doris Steele, effective June 28. The spots will promote the summer's new "non-aerial" TV set with a one-knob picture control and 63-square-inch picture. The account was placed by Klinger Associates with Mert Fließch, WMCA account executive.

FORT WAYNE

ABC NETWORK AFFILIATE

WESTINGHOUSE RADIO STATIONS INC

National Representative, Free & Peters, except for WBEZ-TV; for WBEZ-TV, NBC Spot Sales

www.americanradiohistory.com
VIDEO NEWSREEL POOL PLANNED

NBC Program Dept. Reorganization Set

Reorganization of the NBC program department and creation of four new subdivisions under supervision of Norman Blackburn, national program director, was announced yesterday by Carleton D. Smith, director of television operations.

In addition, J. Robert Myers, formerly assistant administrative assistant to Smith, was named business manager of the department.

Robert W. Sarnoff was appointed production manager; Charles Prince, named manager of talent and program procurement; and Fred Shaw, manager of operations.

Fourth subdivision will be headed by a manager of new programs, to be named shortly.

Warrer Wade was appointed producer, and four directors were upped to producer status—Fred Cooe, Bill Corden, Roger Muir and Victor McLeod.

Also as part of the reorganization, the film division, headed by Russ Johnston, will report directly to Smith.

New Offices For STP

Chicago—Southern Television Productions of Louisville, Ky., has opened new Knoxville studios at 2641 East Magnolia Ave. The new studios will service stations in the South on feature films, newscasts and live shows.

Directors Bud Stem, Dick Trellex and Len Murray will handle assignments at the new location.

Diva's Charges Grab Space For Young Singer And Flack

Published charges by Met opera star Dorothy Kirsten that Milton Berle had placed on his NBC-TV show a "horrible sounding mess" and "passed her off as me," yesterday resulted in a publicity windfall for Catherine Mastice, dark-haired, 22-year-old soprano, who discovered the "inimitable" Miss Kirsten on the Tejaco video program two weeks ago.

At what her personal manager and press agent, Jack Perlis, termed "a trifle over the edge," Miss Mastice sang "Sempre Libera," from La Traviata, the aria she did on the Berle show, while 15 newspapermen, including reporters from the three wire services listened, and about five photographers, including one from "Life," littered the floor with used flash bulbs.

Also present a tape-recording crew, headed by Lee Bland, from CBS special events department, and a member of the NBC press staff.

Among the more pertinent items of information brought out were that Miss Mastice considers herself "not unattractive," that she stands five feet, three inches and, 125 pounds, has an ambition to sing at the Met and intends to sue Miss Kirsten for $100,000 charging defamation and libel.

Withdrawal

Ford Motor Co., "at the request of MGM, "has consented to withdraw" an adaptation of "Edward, My Son," scheduled for airing over CBS, June 3, it was announced yesterday. The MGM picture based on the play opened New York last week. Substituting for the show has not been decided.

N.Y. Programs Total 266

New high of 266 regularly-scheduled programs a week was reached by New York stations at the beginning of May—just before the summer hiatus period, according to a study by Ross Reports on Television Programming.

New Plan Would Speed Broadcast Of Service Pix

Washington—Preliminary meetings were held here yesterday between representatives of TV newsmen and public relations officials of the armed services for the purpose of establishing a distribution pool for news originating with the services.

The setup would be substantially the same as that in use by the theological newsletters.

Under a proposed arrangement, which would give broadcasters greater delivery on service-provided footage, a representative of the pool would call on the Army, Navy, Air Force and the Department of National Defense here and place them on a plane to New York. There, editors from the participating companies could attend a screening and decide on clips to be made up for broadcasts.

All pool films would be made available to any station or newsreel firm on demand. It was said, with organizations making such requests to share in costs. Independent stations not affiliated with a newreel firm, would be protected.

Attending yesterday's meeting were Jesse Sabin, of NBC; William Montague, of Texacro, and Harry W. Krause, of WPTL-TV, Philadelphia, representing indies.


Tillstrom Signs 5-Year Pact With NBC AM-TV

Burr Tillstrom, creator of the "Kukla, Fran and Ollie" stanza, yesterday celebrated his tenth anniversary in radio by signing a five-year pact with NBC "involving the potential expenditure of more than $1,000,000 for his talents," the network announced yesterday.

Contract covers also of from Allison, the only live member of the show's cast. Perl guaranteed Tillstrom's services to the Web for radio and TV, with the puppeteers retaining film and recording rights.

Cleveland Sets Up

Cleveland—Survey conducted by Bureau of Business Research of Western Reserve University in the Cleveland area during May shows 59,006 TV sets, an increase of 6,702 over April. 5,460 of homes bringing home total to 54,962.
RADIO DAILY

GOP Radio Director Defends Hoover Ets

(Continued from Page 1) Herbert Hoover had made earlier on government reorganization. The following: the employment of his voice familiar in normal station program operations. Tape recording was made of Mr. Hoover's voice and delivered with 'live' questions by the individual members of Congress. The members were careful in each of three programs in making it clear to listeners they were asking questions 'just as though Mr. Hoover were in the studio with on . Mr. Hoover's tape recorded replies were not disturbed in context or completeness. They dealt with the recommendations of the Commission for the reorganization of the executive branch of the government. Each script ran approximately thirteen minutes and thirty seconds and was made either in studio on Capitol Hill or left open for local announcement.

"Naturally, the purpose of the special series was aimed at developing wide public interest in the Commission's findings and the adoption of appropriate remedial legislation. It is impossible for us to know how many stations carry the transcription, although reports indicate they have been presented in all parts of the country. Total presentation which is now concluding may run to more than 300 stations."

Shaw Agency Awarded U. S. Army Budget In West

Chicago—Fifth Army Headquarters in Chicago which embraces 30 midwestern stations. Budget appropriation for the new campaign will be announced at a later date. The copy theme will be pointed at maintaining and increasing enlistments for both the Army and Air Force with stress laid on "future possibilities" and "education."

In confirming the Shaw Agency's reappointment, L. W. Scott, Shaw agency executive said:

"The account of the Fifth Army is one of the cleanest, most efficient and challenging advertising assignments handled by an agency. After a year on the account, we have the highest respect for the Fifth Army's advertising and public relations know-how."

The Shaw Agency received its reappointment over 10 other agencies. The Fifth Army Area embraces Illinois, Indiana, Wisconsin, Michigan, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Wyoming and Colorado.

KRNT Covers Murder Trial

Des Moines, la.—KRNT newswoman Walter Shotwell was stationed at the courthouse for the daily reporting of the developments in the trial of Dr. Robert Rutledge in Cedar Rapids recently. He has nearly two weeks to report proceedings three times daily for KRNT newscasts. KRNT joined with WMTP for a courtroom remote when the announcement of the verdict was made with a complete description of the excitement along with interviews with attorneys and jurors.

Renfro Exec. Asst., KXOK-FM

St. Louis, Mo.—It has been announced that Harry K. Renfro was appointed executive assistant to C. L. Thomas, general manager at KXOK and FM. Renfro formerly the director of public relations for the two stations assumed his new duties on June 14. He joined the KXOK staff as an announcer in 1938 when the station first went on the air.

WHDH Airs Boston "Pops"

Boston, Mass.—The famed Boston "Pops" premiered recently over WHDH. Arrangements have been made to carry a schedule of eight programs Monday evenings from Boston's Symphony Hall and a second group when the orchestra moves to the Esplenade for its outdoor concerts in July. In its twenty-first year under the baton of Arthur Fiedler, the new Pops series will enable many more New Englanders to enjoy their favorite musical entertainment ranging from best known classics as popular and standard works.

Kraft Buys NBC Time For Daytime Series

(Continued from Page 1) Yesterday was the setting of fall for both AM and TV versions of "Life of Riley" program which will be sponsored by Fakel. The TV version will originate in New York and will be heard Tuesday nights at 8 PST starting October 4th. The AM and cast for this program has yet to be announced.

WMCA Cutting Air Time

WMCA will reduce its 24-hour operation to 20 hours daily and drop its all-night Symphony S program, devoted exclusively "Bop," because the new type music reportedly found to be a "fat and lacked popular appeal, effective June 13. Bucky Kozol will replace Symphony Sid (Torin) with a "personality" disc-jockey show, swing and mood music. "Nite Watch," 11:03 p.m.-1:57 a.m., during which the station will sign with its usual hourly newscast.

IN CHICAGO

NBC and CBS had more audience BUT...

NOT PER DOLLAR SPENT

W-I-N-D first! in circulation per dollar

W-I-N-D third! in total audience 6 AM-6 PM-7 days/week

"PULSE—52 WEEKS '48

560 KC • 400 N. MICHIGAN AVE., CHICAGO, ILL. THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES
Ask Review Of Grant To Hofheinz, Hooper

Washington Bureau of RADIO DAILY—Reconsideration was asked of the FCC this week in two cases involving applications by Roy Hofheinz and W. N. Hooper for new stations. Hofheinz has already control stations in Houston, Birming ham and Harlingen—were okayed for new assignments in New Orleans and Dallas and turned down in San Antonio.

Bayou Broadcasting Co., which operates KONO, San Antonio, a power shift and boost and rejecting (Continued on Page 2)

Premium Promotions Up, Agency Exec. Reports

Premium promotions today, which an advertising agency must render more services to clients than before the war, are really "hot!" in contrast to consumer contests, Robert S. Hegedus, account and merchandising executive for Ted Bates & Co., told the Sales Executives’ Club on Tuesday.

In a talk supported by charts and graphs, Hegedus declared that national advertisers are investing huge sums of cash and radio time to advertise promotions calling (Continued on Page 3)

Two CBS Web Programs Renewed For 52-Weeks

Renewal of two CBS network programs was announced yesterday. The Borden Co. renewed "Count Your Fat" for another 52 weeks effective July 9 with Procter & Gamble Co., Cincinnati, signing for another year (Continued on Page 3)

For World Gov’t

WFDR, New York’s newest FM station, will air a full-hour varied coverage of the World Government Rally at Madison Square Garden tonight. June 5, from 8:10 p.m. First segment will be a round robin discussing world government. Final segment will feature A. F. Whitney, president, Brotherhood of Railway Trainmen, and son, Chas. W. Tobey (R. H).

Interference

Chicago.—Station WIND unexpectedly went off the air Monday evening, June 5, when an auto crashed into a telephone pole. Within a few seconds, the station was playing being played by the Gery, Ind., transmitter, near the site of the crash. Although telephone company repair crews repaired the source of the trouble in twenty minutes after arriving at the scene of the crash, emergency operations continued at WIND for an hour and fifteen minutes.

Radio May Benefit From Watch Battle

Battle between American watch manufacturers and importers of Swiss makes for the retail trade is expected to result in the placement of extensive spot radio campaigns by some of the leading manufacturers during the next few months, Radio Daily learned yesterday.

Among the leading American manufacturers who contemplated (Continued on Page 2)

Fashion Sponsors Lead Among Women Analysts

Fashion accounts lead in the purchase of high time among women commentators with food products running a close second, a survey conducted by Radio Release Associates revealed. Sponsors per program range from 1 on a 50,000 watt (Continued on Page 3)

Monochrome TV Good Value, Sterling Tells Canada Mfrs.

St. Andrews—by-the-Sea, New Brunswick, Canada—FCC Commissioner George Sterling told the Canadian Manufacturing Association yesterday that he does not have the least idea when color TV will be available to the public. The former chief engineer of the Commission said he is certain that there is such a volume of testing, hearing experimenting and deliberations ahead for color TV that I would not hesitate to buy one of the black and white receivers now on the market. Sterling said, too, in a speech devoted entirely to TV, that color receivers eventually will be offered the public at a bound to cost considerably more than a monochrome receiver.

He speculated also upon the speed (Continued on Page 3)

New Organization Offers United Front For All 13 Of The Four “A” Unions; Salaried “Czar” Will Be Hired

Chicago—With agreement by the American Guild of Variety Artists’ holding its convention at the Sherman Hotel this week, formation of new unified union front composed of all 13 of the four “A” unions and to be called “Television Authority” was announced by George Price, (Continued on Page 7)

Auto Radios Increase, Pulse Survey Reveals

Of the 2,033,000 automobiles in metropolitan New York’s 16 counties, 79.3 per cent of 1,526,000 are equipped with radio sets a number equal to 13.5 per cent of the total radio homes as of January, 1946, it was indicated in a Pulse made for WOR on summer radio listening.

Robert Hoffman, WOR director of research, told Radio Daily yesterday (Continued on Page 3)

Ziv Signs Lombardos To New ET Contract

Signing of Guy Lombardo and his Royal Canadians to a new long-term contract was announced yesterday by John L. Sinn, executive vice-president of the Frederic W. Ziv agency in New York. Lombardo, who has already produced a series of musical recordings for the Ziv (Continued on Page 2)

Station Sponsoring Tour Of Midwest Farmers

WOW, Omaha, which sponsored a farmers’ trip to Europe last fall, will conduct another tour in September which will cover 12 western states, British Columbia and Baja (Continued on Page 2)

Stockholders Close Deal For WOR Sale

Arde Bulova’s WOR was officially transferred to the Victory Broadcasting Corp., on Tuesday, one day before the FCC deadline for completion of the transactions for the New York independent station.

It is reported that Joseph Leigh is committed to $192,000 per cent of the stock and had already advanced $20,000 as down payment, Leigh, (Continued on Page 6)

Six More Libraries Join NAB-FREC Program

Washington Bureau of RADIO DAILY—The NAB yesterday announced that it has added six libraries to the list of those participating in the NAB-Federal Radio Education Committee program. This brings to 122 the total of libraries participating. The new libraries are (Continued on Page 2)

Narrator

Lee J. Cobb, star of the Pulitzer Prize play, “Death of a Salesman,” has been signed as narrator for the CBS Documentary Unit production of “Citizen of the World,” first radio script by Norman Corwin, in two years, to be aired Sunday, July 10, 10:00-11:00 p.m. EST. “Death of a Salesman” currently is doing capacity business on Broadway.

www.americanradiohistory.com
Six More Libraries Join NAB-FREC Program

(Continued from Page 1)

those of the University of Denver, University of Utah, Salt Lake City; University of Miami, Coral Gables, Fla.; Hoover Library, Stanford University, Palo Alto, Calif.; Canadian Broadcasting Corporation Library, Toronto, Ontario; and Department of State, Program Evaluation Service, New York City.

The library deposit plan established last July by NAB and the U.S. Office of Education, is designed to provide easy access to literature on broadcasting to 62,000 persons and the public in general in centers of radio and educational activity throughout the nation.

Selected library depositories are placed on a distribution list of the NAB, the FREC and all networks and other sources which may join in the depository.

Radio May Benefit From Watch Battle

(Continued from Page 11)

ing additional use of radio are Elgin, Hamilton and Waltham companies, according to reports. But, biggest importer of Swiss makers has been a heavy user of radio time signals for several years.

In the pre-war years, the three domestic companies produced about two million of the five million foreign-wound watches bought in this country. During the past year the three companies marketed 1,855,000 units.

Cabinet of Commerce statistics on the importation of Swiss watches and movements indicates that during 1948 approximately 9,047,148 units valued at $46,946,461 came into the country.

Station Sponsoring Tour Of Midwest Farmers

(Continued from Page 1)

Mexico in February, it was announced yesterday. Two hundred farmers are expected to make the tour in a special, all-Pullman train. M. Hansen, the station's farm director, will be in charge.

Waring Changes Time

Fred Waring's Thursday night program on NBC will be heard a half-hour earlier starting July 7. Program is sponsored by General Electric. It takes over the time period vacated by "Screen Guild Players."

Jim Hunter

Montreal—"Jim" Hunter, 48, veteran Ontario broadcaster, known as "Your Talking Reporter" of CFRB, died Monday in a Toronto hospital.

ABC Outing Today

The annual ABC outing for New York employees will be held today at the Crescent Country Club, Hatfield, Long Island.

Ask Review Of Grant To Hafenheim, Hooper

(Continued from Page 1)

their application for a new station had sought the 1540 band in Baton Rouge, La., asked for rehearing on the conflict between its application and Hafenheim-Hooper grant in New Orleans.

Hafenheim and Hooper asked for reconsideration of the decision in San Antonio. It was recalled that two of the five participating commissioners had favored the Hooper-Hoover application.

Two Transfers Approved

FCC approval was announced yesterday for transfer of stations in Texas and Wisconsin, with the former involving a price of $190,000. KVTC, Victoria, Texas, was sold by D. G. Long to KVTC Broadcasting Company for $190,000. WKTY, La Crosse, Wisc., was sold for $140,000 to the Independent Merchants Broadcasting Company to the La Crosse Tribune Company.

Wedding Bells

David Scherman, producer of CBS-TV's "Preview" program, will be married to Rosemarie Redlich, ex-girlfriend correspondent in the U.S. and Europe, on Saturday, June 11. Miss Redlich is the daughter of Dr. Joseph Redlich, director of Finance in the Austrian government.
Auto Radios Increase, Pulse Survey Reveals

(Continued from Page 1)
that the survey, started in May and still in progress, has shown so far that out-of-home listening, not indicated by listener readings "does much to offset the reduced home listening" in the hot-weather months. He added that the estimated 6,300,000 passenger cars registered in New York state, including both city and suburban areas, not counting cars visiting New York from out-of-state, represents an average of 2,100,000 out-of-home listeners during the hot-weather months.

An earlier Pulse survey made for WNEW on away-from-home listening showed that 11.4 per cent of the population of ten counties in metropolitan New York are listening to their radios while in an automobile at some time during an average day. The April survey for the station showed that automobile radio listeners represent two out of every five out-of-home listeners. WNEW's director of research, Claire Himmel, reported that the total number of out-of-home listeners is 28.7 per cent of the population or approximately 2,500,000 persons in the ten counties.

Miss Himmel also disclosed that 22.1 per cent of all families in the five boroughs of New York City have a car radio. It was found that 73.6 per cent of the car-owning families have a radio installed. A little over 31 per cent of all families in the five boroughs own a car.

Both Miss Himmel and Hoffman are engaged currently in further analyses of their out-of-home, summer listening surveys for their respective stations.

Symphony Sid To WJZ For 6-Day Deejay Show

Symphony Sid, reported yesterday by RKO Daily to be leaving his post at WMCA, will move over to WJZ July 9. He will fill the latter station's all-night disc jockey show, every night except Sunday-midnight when 5:45 a.m., effective June 20.

Premium Promotions Up, Agency Exec Reports

(Continued from Page 1)
for the submission of proof of purchase. Forty per cent of this amount is being used for advertising self-insuring premium offers and 60 per cent on contests. In another year or two, he predicted, "solid-like" premium offers will account for over 60 per cent.

Television Seen as Factor

"And then there is the great new medium of television. Television's demonstration factor which is made to order for premiums. TV's audience, already in the millions, is expected to double this year. While the audio portion of a premium commercial is important, it is the video that does the selling. Television advertisers who have made premium offers on their programs to date report phenomenal results from them to their clients."

Demosntrates "Flow Chart"

He demonstrated by use of a "flow chart" the steps taken by an agency to find the right premium for a product. The chart illustrated the procedure followed, beginning with the source of information through the premium department of the client, the agency's research department for consumer preference tests, test-own operation with advertising support and point-of-sale display card test of winning items in ten stores.

Koehler Resigns Post As Editor Of Sponsor

Joseph Koehler, editor of Sponsor, trade magazine, yesterday announced his resignation effective September 1st to become executive vice-president and general manager of a new company, Advertising Trade Publications, Inc. Koehler left the Billboard to become editor of Sponsor when the publication was launched in New York three years ago.

The new company, according to Koehler, is a $100,000 corporation with three advertising agency presidents among the stockholders. He added that they have acquired one trade paper in an allied field of radio and television.

Fashion Sponsors Lead Among Women Analysts

(Continued from Page 1)
station to 50 or more on 250 watt outlets.

Thirty-five per cent of 1,150 women broadcasters participated in the survey, according to Nell Daughton, WSTC, Stamford, Conn., president of Radio Relations, Inc.

The survey further revealed that three-fourths of the commentators replied that they are backed by 1,206 advertisers.

The percentage on leading program categories were women's programs 71.3 per cent; fashion 68.4 per cent, food and 80 per cent household equipment. Other categories listed by the members included department stores, drugs and toilet articles.

Will Represent WNEL

Juan Piza, president and general manager of WNEW, San Juan, Puerto Rico, announced yesterday that Ascheroff and Banninger, New York station reps, had been signed to represent the Puerto Rican station in the New York market. WNEL is a 1,000-watt station affiliated with NBC.

U. N. Program On Opium

"Memo from Lake Success," program produced by the United Nations radio section, which will be heard on CBS Saturday at 6:15 p.m., EDT, will deal with the opium traffic. Program will be heard in New York on WNBC.

Monochrome Good, Sterling Tells CMA

(Continued from Page 1)
with which the manufacturers of home receivers can prepare to market sets for UHF reception in black and white, while mentioning disagreement among engineers regarding tubes and other equipment.

He said he is confident that when an allocation plan to include UHF channels is finally adopted the "industry will proceed under the implicit competition to provide monochrome transmitters and receivers within two years from the date of this announcement."

Takes College Presidency

Chicago—Paul A. Wagner, president of Rollins College, Winter Park, Fla., and thus becomes the youngest college president in the country.

Wagner succeeds Dr. Hamilton Holt, 76, who for a quarter century headed Rollins College.

Kobak Heads Club

The Georgia Tech Club of New York has elected Edgar Kobak, former president of Mutual and now a business counselor, president for the coming term.

SMALLER PRESSINGS + MORE PROGRAM = LOWER COST!

Record Your Programs
By the Sensational New COLUMBIA

lp MICROGROOVE METHOD

More For Your Money!
* Substantially Lower Cost Per Record
* More Program Time Per 12" Disc Than On Present 16" Record
12" Record Plays 20 Minutes, each side 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS

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A Division of Columbia Records, Inc. (G)


Los Angeles: 799 Seventh Avenue
New York: Circle 5-7380
Chicago: 1410 North Michigan Ave. Whitley Building 6009

402 East 54th Street

smkllr pressings more program = lower cost!
EVERYBODY PERFORMS BMI-LICENSED MUSIC

AMFM TV BMI
OVER 14 MILLION BROADCAST PERFORMANCES IN 1948
EVERYWHERE

BMI-LICENSED MUSIC IS USED BY EVERY PERFORMING ARTIST ON EVERY PROGRAM OVER EVERY NETWORK, EVERY LOCAL STATION AND CAFE, NIGHT CLUB AND HOTEL IN THE U.S. AND CANADA and performed by EVERY CONCERT ARTIST, EVERY OPERA COMPANY and EVERY SYMPHONY ORCHESTRA IN THE WORLD
Windy City Wordage...!  

- Everybody on Radio Row sprucing up for the big AFRA Antics party at the Sherman Hotel Saturday (June 11) night. . . . Busiest disc jockey in Chicago is Marty Hogan who is now doing 135 shows per week. He's so often he's frequently heard on three different stations simultaneously. (One live, the other two transmitted). Marii is also executive here for the Seward Advertising Agency and for Ruby Chevrolet, Chicago's biggest Chevvy dealer. Ti rumored he's now netting some two thousand dollars per week. . . . Ed Alton, WALT manager, left last week for a three-week Califomia trip. . . . Radio Row picking up a bit from the body blow delivered recently when 32 local NBC's were let out together with 15 employees of the local Mutual offices. Some are gradually coming back. Jack Ryan, NBC press head here, very happy over the return to his department of Chat Campbell.

- **FRAN WIGG** is now announcing 30 shows weekly for Walton Motors on WAAF and WALT. Advertising agency is Irving Rocklin and Associates. . . . Eugene Conrad, former movie producer and writer, is now in charge of the non-technical division of the American Television School at 509 North Broadway. Writing, production, announcing and acting are included in the school's courses. . . . Ray Jones, Chicago executive secretary of AFRA, was one of the principal speakers at the final meeting of the Chicago Television Council yesterday (June 8). The council will resume regular meetings in the fall, according to George Harvey, president.

- **WGN-TV** and **WBBM** will split the some games at Notre Dame this fall with both stations carrying the final Notre Dame-Southern California tilt. . . . Sid Caesar, star of the "Admiral Broadway Revue," opens here at the Palmer House next week. Expected at the "ring-side" opening night is his video boss, Ross D. Squires, Admiral president. . . . A deal is in the works to consolidate the weekly television fan magazines in seven cities. Heading this move are the publishers of Television Forecast in Chicago, whose have started a Detroit weekly fan paper and in July will start a third publication in Minneapolis-St. Paul. The new television fan magazine combine, will be published, in addition to the above cities. In New York, Boston, Washington, Baltimore, Philadelphia and Detroit. One name will probably be decided upon to be used in each of the cities.

- **FRANK MURPHY**, former night program manager for ABC in Chicago, is now night superviser of the ABC announcing department here. . . . Ben Park, producer of NBC's "It's Your Life," today (Thursday) narrates a script written by Skee Wolff and titled "Focus 1949" for the annual meeting of the Women's Division of the Jewish Federation of Chicago at the Standard Club. . . . Armour & Co., which has been advertising various products of the firm on the CBS "Stars Over Hollywood" will shortly inaugurate advertising for their Dial Soap on the program. The Armour firm discontinued sponsorship of "Hint Hunt" on WBBM and other CBS stations last month.

- **TOMMY BANFIELD** is back from Denver where he flew to encase the big programs at the Broadways and West Drive-In Theaters there, in connection with the premier of Warner Bros., "Colorado Territory." Back on his "Welcome Travelers" show here, Tommy reported that Virginia Mayo, feminine star of the film, who was in Denver, is a swell gal—as well as being a beautiful one.

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**AGENCIES**

NORMAN A. MACK, who for 15 years headed his own agency, has been elected executive vice-president of Peck Advertising Agency.

EUGENIO, OLIVY, BENSON & MATHER, INC., has been engaged to prepare the advertising for the National Committee for Free Europe, Inc.

LENNEN & MITCHELL, INC., has named as assistant director of research Robert C. Caddo, Jr., former of McCann-Erickson.

MARGARET DORRANCE, has joined the copy staff of French & Preston, Inc. to work on food accounts in Atlanta. The assistant, Sol Paul, advertising director of Broadcasting Magazine and before that had been a radio and free lance writer.

ARTIKA COSMETICS, INC., Bosfield, N. J., through Kelly, Nason, Inc. has included radio in the list of media to be used in the forthcoming two-month campaign in the advertising of sun-tan litter and cream.

EUROPEAN TRAVEL COMMISSION is contemplating an advertising and promotional campaign in this country to step up the off-season travel to Europe. It is reported that most of the western European countries will participate in the campaign.

Stockholders Close Deal For WOV Sale

(Continued from Page 1)

of the city, was not present when the final arrangements were made at the offices of Ralph Walsh, general manager of WOV.

Richard O'Dea, one of the partners in radio broadcasting, is said to hold 33 1/3 per cent of the stock. The other partners are Well and Arnold Hartley, program manager, who are reported sharing 15 per cent of the stock.

**Stork News**

Atlanta, Ga.—The Frank Willingham, WSF-VA, Atlanta, producer and writer-star of the WSF "Adventures in Music" program. The child will be named Stephen Doty.

16 MM. STUDIO AVAILABLE

MORTON STATION, 40 x 60, CEILING 25, LIGHTS, ASSISTANT, DRESS, ROOM, BY HOUR, DAY OR WEEK

PLAZA 9-8500

**SOUTHWEST**

JERRY Lee, WOFI, San Antonio, program and production head has returned from a two-week vacation spent in Hollywood. Jerry reversed the usual procedure followed by observers of the medium—he spent all his time learning the technical end of production, he sat himself down in an ear chair before the latest model record player and mastered the body of technical vision from the television's angle, seeing as many programs as possible during his visit. He did take time out to attend rehearsals and saw seven live broadcasts in the NBC studios, for a briefing in production methods.

Newcomers to the staff of KEEL, Odesa, are Jack and Glina Fun, coming here from KJJOI, Hannibal, Mo. The former takes over duties as staff announcer while the latter will be a copy writer. They were formerly with KSLI, Silver City, N. M.

The ABC Chesterfield Roundup, with Zane Grey, will begin a half hour Monday through Saturday nights, originating in the studios of KFZJ, Fort Worth, has been given a renewal for its fourth year on the air by the sponsors, Lassett & Myers Tobacco Co. Also three additional stations have been added to carry the programs. These include KPLT, Paris, KCMC, Texarkana and KFRO, Longview. Others now carrying the broadcasts include in addition to KFZJ: WRD, Dallas; KTIP, Houston; KABC, San Antonio; WACO, Waco; KOWN, Austin; KROU, McAllen; KHRB, Abilene; and KGKL, San Angelo.

Hourly bulletins are being broadcast by KYWC, Vernon, on the condition of the 10-year-old Donald Wood whose body is 70 per cent covered with scars. The dramatic case has stirred the entire community. The case has also drawn the attention all over the nation.

Patry Kelly On NBC Fri.

Patsy Kelly, motion picture come dienne, tomorrow will be guest on John Conte and Arlene Francis on "My Good Wife," broadcast over NBC from 8:30 to 9 p.m. Miss Kelly's contribution to the evening's entertain ment will be as "The Girl From Montana," script of which was completed yesterday by Sam Taylor.
TELEVISION AUTHORITY FORMED

TELEVISION CONCERNS

This week's offering on "Firestone Theater" was a mildly interesting show titled "Texture Story," produced by Dwight Weist and Telenews. There were no sets, no film, or the screen. Openin-er, a silent reel, showed various types of notaries who are nuisances to tax-gatherers, and proved to be fairly amusing. Second was an Air France airwarders, who was interviewed on sound film by Weist in the garden of the Museum of Modern Art. Silent clips showed her aboard a plane, shopping in New York and in her home in Paris. This was followed by a brief spot of a free-lance photo and a silent clip of this could have been the best shot in the show, but was too short and poorly developed. Closing was devoted to the antics of a book-keeper who, in his spare time, makes like a comedian. He'd do much better if he'd stick to his ledgers. Mr. Weist was present at all four of the film's national telecast behind the silent clips in super-slick fashion. Besides plenty of closeups of his eyes, viewers were treated to shots of his new Olds convertible and his amphibian plane. Script was by Newton Maltz and Allen Stevenson, with Maltz directing.

PARAMOUNT'S INTERMEDIATE large-screen tele system, which has been given great advantage during the past year by the Paramount Theater in New York, was shown at a J.V.P.A.-TOA television committee on the theater screen. Pickup consisted of interviews with the pit exes. Live games and a feed of the Giants-Cardinals baseball game from WPIX. Quality-wise, the pictures were far below regular 35mm, projection—harsh and fuzzy. Patrons in the theater noticed near a reviewer seemed bored with the whole thing and became restless as half-way through the 20-minute pickup. This, however, was entirely the fault of the subject matter. The interview met nothing to anyone else in the house, and that portion of the game shown was very dull. Demonstration did, however, bring across one point. At the extreme, tele, like broadcasting, means nothing per se. It's what you do with it that counts.

F MILTON BERNLE and producers of the "Texaco Star Theater" had their way, timex to the "loud" between Dorothy Girsten and Catherine Mastice currently being waged in the press would be an appearance of both sopranos on the show next Tuesday, when it signs off for the summer. Retired violinist Max Am-sterdam, father of comic Money, is in New York for his first visit is almost 50 years. He'll appear on his son's show tonight. The "Texaco Viewers Weekly metropoli- nian fan book, will be changed to Metropolitan Television Weekly."

TV High On Agenda

Montreal—A discussion on television will head off the four-day annual meeting of the Canadian Air Force Association of Montreal, June 13-16, inclusive, was announced Friday. Subject speakers will include letter writers, advertising, radio sales and the Royal Commission on National Development in the Arts, Letters and Sciences. The commission, established at the last session of Parliament, will study radio and television.

G. R. A. Rice of Edmonton, C.A.B. board chairman, will preside. Several hundred delegates and guests, many from the United States, are expected to attend. The C.A.B. represents 89 independent radio stations in Canada.

The sessions will be held concurrently with a meeting of the C.A.B. board of directors and the annual meeting of the Bureau of Broadcast Measurement. Several sessions of the board will be devoted to routine business matters, including the annual report of T. Jim Allard, Ottawa, C.A.B. general manager.

Canadian General Electric and R.C.A. vendor engineers will conduct a panel discussion on "Television Development and Possibilities."

WPIX-NYU Equipment

Course Begins Monday

Third session of a continuing course entitled "Operation and Mainten-ance of Television Equipment," offered by New York University in cooperation with WPIX, gets under way at the studio's studio June 15, said to be the only one of its kind offered in the metropolitan area to advanced electronics students. The course is taught by Otis Freeman, assistant chief engineer at WPIX, and Louis Climent, maintenance supervisor.

If any of the university said that use of the WPIX facilities enables the school to cut costs, room was spent without metering scale for a tele laboratory. Neither NTU nor any other college can afford for the present cost of television equipment such as is installed in transmitter, master control, studio and studio frequency, relay rooms, they added.

Correction

The Port of New York Authority has protested a request for increase in tower height for the WOR "AM" transmission in Carteret, N. J., not the WOR-TV tower as reported here yesterday.
PLUG TUNES

On Records and Transcriptions
TELL ME WHY
RYTVOC, Inc.
1385 Broadway
New York 19, N. Y.

Making Our Debut: With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 F. 67th St.
New York City
Phone: Egeant 7-4477

You’ll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway
New York City

On Records and Transcriptions
“HEY! MAMA”
(He’s Tryin’ To Kiss Me)
ROYAL MUSIC CORP.
1597 Broadway
New York, N. Y.

CABARET
DUCHESS MUSIC CORPORATION

MY ONE AND ONLY HIGHLAND FLING
From MGM’s
THE BARKLETS OF BROADWAY —
recorded by
BUDDY CLARK—GINNIE SHORE
Columbia
GORDON MacRAE—JO STAFFORD
Capitol
FRED ASSURE—GINGER ROGERS
M-G-M
FREDY MARTIN & GLEE VICTOR
HARRY WARREN MUSIC, INC.

RADIO DAILY
Thursday, June 9, 1944

WORDS AND MUSIC
By PINKY HENMAN

• • • TIN PAN ALLEY OOPS:—With recordings by Dick Haymes and Perry Como, on Decca and Victor respectively, already high on the best selling platter lists, watch the Feist ditty, “Every Time I Meet You” zoom to the top... number 3 featured in the 20th Century-Fox flicker, “The Beautiful Blonde From Bashful Bend.”... • • • Goldmine Music has a fine hobby in “Scattered Toys,” penned by Charlie and Nick Kenny. • • • Lanny Ross will be a busy one Wednesday... he flies to Chicago to make a personal appearance for Standard brands at the Food Convention then planes back to Gotham for his Thursday morning MBSHOW and evening NETelescope for Swift... • • • United Nations Opera Company will put on a special performance for the benefit of the New York Heart Fund next Wednesday at Carnegie Hall... • • • Warner Bros. are eager to sign handsome Bill Harrington, who replaced Frank Sinatra on the Lucky Strike “Hit Parade”... easily one of the star’s most talented youngsters. Harrington not only possesses one of the finest voices on the air, but he ranks among 80’s most accomplished pianists, accordianists and arrangers... • • • Krickerbocker Music, a coast firm, has opened a branch office in New York with Lily Mae Woff in charge... plug tune is, “I’ve Chartered A Private Cloud,” with words and music by Merle McDonnell... • • • Memo to Lou Silver:—That gal who sings in the NBC Club at the auspiciously endowed KSS Radio CBSMultum of “Mildred Pierce,” was a treat on the air... who is she and why isn’t she on the air with a music program of her own?... • • • The writers of “Ask Anyone Who Knows,” Eddie Seiler and Sol Marcus, have placed a new Waltz ballad, “Because You Love Me” with Remick... they also wrote “The Girl From Jones Beach,” featured in the Warner flicker of the same name and published by Harras... • • • Teri Josephovitz’ piano wizardry at Roy Rosett’s Nitey Mon Plaisir in the Hotel Murice, is catching the ears of Gotham’s smart set... TV execs could easily use the vaudeville talents of this team. Roy and Teri... • • • Phil Napoleon and his Memphis Five, currently heard three times weekly via Mutual from Nick’s Greenwich Village, is a must if you go for Dixieland tempo... • • • 3 Braas and a Pooch will be heard on the Robert Q. Lewis program, CBSSubstituting for the Ames Bros. while the latter sings on the “Club 15” series, which originates in Hollywood. • • • Dick Howard who wrote, “Somebody Else Is Taking My Place” and James Friend have collaborated on “It Just Wasn’t In You To Care”... Dubonnet Music is the publisher... • • • Leeds Music has just published “Dreamy Old New England Moon,” a waltz written by the Philadelphia’s, Morty Berk, Frank Capano and Max C. Freedman... song definitely has hit possibilities... • • • The Music at Stuari Music is starting work on a rhythm torch, “The Big Go-By,” clefted by Hal Levy and Dana Gibson... • • • The Red Bensons (he’s the MBSMSHOW emcee of the Saturday Night “Take A Number” series, hope it’ll be a little BENSON... their girl, Susan, is five years old... • • • Jack Brown and Gail Meredith doing a swell job on “Song & Dance” series NTuesday nights... • • • Robbins Music will publish “Gone To Chicago,” written by Maestro Meredith Willson to commemorate the 100th anniversary of the Chicago & Northwestern RR... • • • After almost forty years in showbizness, Bobby Clark has just cut his first recordings... numbers are “Father’s Day” and “As The Girls Go,” from the hit musical in which the comedian co-stars with Irene Rich... platters were waxed by Victor and numbers published by San Fox Music... • • • Golden-haired and ditto-voiced Nancy Donovan will be heard during the summer on Don McNell’s “Breakfast ABCClub...”... • • • ON AND OFF THE RECORD—MGM has a commercial item in Billy Eckstein’s latest wailing, which sells the standard torch “Temptation” with “Crying.” the latter penned by Barney Ross... juke boxes will eat the “Temptation” side while deejays will find a natural human interest story in the Barney Ross number which he wrote in a dramatic attempt to regain the love of his estranged wife.

PLUG TUNES

Climbing Fast!
I DON’T SEE ME IN YOUR EYES ANYMORE
Laurel Music Co.
1619 Broadway
New York City

COMME CI, COMME CA
(Comme See, Comme Sah)
LEEDS MUSIC CORPORATION

SAME OLD MOON
FORSTER MUSIC PUB, INC.
1619 Broadway
New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
THEN I TURNED AND WALKED SLOWLY AWAY
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Avenue, Chicago 4, Ill.

My Heart Goes With You
by Thomas G. Meehan
JAMES MUSIC, Inc.
1650 Broadway
Room 709
N. Y. C.

On Records and Transcriptions
The Lively and Sparkling
"MADEMOISELLE HORTENSIA"
RYTVOC, Inc., 1385 Broadway, N. Y.
AVCO RULE DROPPED BY COMMISSION

Four New AM Outlets Approved By The FCC

Washington Bureau of RADIO DAILY

Washington — The FCC okayed four new AM outlets yesterday, including full-time, one-kilowatt operation on the 950 band in Columbus, Ohio, by the Boone County Broadcasting Company. Estimated cost of the new station would be $43,600 exclusive of land. Full-time operation with one kilowatt on the 1370 band was okayed for the Lake Broadcasting Company, Garrettsville, Ind., with both grants subject to engineering conditions.

Daytime operation with one kilowatt on the 1320 band was okayed (Continued on Page 6)

Coca-Cola Drops Jones; CBS Cancelling "Luigi"

Coca-Cola is dropping the Spike Jones show on CBS after the broadcast of July 2. It is aired on Saturdays at 7 p.m., EDT. Agency is D'Arcy Advertising Co.

"Life With Luigi," a CBS house built package, will make its final broadcast on Sunday, June 20, at 10 p.m., EDT. Program, starring J. Carrol Naish, has been pruning since it premiered last summer.

Stations Restrict Use Of Popular Recording

The recent recording of "Take It Easy, Arthur" featuring the Johnny Dee orchestra, has been banned by WMGM and WGOV because of its suggestive nature.

The disc may receive the same treatment at WMCA. It was restric-
ted previously by WINS after it had been used on the station's all-night... (Continued on Page 2)

CAB Convention Agenda Covers Both Radio And TV

Ottawa, Ont.—The speakers, the agenda and the list of U.S. broadcasters, producers, advertising agency officials and NAB members who have accepted the invitations to attend the four-day annual meeting of the Canadian Ass'n of Broadcaster

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday wiped the Avco rule off its books. With hearing slated for June 27 on propos-
als to require widespread local advertising of applications for transfer or facilities changes, the Commission decided to return to pre-Avco procedures in an effort to speed the dis-
(Continued on Page 6)

Wiped Off Books By FCC In An Effort To Speed Up Pending Applications; Sigh Of Relief In Radio Circles

AFM Suggesting Salary Adjustments

San Francisco—Indicating that the economic picture justifies considera-
tion in salary adjustments for some musicians, James C. Pettrillo, presi-
dent of the American Federation of Musicians, suggested lower wages for musicians—limited to aid in the revival of vaudeville entertainer—will be addressed the delegates to the AFM national convention here. Pettrillo said it had been brought (Continued on Page 6)

Radio Committee Discuss Industry Film

Members of the All Radio Presentation Committee, recently incor-
porated in New York State, met in New York on Wednesday and basi-
cally approved a comprehensive draft of the story treatment of the All-Radio film which Victor M. Ratner, CBS vice-president in charge of advertising and promotion, has been working.

The committee members will study the draft and will offer their suggestions at another meeting which (Continued on Page 8)

NARS R Members Meet; Hines Hatchett Honored

The National Assn. of Radio Station Representatives held the initial session of its quarterly meeting on Wednesday afternoon, preceded by a social luncheon at which Hines Hatchett, naming New York manager of the John E. Pearson Co., was honored... Hatchett is resigning, effective (Continued on Page 2)

Seven Directors Elected By Minn. Broadcasters

Seven directors were elected by mail ballot among members of the Minnesota Broadcasters' Association, Melvin Drake, WDGY, Minneapolis, (Continued on Page 6)

Press Conference

Washington—Sen. Bourke Hickes, a commissioner of the Atomic Energy Commission, who has been asked questions at Atomic Energy Commission Chairman David E. Lilien-
thal, will face four newspapermen when "Meet the Press" pre-
sents another unrehearsed radio press conference. Tonight, 10:10 p.m., ET, over Mutual Broad-
casting System and its New York affiliate, WOR.
Ralph Wilk—1893–1949—

Ralph Wilk, 56, widely known and respected motion picture, radio and television trade journalist, died at his home, 514 North Gardner Ave., Hollywood, Calif., yesterday, after a prolonged illness.

Ralph, who joined the staff of the Film Daily in 1918, was appointed west coast representative in 1928 and served in that capacity until a few months ago when failing health necessitated his retirement. In 1937, when the Radio Daily was established, he took on the added duties of representative of this trade paper and continued to serve both publications until his health failed.

Genial, friendly and understanding, Ralph endeared himself to both the top leaders of the radio and motion picture industry as well as to the gatekeepers of the studios. His devotion to his family, his interest in sports and his loyalty to his friends and business associates will stand a monument to his sterling character.

Ralph Wilk, journalist, was born in Minneapolis on July 9, 1893. He was educated in the Minneapolis public schools and attended the University of Minnesota. As a newspaperman, he was a correspondent for the Associated Press in Duluth, Minn., and later worked on the editorial staffs of Minneapolis and St. Paul newspapers. He served in World War I and upon his return from the war became associated with the Film Daily in New York.

He is survived by his widow, one son, his father, M. L. Wilk, two sisters, Ethel Wilk and Mrs. Edvard Dobrin, and four brothers, Jake, Ben, Harry and Ted Wilk.

The funeral service will be held Sunday in Hollywood.

In the passing of Ralph Wilk the great amusement industry has lost an outstanding personality. We of Radio Daily have lost a pal.

Stations Restrict Use Of Popular Recording

(Continued from Page 1)

disc-jockey show of Jack Elgen. But WINS relaxed its ban after some 2,000 listeners sent in protests.

Elgen Park, WINS general manager, told Radio Daily yesterday that the relaxation applies only to the period after midnight when the programs are reserved for adult audiences. The disc is still taboo during the day and early night periods.

NARSR Members Meet; Hines Hatchett Honored

(Continued from Page 1)
day, in order to devote his entire time to the manufacture of his recent invention, a schedule board for radio stations and other businesses to show graphically programs, production and sales figures.

The NARS and has adjourned its quarterly meeting until June 23, 2:30 p.m.

General Foods Renews "Favorite Husband" Series

(Continued from Page 1)
8-week summer hiatus, July 3 thru August 26, returning to the air September 2. Young & Rubicam, Inc., is the agency for General Foods Corporation.

Students Plan WNBC Show

A one-hour dramatic and music show, "Graduation Album," will be staged tomorrow, 3-4 p.m., and broadcast over WNBC by 220 students from New York City high schools.

Ninety youthful members of the All-City Symphony Orchestra and 120 voices of the All-City Chorus will present the musical portion of the program from the auditorium of the Brooklyn Technical High School. Twenty youthful actors and actresses of the All-City Radio Workshop will perform in the school's WWNYE studios.

This'll fool you!

They call this a "screen backdrop" in Hollywood. They paint scenes on it for filming landscapes. And the scenes are all fakes, of course, but they fool the movie audiences. Hollywood is full of such make-believe.

Makes us think about some of the claims of high-wattage radio stations. To hear them talk, you'd think everyone in town listens to them all day long. But don't let these claims confuse you in your time-buying.

We make no such claims for W-J-T-H. But we do claim this: W-J-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.5% of the radio homes in the Baltimore trading area.

It costs less to sell more on W-J-T-H, the BIG independent with the BIG audience. Call in your Headley-Reed man today!
Every Sunday Evening
June 12 through September 4

UNITED STATES STEEL
presents the
NBC SYMPHONY ORCHESTRA
Summer Concerts

WORLD-FAMOUS CONDUCTORS
DISTINGUISHED SOLOISTS

...and GEORGE HICKS
speaking for U.S. STEEL

U.S. STEEL HOUR * SUNDAYS 8:30 P.M. (EDT) * NBC NETWORK
PRODUCTION of the "Naval Air Reserve Show," transcribed public service feature of the Naval Air Reserve, Training Command, Chicago, which has been recorded by Universal here, will be moved to Hollywood. Show will be piloted by Paul Weston, with his orchestra, with the "Starlighters" and Tom Reddy. Guest spots, arranged with the Hollywood Coordinating Committee, will feature radio-recording personalities as NAIR's "Star of the Week." Jo Stafford will open the series, with Johnny Mercer second, Walt Kimmell ("L.C. Cnidr., USNR"); will produce.

Howard Miller, WIND disc jockey, is broadcasting his 12:45 p.m. show on erchutes since breaking his leg recently.

Guest on WJJD's "Meet the Author" Sunday, June 12th will be Ernestine Gilbreth Carey, co-author of the 1949 best seller, "Cheaper by the Dozen." She'll be the guest of Emmett Deegan, book editor of the Chicago Sun-Times. Deegan and Bob Dworkin, West Coast literary critic, alternate appearances on "Meet the Author" with America's outstanding authors as their guests.

The Chicago White Sox open their second Eastern invasion of the 1949 baseball season Tuesday, June 14th with a night game at Yankee Stadium in New York. Bob Elson will broadcast this game exclusively on station WFME, which will also broadcast exclusively day and night.

The Modernaires, featured with Bob Crosby on CBS' "Club 13" will begin a ten-week engagement at the Palmer House in Chicago on July 14.

Moderator Lee Schoeller has come up with an all-star cast for the discussion "What's Happened to Chicago Night Life," on the Sunday, June 19th broadcast of "Let's Talk It Over." The four-man panel holding the discussion is composed of Ernie Byfield, operator of the famous "Pump Room" and the Ambassadors and Sherman Hotels; Henny Youngman, nationally famous night club comedian; Jack Irving, mid-west director of the American Guild of Variety Artists; and Irv Kupcinet, popular columnist with the Chicago Sun-Times.

Mainly About Manhattan...!

• • • We'd like to take a bow on Jack Egan's success story—but we're afraid we had nothing to do with it. Because Jack got up there all by himself with very little help from this corner, or anyone else, for that matter. To give you an idea of how he slugged his way to the top, let's take his weekly col'm in the N.Y. Enquirer. There's some irony for you. Because we can remember back in 1938, when Jack first bowled in on radio (at WHN). Then, as now, he was dishing out the B'way and H'wood chatter and the first guy he tangled with was Marcus Griffin, columnist with the same Enquirer. It took Marc exactly four weeks to catch up with our boy, with the result that Jackie was bumped right off the show and the station. But the kid was made of stern stuff most of us. He merely hiked up the street to WMCA where he latched on to Crawford Clothes for an eight-year stretch. As we estimated before, we're plenty proud of the lad. Not only because he was selected as one of the top six jocks in the country but because half a dozen not's mags have invited him as keynotes of the night-time audience—but because he's acquired plenty of poise and polish along the way and because he wears his success gracefully. Tune in on his Copa show any night and listen to the way he handles such guest stars as Bob Hope, Bing Crosby, etc. In sum, the kid's got it and we want him to know we think so. Happy, happy to you, Jack—and, by the way, whatever happened to Marc Griffin?

• • • Since making his bow on the Lucky Strike Hit Parade Saturday, hottest property in town is Bill Harrison. Geo. Abbott is eyeing him for a B'way show—Paramount and Warners are tossing screen-test cameras at him—and three TV offers are in his inside pocket. This is really a Cinderella story. As Harrison was strictly an unknown when he made his bid for the assignment against some 20 other entries. He had previously been heard on a Mutual network show, but it didn't even give him a N.Y. outlet. His singing is refreshingly different, meaning he just sings legitimately, minus tricks or stylisms.

• • • AROUND TOWN: The Harry Herhfield TV show is all wrapped up and ready to go. . . Bob Hope's big fracas with his sponsor, Lever Bros., is on the question of transcribing his show next season, which he insists upon doing. . . Edgar Bergen creating a new dummy for his once-a-month TV series for Coca-Cola. (We'd still love to match him up with Jerry Mahoney). . . Arthur Godfrey isn't busy enough to accept his col'm in September. . . Sen. Hickenlooper will "Meet the Press" tonight on Mutual. . . Robert Montgomery being pegged for a news commentary spot. . . Dennis James and his brother, Lou Sosa, who directs his "Obey, Mother" series, pulled a guy out of the Hudson the other ayem. Okay, Dennis! . . Now that Pabst has signed up Wm. Bendix, Riley is Living the Life of Cantor, observes Geo. Petroh.

• • • Talk of the town is the sensational press job our boy, Jack Perlis, turned in on Cathy Mastice, the gal soprano who wouldn't take Dorothy Kirsten's roasting lying down. Jack dreamed up a novel press conference—with music—and had Cathy sing before a gang of Fourth Estaters, while CBS' special events crew recorded the event for subsequent rebroadcast. Cathy had to sing seven tunes before they'd let her go and the general Hooper was that she could sing and was a good looker plus. However, should anyone get the idea it was all strictly a publicity stunt, Jack tells us that legal talent has already been hired and the law suit is on its way.

COMING and GOING

CARL HAVELKAN, president of BME, on ROY ORK, New Brunswick, "aspiring" to the presidency of BME Canada, held yesterday for St. Andrews-by-the-Sea, New Brunswick will address the convention of the Canadian Assn. of Broadcasters starting Monday. They'll be joined there by CHARLIE A. WALL, the BME week's charge of innies, who has been in Syracuse this week.

PAUL H. COLDMAN, manager of KEN, Alexandria, Va., affiliate of NBC, is in town this week with his family, combining business and vacation.

DOUGLAS McCANN, of the Margaret Arle program on WCCS, is speeding today, tomorrow and Sunday to Chicago. He'll be appearing there for the ionization of the program.

JOHN M. HOGGINS, Jr., manager of WJZ, Jacksonville outlet of NBC, has arrived from Florida for a few days on station business.

ERNST A. MARK, general manager in charge of sales offices for D. MONT and HARRY R. EYE LM, DuMont advertising manager, are flying to New York for the establishment of the company's distributor organization headed by B. HOPP.

HARRY ACKERMAN, Columbia network vice president and director of programs in Holly wood, has arrived in Gotham for a few days on business.

JANET ROSS, director of "Shipping Circle" on WOR, has arrived from Philadelphia. She is the national program director of the station, will arrive here next Wednesday to attend the network meeting in Europe, where they have, respectively, fabulous and beautiful wives. Miss Ross will be back July 17. Miss Corey plans to return September 1.

JACK BRENNER, director of music clause in the western division of CBS, will have headquarters in New York.

SAMMY KAYE is expected in New York today from Cleveland for some transcription work.

BILLY' ANDREWS, sales manager of WNBC Syracuse, BILLY BOTHUR, program director, ALBERT J. EICHLEIN, engineer, and A. I. MACKLIN, will visit from Milwaukee.

TENNESSEE WILLIE, Arkansas' colorful natural talent, is in Medinah, Ill., to broadcast Sunday's Open Tournament.

SANDY GROB, commentator on NBC's "Bill Stern" network sports, is in Medinah, Ill., to broadcast U.S. Open Open Tournament.

JACK CAMERON, general manager of WFAN, Dallas affiliate of NBC, is spending a few days in Gotham.

TELEVISION

FM + RADIO + ELECTRONIC 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-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

www.americanradiohistory.com
Motorola Conducts Two Way Radio Tests

Significant advances in two-way radio communication, affording greatly improved taxi cab service, were recently demonstrated by Motorola, Inc. at their Chicago headquarters. Representatives from taxi cab companies, railroads, utilities, industries, etc., were shown operation of equipment that allows for as many as four different taxi cab companies with separate two-way radio systems to operate in the same community. Motorola is the first firm to produce such equipment after years of research in the 25-30 and 152-162 megacycle bands.

Tele-tone Unveils TV Plastic Table Model

Tele-tone Radio Corp. unveiled a new 10-inch TV table model receiver at a press preview at the St. Regis Hotel this week. Set is housed in a lightweight plastic cabinet and features a 60 square inch picture in a round frame. Set, which is being distributed this week retails for $179.95.

S. W. Gross, president of Tele-tone, discussed briefly the prevailing price trend in the TV receiver market.

P R O D U C T I O N  P A R A D E

Low Priced Tape Recorder
A new low priced tape recorder to retail for $149.00 is being manufactured by Pacino Industries, New York. Recorder, called the Soundmaster, has a continuous playing time of one hour and includes microphone, tape and spare reel.

Enters TV Tube Field
W. W. Eitel, president of Eitel-McCullough, Inc., reveals that their Salt Lake City plant will shortly enter the TV tube field, manufacturing a metal 16-inch picture tube. Plans call for completion of tooling prior to Labor Day. Work on the new tube should be of considerable help in alleviating the picture tube shortage.

Indoor Video Antenna
Tele-Tape, a new indoor TV antenna, manufactured by Walter E. Peek, Inc., Indianapolis, is designed for mounting under rugs, on basements, corners, boards, window panes, etc. Equipped with adhesive backed metallized tape elements, the antenna adheres to any surface and may be readily adjusted to provide maximum reception on any channel. Antenna is packaged complete with terminal board and leads.

DuMont Oscillograph Departs
Elgin service depot, strategically placed throughout the country for convenience of DuMont oscillograph owners and users, are now being operated by the Instrument Div., Allen B. DuMont Labs, Inc., Clifton, N. J. Depots are located at Cliffon, St. Louis, Houston, Los Angeles, Detroit, Chicago, Dallas, Atlanta, Minneapolis, Waltham, Mass., and Toronto, Canada.

New 50-KW, AM Transmitter
Westinghouse announces the type 50-HG transmitter, a high-level amplitude-modulated standard broadcast transmitter with a nominal power output of 50 kw. Unit can be used with any combination of studio equipment providing the required level of audio input, and with normal transmission line antenna equipment.

Less Profit Taking By Mfrs.; Peak Reached In '47

Despite a series of wage hikes and increased costs for material amounting to between 20 and 40 per cent, AM and FM transmitter equipment is currently being sold by leading manufacturers at production levels, with peak prices for this equipment reached during 1947. According to a spokesman for RCA, their AM and FM transmitters are priced "very near" to their 1946 prices, with the exception of a 50 kw FM transmitter which is priced about $1,000 higher than in '45. Company estimates that overall increased expenditures, which included wage increases, increased costs of material, rent, taxes, etc., amounted to about 40 per cent between 1945 and the end of 1948.

Production Costs Up 28%

Westinghouse Electric Corp. reports that out of a total of 7 transmitters now being manufactured 4 FM and 3 AM, only one FM transmitter had increased in price by about 4 per cent and one AM transmitter is now selling at 3 per cent less than in 1945. All other such equipment was priced at approximately the same level as in 1945.

ENGINEERS—CONSULTANTS

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906 N. M St. Washington 4, D. C. Santa Cruz, Cal. Member APLCE

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RADIO CONSULTANTS
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Davenport, Iowa
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Formerly Colton & Foss, Inc.
927 15th St., N.W., Republic 3863
WASHINGTON, D. C.
Avco Rule Dropped By The Commission

(Continued from Page 1)

position of a number of peading transfer applications.

Exposures under the Avco rule has been unsatisfactory and "in many cases produced severe economic and other hardships on parties," the Commission said. Adopted five years ago when WHO, Cincinnati, was sold by Croley to the powerful Aviation Corporation, the rule provided that would-be purchasers of radio stations had to post the terms of their agreement for 60 days. If during that time, other would-be buyers offered to match the purchase price and terms, it would be up to the FCC to decide which of the prospective buyers would make the better licensee from a public-interest point-of-view.

Never Atoned Upon

Although in several instances competing applications have been filed, it was evident yesterday that the Commission has at no time awarded a station to an applicant who came in under the Avco rule to make a bid for a station posted by another would-be purchaser. There are no competing applications now posted that need go into comparative hearings in the event competing applications should be filed in the future.

The move met with immediate approval in radio circles, with some hope that it may be helpful in speeding the disposition of pending cases.

Four New AM Outlets Approved By The FCC

(Continued from Page 1)

for Mosley Brothers, Picayune, Miss., with estimated cost $1,190,000, of exlcusiv and buildings. Daytime operation with 250 watts on the 860 band, at a cost of $10,819, exclusive of buildings, was assigned to WZBC, Picayune, Broadcasting Company, Phoenix, Ariz.

CAB Convention Agenda
Covers Both Radio And TV

(Continued from Page 11)


The agenda for the four-day meeting follows:

June 12
2:00 p.m. Advance Registration in the hotel lobby.
3:30 p.m. CAB Board of Directors meeting.

June 13
9:00 a.m. Open Meeting in the Casino.
G. R. A. R. Rice, chairman of the board, presiding.
Address of welcome by the chairman of the Commission, T. J. Conlin.
CAB general manager.
Appointment of secretary to the meeting.
Appointment of committees for the meeting.

Annual Meeting of B.R.M.—Election of officers and by-laws.
12:15 p.m. Adjournment and luncheon in the Casino.
G. R. A. Rice, chairman of the agents Executive Luncheon Board of Directors meeting—N. Campbell, vice-president, J. Thomas Thompson Co.

June 15
9:00 a.m. Closed Meeting in the Casino.
CAB members and associate members only.
G. R. A. R. Rice, chairman.
Appointment of the director, sales and service, Pat Freeman.
N.J.R.B.A. committee.
Minutes of last annual meeting. Financial statement and trustee report. Appointment of trustees.
10:30 a.m. Open Meetings in the Lounge. Non-paying CAB delegates, and guests.
Youth's Canadian Radio presentation by radio station representatives—Anders Lundgren, president.
12:15 p.m. Adjournment and luncheon.
12:30 p.m. Open Meeting in the Casino.
G. R. A. Roy, chairman.

Seven Directors Elected By Minn. Broadcasters

(Continued from Page 11)

to his attention that some local were asking as high as $175 a week of inquiring theater men. "Even college students haven't worked for a couple of years," he added.

Referring to the ARM's settlement of the recording ban, Petrillo tol lthe nation's convention that an unsatisfactory settlement and the establishment of an inadequate royalty fund had to be made before some union members under economic stress were bottleging records.

"Everything resolves itself down to economic strength," Petrillo said. "The employer won't do anything unless you stop him from making money. You'd probably do the same thing if you were in his place.

It is expected that Petrillo will be re-elected president of ARM at the coming convention, if he chooses to run here today. Union delegates hope to make the vote unanimous.

Takes VA Post

Chicago—John M. Burns, II, has been appointed information representative of the Veterans Administration in this city, effective June 13.

He will replace Herschel W. Ward, who resigned VA to accept the position of business manager of the Radio Institute of Chicago, a radio-TV school.

Send Birthday Greetings To

June 10
Mario Bragaliotto
Elmore Vincent
Judy Garrland
Gertrude Foster
Nelima Bokenhiek

June 11
Douglas Craig
Gene Stolfoa
Issel Scott
Bessie Stevens
Kath Lewis

Glenn Snyder
Donald Wreard
Roger Farber

Bob Bailey
Juli Fultton
Don Dixon

Randolph Edwards
Arthur L. Forsay

June 14
Hilton Laramore
Mort Lewis
Ken Lyss
Bob A. Luttenberg
Jerry Stone
Scotty Stone

Chapeshoppe Love
Nansette Sargent

June 16
Roger Bowman
Stella Beth
Max Stuart

Stuart Allen
Tom Howard
John Paul Weber

SPOTS
Before Your Eyes...

BETTER SEE A DOCTOR

Not Enough Spots On Your Station...

Better Write

ASHCROFT & BANNING

Station Representatives
Radio and Television

521 FIFTH AVE.
New York 17, N. Y.
Murray Hill 2-2520

ARM Suggesting Salary Adjustment

(Continued from Page 1)

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Stella Beth
Max Stuart

Stuart Allen
Tom Howard
John Paul Weber
TELE TOPICS

DEWELLA WOODS planning to pick up contract on "Highway to Heaven" starring Peggy Wood that bows over CBS, June 17. Sponsorship, on behalf of Maxwell House coffee, would begin toward the end of the summer... Wallye Cooper's "Volume 1, Numbers 1-6" will start over ABC next Thursday, 9-30 p.m., in the spot formerly occupied by the vacationing "Osseo's Studio." Cooper will produce and direct his series, which will use no scenery. Nancy Sheridan, Jack Lescault, among others, will appear in the kickoff. CBS is planning a one-shot simulcast of "Sing It Again," the hour-long giveaway program for July 2, to determine the TV possibilities of the show... Initial airing of "TV Telephone Game" over WJZ-TV this week drew over 1,000 phone calls from viewers hoping to grab off some of the loot.

SHIRLEY DINSDALE moves her "Judy Splinters" show from Hollywood Chicago and Los Angeles to the last 15 minutes of the "Kukla, Fran and Ollie," half-hour, which takes an eight-week hiatus beginning Monday, "Mary Kay and Samson" will occupy the second half... Arnold Kaplan and George Ledell have joined the sales staff of KFTV, Philadelphia... WIVX airs in Teaneck, New Jersey, on the NBC network... ABC, Friday night half-hour, going off CBS, WPIX celebrates its first anniversary Wednesday, Station's commercial department is expected to buy 80 hours and 15 minutes, or 34 percent of total program time... For the second time within a month, Brock Peters-PBS-TV-KYK in Knoxville, sign up 16,110 for a total program time... For the advertisement on the ABC network, Frank M. LaMotta-Marcel Cerdan middleweight championship bout will be held next Wednesday... The Philadelphia station's March 15-20, 25-10, on-schedule spots. The network is WPIT, WPHV-TV, and WCAU-TV and the New York stations are WRGB, WEWS-TV, WABD, and WJZ-TV. BBDO is the agency.

Press-Time Paragraphs

Sharp Business Boost For WLLW-T

Cincinnati—Nineteen per cent increase in number of sponsors on WLLW-T for May over the previous month was reported yesterday. Total of 95 were on the Crumley outlet last month as compared with 75 in April. During a top May week 68 per cent of all programming—31 hours and 51 minutes—were commercials as against 59 per cent the preceding month.

Cahan, Farrar Upped At WAAM

Baltimore—Herbert B. Cahan has been promoted to program manager of WAAM, and Anthony Farrar has been named production manager in charge of live studio operations. It was announced yesterday by Samuel Carlton, executive vicepresident. Cahan has been with WAAM since its debut last November. Farrar joined the outlet in December as production director.

WXZ-TV Variety Stanna Renewed

Detroit—Hannantrach Automotive Dealers Association has signed with WXZ-TV for a three-year renewed of the variety stanza "Club Ha-Da." Contract was placed through Radio Advertising bureau. Promoters Barbara Smith and Frances Rapp, and is directed by James Lee.
Radio-TV Artists To Aid Rotarians

(Continued from Page 1) of Living." NBC's v-p William S. Hedges is chairman of the Retary's entertainment committee for the convention.

Lowell Thomas, CBS commentator, will emcee Monday evening's entertainment which will include offerings by Bill Lawrence, singing star of the "Chesterfield Supper Club"; Julie Wilson, night club singer who has appeared on Milton Berle's "Texaco Star Theater"; Norman Cloutier and his orchestra; and dance team Mary Bang and Naldi. "America's Town Meeting of the Air" will originate from the Garden on Tuesday night and will be carried to the radio and video networks of ABC.

The President's Ball on Wednesday evening will be emceed with appropriate music by two orchestras: one conducted by Vincent Lopez and the other by Alberto Lorenzi.

On the final evening of the convention, NBC announcer Ben Grauer will emcee a program which will feature Kyle MacDonnell, Jane Pickens, Earl Wrightson, Lanny Ross, Ben Venuto, Dean Martin and Jerry Lewis, Alan Young, Gladys Swarthout, and Mary Raye and Naldi.

Sales Volume Increase Reported By Motorola

(Continued from Page 1)pany's regular meeting of the board of directors in Chicago. A quarterly dividend of 25 cents per share was declared payable July 15 to stockholders of record July 1.

All four divisions of the company, industrial, home radio, marine radio and communications are operating profitably, Galvin said. The main increase in volume, however, is due to the increase in television sales, which for the first 5 months of 1949 have been "fully up to expectations."

"Although there are some indications of confusion in the television market, Motorola's television sales are holding up very well," Galvin stated. "We attribute this to the splendid acceptance of Motorola's portable television models and the new 'Broad View' 10" and 12" models. I see no reason at this time to allow in any way my previous prediction of good sales volume for this year 1949."

Motorola now is in the process of preparing the greatest sales and merchandising plan in the company's history, Galvin added. This program will be launched in August in support of a tremendous television sales drive.

Stock News

Pittsburgh, Mass.—Dan Healy, program director and sports chief at WERK, Pittsburgh, is passing out eulogy on the birth of a son, Christopher.

Radio Committee Discuss Industry Film

(Continued from Page 1) has been canceled. Tuesday, June 10. Later bids will be asked of motion-picture companies on the production of the films. Officers elected by the committee to a function are: President, Gordon Gray, VIP, Philadelphia; Vice-President, Victor J. Ratner, CBS; Secretary, Maurice Mitchell, NAB; Treasurer, Herb Krueger, WTAG, CBS affiliate in Worcester, Mass.; Assistant Treasurer, Eugene Thomas, WOIC, CBS television affiliate in Washington, D.C.

Other directors elected were: Avery, Avery-Knedel, Inc.; Ralph Well, WOV, New York; Irv Kenway, ABC; George Wallace, NBC, and Frank Pieligrim, Trans-Radio.

KXOC Joining CBS

KXOC, Chico, California, becomes an affiliate of CBS effective Monday, August 1. This brings the total number of CBS affiliates to 165. KXOC operates with 5,000 watts during the weekdays and 1,000 watts during the nighttime. Station is owned and operated by the Sacramento Broadcasters, Inc., Paradise Road, Chico. General manager is Theodore H. Hall.

Beer Merchandising

Keynote of a post card mailing developed and produced by promotion department of WHBC, Canton, Ohio, in behalf of Burkhardt's Beer are four key words—Hear—Be sure—Drink—Thank, which are emblazoned on the card as an attention compellor. The card, sent to 500 outlets in the station's area, indicates that radio spots on WHBC help "Tell and Sell." In this instance it's Burkhard's Beer.

Copy in box on left of card reads: Radio Spots on WHBC help you Tell and Sell Burkhardt's Beer. Thanks to this hearing aid you don't need the other kind when they speak up for Burkhardt's—the beer from the heart of the home. Copy in the right side box is similar, giving the distributor's name, address and telephone number.

Down the center of the card the message reads: when they hear of this Beer they first Think then Drink Burkhardt's.

Accident Prevention Drive

Jim Monroe, news editor for KCMO, Kansas City, has added something new to his 9:30 p.m. dinner program heard Sunday through Friday and sponsored by the Standard Oil Company. Working directly with the Kansas City traffic police, Jim maintains a complete listing of all street intersecions in Kansas City where traffic accidents have occurred frequently. Detailed information on the number of accidents, injuries or fatalities at each spot, enable Monroe to pin-point one particular intersection for a traffic safety story each evening. Also tied in with this information is a full account of a traffic accident that may have happened during the day, with complete instructions about traffic regulations at that particular intersection.

Providence Broadcaster Heads Advertising Club

Arnold F. Schoen, Jr., general manager of WPRO and WPRO-FM, Providence, has been elected and inducted as the first president of the Advertising Club of the Providence Chamber of Commerce. Thirty-five Providence advertising men attended the club's recent kick-off luncheon in the Garden Room of the Sheraton-Biltmore Hotel in the state's largest city.

Schoen announced that it is the intention of the Advertising Club to invite nationally known advertising personalities to speak at the six major combined dinner meetings which start in October. During the summer months the club members will devote their time to expanding membership and furthering plans for the fall program. The membership date is 40.

Sales Booklet

WOAI, San Antonio, has originated a new promotion for the slogan: "Advertising Dollars Do More On WOAI," and endorsements by its clients. The back page of a bi-monthly program schedule issued by the outlet carries this selling message illustrated with a picture of the sponsor quoted and title of the program. Typical endorsement is that by Yeagyn Houston, president of the Alamo National Bank of San Antonio, who stated: "We chose WOAI because we felt it offered the best possible coverage of our program, at a relative cost that appealed to our banking sense of good judgement." Two issues in the new series have already been mailed out to agencies, clients and merchandising lists.

Dinner Winners

The "Dinner Winner" has returned to Boston's ABC outlet on May 30, scheduled at 8:45-7:00 p.m. A dinner for two at the Currier & Ives Room of Boston's Hotel Somerset, and two tickets to a Braves' baseball game that same evening, went to those who correctly answered the phone call made by emcee Nelson Bragg.
INCREASE REVEALED IN EMPLOYMENT

Mullen Resignation Effective On July 1

Confirmation of the resignation of Frank E. Mullen as president of WJR, Detroit, WQAR, Cleveland and KMPC, Los Angeles, was made on Friday by Don Hogate, Washington public relations counsel representing the G. A. Richards stations. The impending resignation of Mr. Mullen was first announced in Radio Daily in the issue of last Tuesday, June 7. It becomes effective on July 1.

In agreeing to terminate the employment arrangement, Mr. Mullen will receive a year's salary for the period ending June 30, 1950. He has accepted the employment as manager of radio in the Cities Service Advertising Department.

(Continued on Page 6)

Mars And Liggett-Myers Sign NBC Long-Termers

NBC has negotiated two long-term contracts calling for two half-hour, night-time programs: Mars, Inc., for "Curtain Time," Wednesdays, and Liggett & Myers Tobacco Co., for "Go East, Young Man," Thursdays, both at 10:10 p.m., EDT.

The candy manufacturer's contract, renewable, will run through July 6, 1950. The 52-week deal was announced on June 11.

French Radio to Cover Cerdan-LaMotta Fight

The bout between middleweight champion Marcel Cerdan and Jake LaMotta at the Olympic Stadium, Detroit, June 15, will be broadcast live from France by the French Broadcasting System in North America, it has been announced by Pierre Crenesse, director.

The transmitters remain open.

(Continued on Page 2)

New TV Package

Herb Gordon, executive of the Fredric Viu organization, in New York yesterday for Chicago to complete final details on the new Viu-Sabo program television-Vin and Sad, for many years a popular network radio feature, are reported to have great potentialities as TV and have already produced some experimental programs.

Moving?

Rumored that the Milton Berle radio program has been moved from Monday night on ABC to NBC in the fall. Texaco, according to reports, will continue to sponsor the radio-TV comic and the Rudner agency will handle the show.

Fake Radio Reps Operate In New York

Complaints against door-to-door radio salesmen who gain admittance as representatives of radio at home outlets, stations, advertising agencies, and sponsors have increased by 300 per cent during the past six months, Hugh R. Jackson, executive v.p. of the Better Business Bureau of New York City, warned the entire trade last week.

In announcing that from 50 to 60 complaints, of which 15 to 20 by mail and 35 to 40 by telephone, are received each month, the bureau urges that the public be on the alert.

(Continued on Page 8)

NBC Program Plans Discussed At Meet

Stressing the need of more intensive radio exploitation in the face of the competitive development of TV, members of the Stations' Planning and Advisory Committee of NBC met with network executives last Thursday and Friday to formulate plans for the development of network radio and television.

The SPAC members expressed their appreciation of the network's efforts.

(Continued on Page 8)

RMA Committee Named To Meet With Reporitmen

New Agency Formed By Getschal And Ash

A new advertising agency, Getschal & Richard, Inc., has been formed with Budd Getschal as president and Richard Ash as vice-president.

Getschal has sold his stock interest.

(Continued on Page 2)

Free Speech Issue Upheld By Appeals Court Decision

The decision of the Maryland Court of Appeals in reversing the convictions of three Baltimore station licensees for violation of a local Supreme Bench code limiting the publication of certain crime news has been described by James Lawrence, fly, counsel for the American Civil Liberties Union and former FCC chairman, as having "national significance" and as being "a great contribution to the freedom of speech and the press."

Maryland's highest court last fall declared invalid Section 104 of the Supreme Bench of Baltimore City prohibiting the publication of a story alleging a person's criminal record before trial on the grounds that such information might jeopardize a fair hearing.

(Continued on Page 8)

NAB's FM Interest Indicated At Confab

NAB's FM director, Arthur Stringer, said Friday that his office will undertake during the remainder of the year projects looking toward new audience studies, booklets on transit radio and storecasting, exchanges of program and promotion ideas between FM stations, additional management studies, FM success stories, and other special uses of FM to produce new revenue.

The list of projects has been made.

(Continued on Page 6)

Spot Campaign Planned On Forty-Six Stations

Chicago—Rayce Cream Shampoo, product of Lever Bros. (Pepsodent Division), will start one-minute spot announcements five times weekly on reduced list of 40 stations.

(Continued on Page 2)

Living Role

NAB's centerpiece of a documentary on the changing status of mothers in American family life, "No Family Should Be Without One," suffered a setback Friday when actor Richard Coogan telephoned the network unable to show up to rehearse his role of father on the program. Coogan said his wife was expected to give birth any moment.

www.americanradiohistory.com
FINANCIAL

NEW YORK STOCK EXCHANGE

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Joe Beck Recovering

Joseph H. Beck, executive director of the Twin Cities Television Lab, Minneapolis, is reported recovering from critical injuries received recently in an automobile accident in which Mrs. Beck lost her life. The Becks were returning from a business trip in southern Minnesota when their car collided head on with a truck.

SYD EIGES, vice-president of NBC in charge of the press department, today will leave for Rochester, N.Y., where tomorrow he will address the Rotary Club of that city on "The Future of Television." Guest of honor at the meeting will be William Fay, vice-president of Stromberg-Carlson and manager of WHAM.


RICHARD W. HUBBELL, radio and video consultant, is leaving for a business trip to Paris, London and Rome. He'll be back in mid-July. He'll be accompanied by MRS. HUBBELL.

EASTON C. WOOLLEY, director of the station department at ABC, left Friday for Rochester, N.Y., to attend the opening of WHAM-TV. Then he'll go on to St. Andrews, N. B., for the annual convention of the CAB.

JOHN K. M. McCAFFREY, moderator on "The Author Meets the Critics" over WNBC and WNBC, left Friday at the invitation of the Army to attend an Army planning conference in an Adult Reading Improvement. He's expected Sunday in time to resume his program.

French Radio to Cover Cerdan-LaMotta Fight

(Coontinued from Page 1) yond their usual midnight closing time, the French people may hear an on-the-spot description of the fight.

The blow-by-blow, on-the-spot account will be given in French by Georges Bruquet, head of sports for the French Broadcasting System in France. He will combine his visit to the United States to cover the bout with a two-day tour of TV and special events broadcasts to get a better picture of American sports and television.

MacDonald Named V-P., Amer. Management Assoc.

John H. MacDonald, administrative vice-president of NBC, has been elected vice-president of the American Management Association, it was announced Friday. In addition, the NBC executive becomes a member of the board of the association.

Adams To N.Y. Times

Val Adams, associate editor of Radio Daily, has resigned to accept a position in the radio-TV news department of the New York Times. He takes up his new duties today.

MARK WOODS, president of ABC; ERNEST LEE JARNSICKE, vice-president in charge of ABC and James Connolly, of the network's departments, left today for Memphis, Tenn., where they'll attend the dedication of the new studios at WAMX. Following the event, Jarnsick and Connolly will go on to Oklahoma City and Fort Worth. They plan to be back in New York next Monday.

E. W. BUCKALEW, Western division manager of CBS Radio, said Wednesday he will be back in Hollywood following a business trip to Denver and Salt Lake City.

G. W. "JOHNNY" JOHNSTON, director of radio and television for the RAM, returned to his New York office last Friday following a one-month visit to the Pacific Coast. This evening he leaves for Washington for some contact work. He'll be back Thursday.

BURR TILLSTROM, originator of "Kukla, Fran and Ollie," accompanied by REUdL SACHS, producer of the program, will arrive in New York today. Tillstrom will spend several weeks here prior to his departure on an ocean cruise.

JACK STERLING, whose early morning program is featured on WCBS, and LOU STEWART, of the station's sales staff, tomorrow will go down to Atlantic City, where they'll attend the convention of the N. J. Pharmacists Assn.

New Agency Formed By Getchall And Ash

(Established in 1913) est is in and resigned as vice-president of Stuart Bar & Getchall, Inc. Ash has resigned as general manager of Blaine Thompson Co., Inc., in order to join the new agency.

The new outfit has appointed Stanley Rowen as production manager, Len Blumenfeld as art director, Enid Palmer as space buyer, E. L. Cooper as copy chief and Don Masias as art consultant. The agency is located at 49 East 51st Street, New York City.

Spot Campaign Set On 46 Stations

(Established in 1913) (original schedule called for 54 stations) on June 19th. Jane McKendry is the time-buyer for the advertising agency handling the account, Needham, Louis and Brophy, Chicago.

10 YEARS AGO TODAY

From the Files of Radio Daily

Leading stations representatives queried by RADIO DAILY as to summer spot buying indicated that business was at least "very good" while some saw May as a record breaking month, topping 1938. . . . James C. Parillo, president of Chicago AFM issued a warning which denounced "home work" for radio stations anxious to sell. Plans are being readied at NAB headquarters in Washington to streamline next month's annual convention. All people may be expected to be in complete harmony with the current RMA-NAB drive to sell American system of broadcasting to the public.

“Put your message where the money is,”

... said Mr. Jamison

Our man Jamison was talking to his friend Advertiser Y, who, like all good businessmen, is of a mercenary turn of mind.

Advertiser Y sells a high-priced item...expensive costume jewelry, to be precise, which appeals only to certain tastes and never to uncertain pocketbooks.

"Large cities, where they do a lot of dressing up and spend freely for handsome baubles, are your primary markets, my friend," said Mr. Jamison. "And Spot Radio and Television are your primary media. Put your message where the money is!"

Mr. Jamison's advice applies to a lot more than costume jewelry. Though all markets are not as highly selective as Advertiser Y's, most of them are selective enough to make the careful use of Spot Broadcasting an intelligent advertising choice, indeed.

For years Weed and Company has been helping intelligent and successful advertisers—via Spot Broadcasting—to put their message where the money is.

Weed and Company

radio and television station representatives

New York • Boston • Chicago • Detroit • San Francisco • Atlanta • Hollywood
CHICAGO

By Hal Tate

WEND is presenting "Proudly We Hail," program of U. S. Army and U. S. Air Force, each Sunday from 8:30 until 9:00 p.m. The series features top motion picture personalities, the list of whom was Preston Foster, starred June 12th in a comedy entitled "From Buffalo." Sybille Siegel, concertmaster of the WSBM orchestra, will be heard as soloist with the Grant Park Symphony Orchestra when he plays the Khachaturian Violin Concerto in the park's bandshell, Wednesday, July 13. The Grant Park summer concerts are presented free by the Chicago Park District. Programs begin each night at 8:00 p.m., CDT.

Jackie Searle, former WSBM afternoon star, was seen in the CBS television review, "Manhattan Showcase," from New York City on Thursday, June 8.

Washington, D.C., Western Sales Manager of Radio Sales Television in Chicago, will address the 18th annual meeting of the Executive Association of Agency Networks at Three Lakes, Wisconsin, Thursday, June 23. His subject will be "Television Today."

MFA Official Blasts ABC

Washington Bureau of RADIO DAILY

Washington—Reduction by ABC of the FM schedule in its Chicago outlet to six hours daily—the FCC minimum—drew a sharp verbal blast Friday from the MFA executive director, Ed Sellers. He asked if the move was a "deliberate attempt by ABC to force Chicago listeners to a weaker station," and revealed that the matter has been "informally brought to the attention of the FCC.

Cutting of the broadcast schedule of WBNR-FM, Chicago, to six hours daily, Sellers said, is "further indication of the economic stranglehold the major nets seek to impose on FM." He estimated that there are 260,000 FM receivers in the Chicago area, and that they cannot possibly receive all ABC net shows.

"When WBNR-FM operated full time," Sellers explained, "FM listeners could hear a greater variety of ABC programs that were available on AM because of the full schedule operation of WBNR-AM and WLS. It is our belief the networks have displayed apathy in post-war FM relations and developments."

He declared this attitude is a "tripping reversal of the view held by the networks a few short years ago when they strongly urged their AM outlets to apply for and use FM facilities to expand coverage."

Sellers also speculated whether WBNR-FM's curtailment resulted from announcements in ABC programs that the area during the week previous to ABC's action that a major manufacturer was now producing a low-priced, high-quality FM-only receiver. One of the selling points advanced by the manufacturer in its advertising in Chicago papers was that it had been in ABC programs for some time. Chicagoans hear the full program schedules of ABC, whereas on AM this was not possible. "It was not clear what ABC programs were a mere coincidence," Sellers asked, "or was it a desperate attempt to force the growing FM audience back to AM?"

NEW BUSINESS

WOR, New York: Seventeen new contracts for spots and participation have been signed by House Paper Products, Inc., has purchased participation in "Prince Charming" for packaged sandwich and household paper products, Edward A. Scher, general sales manager, King Features, handled the deal.

For Lifebuoy soap, Lever Brothers has bought a series of announcements through Sullivan, Stauffer, Colwell, Bayles, Inc. Participation in "Breakfast With Dorothy And Dick" has been bought for "De Mosti" by G. H. Coughlan Company. Contract was placed through Dancer, Fitzgerald & Sample.


Another participation in the program has been purchased for "Lifebuoy" by McLennan & Robbins for Tartan Sun Lotion and other products. Still another long-term contract, for participation in the program has been signed by Teddy's Sea Food House for its frozen fish. Contract was placed through Tracey, Kent & Co.

S. A. Schenbrun has contracted, through Lawrence Weinberger, for a long term series of station-break announcements for Savarin coffee. Pabst Sales Company bought a series of station-break announcements for its beer and ale with Warwick & Legler handling contract details.

For Nescafe and other products, The Nestle Company, Inc., bought an announcement in "Martha Deane" for Nescafe. The contract, placed through Koger. E. M. and Harry Hensley's newscasts. Doherty, Clarkson & Shenfield placed the contract. Participation in "Martha Deane" has been purchased by V. La Rosa & Sons, Inc., for the company's macaroni, noodles and spaghetti. Contract was placed through Kiesewetter, Wetterau & Baker.

The Pepsi-Cola Company has bought a series of announcements through The Biow Company. The Kellogg Company also has bought an announcement series for cereal. Kenyon & Eckhardt handled the contract details. A long-term series of station break announcements has been bought by WYCA, Inc., for Coronet magazine. Schwimmer & Scott of Chicago placed the contract.

Will Produce TV Sets

Bloomington, Ind.—Radio Corp. of America announced its plant at Bloomington would produce "a variety of television sets by August, and will reach peak capacity by September. One-third of the 220,000 sq. ft. of facilities will be added to the plant in Bloomington. The Bloomington plant will devote to TV set production, supplementing the firm's production in Camden, N. J., and in Indianapolis."
TURN TO PAGE 1067 FOR COMPLETE INFORMATION ABOUT TELEVISION STATIONS

A COMPLETE LISTING OF U. S. TV STATIONS IN OPERATION SHOWING LOCATION BY CITY AND STATE PERSONNEL, ADDRESSES PHONE NUMBERS

NETWORK AFFILIATIONS

AND OTHER DETAILED INFORMATION

ARE CONTAINED IN THE 1949 RADIO ANNUAL AND TELEVISION YEARBOOK

ONE OF 1001 SUBJECTS COVERED IN THE RADIO ANNUAL for 1949
Monday, June 13, 19-:

Mullen Resignation Effective On July 1

(Continued from Page 1)

Mr. Mullen had exercised an option to sell his interest in the stock in KMPC for $547,507.

Mr. Mullen, one of radio's most widely known executives, first inaugurated a regular service for farmers. In 1926, he organized agricultural service for NBC at KFWX, Hastings, Neb., and his operation was transferred to Chicago where he opened offices and studio for NBC. This was the beginning of his long association with NBC that has since been renewed as executive vice-president in 1943 to accept the presidency of the Richards stations.

West Coast Bureau, RADIO DAILY

Mullen, in confirming the report that he is resigning as president of the Goodwill Stations, Frank Mullen said he was retaining 15 per cent interest in KMPC but that he had no future plans and would not be active in operation of the station. He will drive East, shortly and spend the summer in Saugus, Conn.

Mullen told Radio Daily he will not renew his affiliation with the station before September.

Tele-Set Mfg. Holds Up. But Overall Total Drops

(Continued from Page 1)

tion of AM-only sets was 648,906—lowest since January, 1946. AM-FM production was 62 per cent below the weekly average for the first three months of this year.

To add to the handful of FM sets, RCA reported for the first time that 47,204 TV sets turned out in April included FM bands—28 per cent of the total.

Most startling drop was in the number of sound sets with FM, which dropped from 147,733 in January to 98,969 in February, to 71,910 in March and finally to 37,563 in April. RCA figures on FM-only production—including tuners—showed only 3,108 units, it was unofficially reported at the RCA office here.

Stork News

Mexico City—Homerio Rios D., in charge of advertising section of Radio Programas de Mexico, S. A., is the father of a girl child. Mrs. Rios (Sra. Alicia Camacho Figueroa de Rios) at Reforma Hospital, Baby will be named Maria Cristina.

THE WEEK IN RADIO

FCC Removes Across Rule From Books

FCC wiped the across rule off its books in effort to speed pending applications. After a five year run, the decision said the rule been unsatisfactory and in many cases produced severe economic and technical hardships. FCC held that with the pre-across procedures in ruing on sales of stations.

Radio 4
times benefit from so called "across American" watch manufacturers and importers of Swiss watches. U. S. companies consider additional use of radio are Elgin, Hamilton and Waltham. . .

Arcie Bulova completed transaction in sale of WOV, New York, to Victory Broadcasting Corp. . . Coca Cola dropping Spike Jones show on CBS after July 2.

Adventures of Sam Spade" being switched by Wildroot Co. from CBS to NBC next fall in same time slot. Switch is a result of "Spade" being kicked out of its CBS time period to make way for Edgar Bergen. . . Kate Smith signed by ABC for two-hour Monday night show starting June 1st. She will fill network advertisers in either 15-minute or half-hour segments. Miss Smith continues her two shows.

Of the 20,000,000 autos in metropolitan New York, over 72 per cent have radios, according to World's research department. Robert Hoffman, research director, said out-of-home listening, not recorded in surveys, does much of offset decline in home listening. . . WOW, Omaha, will sponsor another trip for farmers next fall—this time a junket through 12 western states, British Columbia and Baja California in Mexico. . . 2iv signed Guy Lombardo in a new long term contract. FCC announced revision of its hearing procedure designed to save time and reinforce the separation of investigatory and hearing functions. Ken Dyke resigned as NBC music producer in charge of programs. . . Bell Socony gives Fort Lauderdale time through promotional tie-in with dealers in 500 cities. B&H supplies dealers with recorded one-minute spots and quarter-hour programs at a cost of $5. . . Kraft to sponsor new daytime series on NBC beginning Oct. 3. It will be heard 10:30-10:45 a.m. EST, Monday through Friday.

Grace Hight moving from NBC to CBS next fall under continued sponsorship of Philip Morris. Program will be broadcast on CBS on Sunday from 9 to 11 p.m. The General Foods "Adrich Family" for next season on NBC. Meredith Willson takes over the Thursday night time period for five weeks this summer.

James C. Petrollo suggested low TV shopping experience as extent—to aid in revival of vaudeville. Petrollo said locals were able to add to their schedule, set-up showover, and then for inquirers theater managers.

FCC okayed four new AM stations. . . Some stations banning the recording "Take It Easy, Arthur" which features the Johnny Dee Orchestra. . . "My Favorite Husband," CBS package starring Lucille Ball, effective Sept. 2. . . Members of All Radio Committee submit a draft of story treatment for all radio film. . . Television is major factor in renewal of ABS. FCC reported three new contracts totaling nearly $200,000. Two came from new advertisers—Braden-Ritten, Inc., and the Seizert Co. Latter is switching Victor Lindlahr from Mutual to ABC Sept. 3. FCC asked to act now on application of Drew Pearson and Robert S. Allen who want to take over WBAL, Baltimore. Petition filed by ABC, formerly Associated American language Broadcasting Clinic being held in New York June 13-14, which has been in preparation for some time, is expected to focus the interest of many people in the language question is the subject of an important national conference, planned for June 17-18 in New York City. The conference will be attended by a large number of persons from many different fields, including government officials, educators, business leaders, and scientists.

Foreign language broadcasting is growing in popularity across the country, with many stations now broadcasting programs in languages other than English. This is due in part to the increased demand for multilingual programming and the growing diversity of the American population. The conference is expected to focus on the importance of foreign language broadcasting in promoting cultural understanding and fostering international cooperation.

Mars and Liggott-Meyers

Sign NBC Long-Term

(Continued from Page 1)

handled through Grant Advertising, Local Co. handled all other contracts. The Chesterfield contract start on Sept. 8 and will run for three years. It was negotiated through Novel-Emmitt Co. Both deals involve the full NBC network.

Red River Dave Here For Radio-TV Lookout

Red River Dave, WOAI, San An- tonio, cowboy singer and composer of a five-seconds visit. Dave plans to make two color pictures for distribution firm, to make a series of six pictures in the series NBC Thesaurus Library; to make arrangements for the release of a series new picture, through pub- lishers there and to appear in a television show at the Village Bal- lroom. Dave also plans to do a thorough study of television techniques, particularly from the performer's point of view, for his benefit new over WOAI-TV when it goes in operation this fall.
NEW JOB OPPORTUNITIES SEEN

TELE TOPICS

YOUR DOG AND MINE," which bowed in over ABC Friday night, could be a most interesting show if handled properly. It features Miss P. K. Kennedy, an attractive young dog trainer, and two fine spaniels, one named Snoop and the other not. Miss Kennedy demonstrated in obedience exercises with his trained dog and then showed viewers how to teach those tricks, using this for the purpose the trained spaniel. For anyone who has a dog, or has a fondness for them, this is worth looking into. It's one of those programs that are hard to define, but all of those good shows sound the same when the subject is the trained dog, and the others. All of this good, and should, have been done in 15 minutes, but the program was stretched to a half hour by interviews, a deviation that in today's TV makes them irrelevant. Bert Stedman Hoyt, accompanied by her champion miniature poodle, an animal with fantastic ears, was the best of all. The program was short, showed the fat a while. Later, on, Bert still dropped in with a poodle and told some funny pointless stories. These two shows seemed to take up most of the show and almost ruined it... If cut to 15 minutes of demonstrations by Miss Kennedy, 'Your Dog and Mine' should command the attention of a great many viewers.

WLMA-TV, Washington, may well be the only station in the country to carry all pro football this year. Both station will air the games, but WGRF and Zoo, the other major teams in the city, are on the air as well. H. B. Volden and Tim Gibbons will call the games for WLMA-TV... Redskin's proxy George Marshall said: "Pennsylvania and Notre Dame, two pretty good college teams, have signed up for television. And they'll be playing on sports-crowded Saturday afternoons. On Sunday pro teams have the field to themselves. We televised our theme games in 1947 and '48 and had the two biggest years in our history. We already have paid over $20,000 to pro football and this year with four more games to go and everybody knows our games will be televised. Earned the fees paid to the league more than the Redskins last year and they added $3,750 while we added $3,800 re-footing our stadium."

The Week In Television

The Olsen and Johnson Show for Buick, titled "Ferbal Fun-For-All," will run over NBC on Tuesdays from June 28 through Aug 5 and then will return for the Fall in the Thursday, 9:10 pm, also beginning Sept 22... "Your Special" becomes another CBS cast... "Jeannie," now 28, has become the new Jeannie... last hour dramatic series, was packeted by Ely Landau in association with RemPerspect. Scripts will be adapted by Joe Liss with Tom Humffreys directing... Edwin T. Wodrall, formerly of Teletest Films, Inc., and DuMont, has been named president of Cubit Corp. ...
Fake Radio Reps Operate in New York

(Continued from Page 1) Jackson estimated that the organization learns of only about 10 per cent of all the cases which actually occur. He said that it had been improperly informed as to where such complaints can be registered. He cited the need for industry-wide cooperation in bereft of the general public the full story not only for the benefit of the thousands of employees who are being swindled by the bogus salesmen but also in the interest of advertisers and radio stations.

Technique Revealed

According to Jackson, the typical gyp door-to-door salesmen uses the name of a prominent company to palm off inferior merchandise at exorbitant prices. He pretends to represent this company in making a demonstration or selling radio listening habits. In return for the unsuspecting housewife's cooperation, the salesman is said to offer her an "extraordinary bargain" of merchandise which actually is in no way related to the original radio sponsor he names to gain admittance. The principal items currently being sold by such deceptive methods are silverware, dinnerware, kitchen utensils and encyclopedias.

"Not only do these dishonest selling methods cause harm to the individual," Jackson commented, "but they constitute a real threat to all American business by undermining public confidence."

"Our best weapon an informed, alert and aroused public," he added. "The many legitimate concerns of excellent reputation who sell their products or services from door-to-door are solidly behind our efforts. They are anxious to join with other responsible leaders in the community in this fight to stop the gyps."

A luncheon conference to fight such racketeers has been called by the Better Business Bureau for June 22 at the Waldorf-Astoria Hotel. Among the business and civic leaders and public officials who will attend are: New York City councilman Iras J. Palestine, State Senator Thomas C. Desmond, and John C. Wood, president of the Better Business Bureau.

Noble Honored

The Swedish Pioneer Centennial Medal has been awarded to Edward J. Noble, Chairman of the Board of the American Broadcasting Company, for his efforts of the Swedish Pioneers of New York. Lennart Nylander, Swedish consul-general in New York, attended the presentation at a special luncheon held aboard the Swedish American liner "Spinlgan" when the vessel was in New York last week.

Free Speech Issue Upheld by Appeals Court Decision

(Continued from Page 1) The five-to-one decision of the Court of Appeals, written by Judge William L. Henderson, stated that the convictions were reversed on the ground that "the broadcasts did not constitute a substantial danger" to "an individual". The court also declared that the city rule is "objectionable as being in restraint of freedom of speech and expression that the public's right to know may be suppressed."

The trial of the five stations and the one news commentator was drawn the attention and support of the American Civil Liberties Union, the American Newspaper Publishers Assn., the American Society of Newspaper Editors, the Associated Press, Broadcaster and the Maryland General Assn. of Broadcasters. 900 had been supported by the Maryland General Assn. of Broadcasters, Baltimore Bar Assn. and the Junior Bar Assn. of Baltimore.

Six "Town Meetings" for radio and TV service technicians were held under RMA sponsorship in 1948 and 1949. The committee also has under consideration preparation of a short RMA film on the need to disseminate special information on the care of their receivers, thus discouraging "nuisance" calls for servicemen.

Radio Daily

NRC Program Plans Discussed At Meeting

(Continued from Page 1) unanimous approval of the new working group in the NBC program planning session, which will be broadcast on CBS the evening of July 11. They also approved the plans for the "Hollywood Calling" program, which will be broadcast on NBC on September 11.

Thomas McCray, national program director, revealed that summer lineup includes several new series. He also discussed the network plans for broadcasting the "Mayflower Rule" report by the FCC, which will be broadcast on NBC on July 17. McCray also spoke on a new series for NBC network TV this fall.

WGY Radio Personality Enters State Politics

Schenectady, N. Y.—Charles J. Tammes, publisher of the Washington Post, has formally announced his candidacy for the New York State Senate on the Democratic ticket. If the extraordinary spectacle of a newspaper publisher entering the political arena comes to pass, the vacancy created by the resignation of Senator Benjamin F. Farnsworth, Jr., will be nominally filled. But if Neddo, prefers to remain in his present job, Stevenson will call for the senatorial post.

Tea Party

St. Louis, Mo.—The 24th anniversary of the discovery of iced tea was celebrated in St. Louis on Friday. The event was brought to the city by the Wilprint Co. of St. Louis, which had been organized by Mayor Joseph M. Darby, who was directed from Mayor's office by Mel Kempe of the Wilprint Special Events staff.
Mitchell On Agenda
Of Denver 'U' Clinic

Denver, Colo.—The third professional radio clinic to be held at the University of Denver, July 23-August 26, will stress ways and means of capturing the sales-promotion dollar and the problems of small market station operation. Highlighting the clinic will be one-week courses on radio sales, radio for retailers and radio news departments. These courses are especially designed for radio station personnel.

Maurice Mitchell, director of the NAB sales and advertising, and director of the 1000 Comm. Broad.

Another Series On VD Will Include 29 States

Washington Bureau of RADIO DAILY
Washington—Another expansive local VD case-finding campaign for 29 states, with hard-hitting top-talent series of music-drama ETs, will be launched on July 1, it has been announced by the Public Health Service of the Federal Security Agency.

Since July 1 of last year, 89 sta...

Pulse, Inc., To Extend Coverage To Washington

Radio surveys by The Pulse, Inc., will be extended to Washington, D.C. starting in July, the firm has announced. The first bi-monthly report for Washington will cover July-August. Quarter-hour ratings and share-of-audience figures from 6 a.m. to 12 midnight for the full

Sweezy Reveals Plans For New WDSU Quarters

Plans for the new radio and telev. center of WDSU, New Orleans, were revealed in New York yesterday by Robert D. Sweezy, vice-president and general manager.

Treasury Figures Out On Earnings Of 1948

Washington—Payments totalling $627,216 to Fred Waring's Pennsylvania band, according to the Treasury, were revealed in the Treasury annual report on earnings of the radio industry. The highest single figure in the report, which was not complete for the radio industry. Next highest broadcast listing was the $140,000 paid for F. W. Waring by Don Lee, with the same company paying $129,074.00 to J. C. Symes.

Below is the full list of payments reported for radio: Don Lee: F. W. Waring, $140,000; L. G. Pifax, $77,002.00; and J. C. Symes, $129,074.00.

Flote, Cone & Belding; Fairfax Cone and Emerson Flote each $85,000.

Zenith Radio: H. C. Bonfit $76,000.

Over 250 Delegates, Representing All Industry Sections In Attendance; Three More Stations Join C.A.B.

Ballantyne's Death Shock To Industry

James Ballantyne, chairman of the board of the Philco Corporation since June, 1948, and president of the firm until that date, collapsed and died last Friday afternoon while speaking at his son's commencement exercises at the Meadowbrook School, near Philadelphia. He was 49 years old.

Mr. Ballantyne was Philco's president from 1943 until last June. Durr.

WLW Sales Conferences In Chi. And N. Y. This Wk.

Cincinnati—The semi-annual sales meeting of WLW and other Crosley stations is scheduled for Chicago and New York this week. The Cincinnati contingent which will be in Chicago Wednesday and Thursday for confabs with WLW sales office

Petrillo Re-elected President Of A.F.M.

San Francisco—President James C. Petrillo of the American Federation of Musicians and the entire administration group were re-elected to office as the union ended its annual convention here Friday. The only variation on the familiar theme came when an "opposition" candidate, Everett House of the Mataan, Ill., local, polled 75 votes for the union presidency against 1,391 for

Monroe Show Renewed By Camels On CBS Web

The Vaughn Monroe show, heard Saturdays 7-30-8 p.m. on CBS for Camel Cigarettes, has been renewed through Wm. Esty. The show has been sponsored continuously by Camels since July, 1944.

Moving
San Francisco—KLYA, bag and baggage, into its new Fairmont Hotel Studios June 29. Don Pederson, manager of both KLYA and KLAC in Los Angeles, plans to complete the move. The new studios were formerly those occupied by shortwave station KGB.

Honored
ABC commentator Martin Agnon, a graduate of 1936, received the degree for his "... accurate, objective and illuminating interpretations of contemporary world events." The Rutgers president effaced.

The National Daily Newspaper of Commercial Radio and Television

Vol. 47, No. 52
New York, Tuesday, June 14, 1949

TEN CENTS

Canadians Broadcasters Open Confab

Amateur Operators Plan Dress Rehearsal

Several thousand amateur radio operators will stage a continuous 24-hour dress rehearsal, coast to coast, for meeting possible future communications emergencies, June 18-19.

American Radio Relay League, the national association of radio amateurs, will sponsor the demonstration, the 13th annual field day, during which the nation's "hams" will set up stations in country fields in city parks, on mountain or hill tops, or at any location where com...

Storeroom Corp. Extends Operations To Pittsburgh

Storeroom Corp. of America has extended its sole to 124 Pittsburgh supermarkets owned by the Theore, Giant Eagle, and Sparkle Chains. The storerooms, including music, homemaking features, and news, are fed through WJBF-AM, Pittsburgh. Kenyon & Eckhardt handles the account.

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FEAK STANTON, president of the Columbia Broadcasting System, returned from a two-month trip to Europe.

CLEO FOSTER, Mutual network's commentator in the Mutual concerts of KWIC will be on tour to KWAD, St. Louis, and finally to KWSO in Jefferson City.

F. S. THOMAS, Jr., executive manager, sales manager and sales director of WMAL and WMAL-TV, Washington, D.C., is expected in town today and will spend this week in conference with ABC officials.

WILLIAM SHAW, assistant sales manager of KDKA, Pittsburgh, has left for the three-week vacation at Lake Tahoe.

ED STORIES, of WAGL, has left on a three-week vacation. His calls during his absence will be for Tom Williams, Robert Hal and Buddy Cruising.

An Other Series On WD Will Include 29 States

Station Gives Advertisers Service In Flood Areas

Fort Worth, Tex. KPZD ran a series of three half-hour public service programs in a month in which firms which suffered damage in the $15,000,000 flood were given free of charge programs to publicize their flood damage, and plans for the progress of their rehabilitation.

The station's commercial manager, Clyde Davis, sent letters of sympathy to all the affected firms in the flooded area, together with a formal of the recorded-music-plus-anouncement program.

The plucks, which were aired by the station, told the radio audience what the businesses had been and how they could re-open, where service could be obtained in the meantime and what damaged items were being sold at auction to the public.

Wrong bailiwick

Somehow this duck is all balled up. She shouldn't be messing around with these baby cooers—she's got herself in a wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it is on W-1-T-H, you're all set for profitable sales. Because W-1-T-H is the big bargain buy in this rich town. W-1-T-H delivers its big audience to you at the lowest cost per-listener on any station in town. It covers 92.3% of the all radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W-1-T-H story today.

250 Are Attending CAB Convention

He Three Suns And Haynes Sign World ET Contracts

The Three Suns, popular Victor recording vocal-instrumental trio, who are currently holding forth at New York's Roosevelt Hotel, have been signed to an exclusive long term transcription deal by the World Broadcasting Co., and will start recording for the World Library immediately.

It has also been announced that the tremendous reception accorded the Dick Haymes sides via the World Library from the World subscriber has resulted in the picking up of the singer's contract by World, and Haymes will continue to cut sides for World on a long-term deal.

To Aid Gov't Agency In Advisory Capacity

F. E. Loucks, manager of the information division of Zenith Radio Corporation, has been requested by the U.S. Department of Commerce to act as an advisor on its export advisory panel for radio apparatus. Loucks will serve for a period of one year.

Membership on the panel is composed of businessmen, international traders, and industrialists who, as experts in the problems of world trade, will act as consultants to the government agency. From their advice and information, the Office of International Trade formulates policies and operating procedures affecting the export trade. All meetings are held in Washington, D. C.

Buys WCOL Quiz Show

The American Maize-Products Co. has bought "The Game" on WCOL Columbus, O., for a total of $39,000, starting June 27. Kenyon & Eddi-ard Inc. handles the account. The program is a combination of quiz and bingo, in which listeners compete for merchandise prizes.
Petrillo Re-elected President Of A.F.M.

DOYLE DANE BERNBAUM, INC., announces the acquisition of the entire Orbach account, including advertising for newspapers, television and billboards for the New York, Newark and Los Angeles offices. Orbach is currently sponsoring the Sunday Hi-Jinx show over NBC.

ROBERT OTTO & CO., INC., international advertising, has been engaged to prepare the overseas advertising of Royal Powdered Whole Milk, a product of Standard Brands International.

DAVID MORAN, president of The Reardon Company, manufacturers of Water Paints, has announced the renewal of its contract with the advertising firm, St. Louis, to handle the advertising on the company’s new wall finish, Druxmen.

KENYON & ECKHARDT, INC., has been engaged by Sylvia Elek, and Associated, for the national advertising for the company’s new line of television receivers.

MARJORIE DOBBINS, formerly on the staff of the magazine “Broadcasting,” has joined the copy staff of French & Preston, Inc.

LOUISE FERRARO has joined the G. B. Woodin Company as space buyer and assistant to the president. She was formerly with McCann-Erickson.

NATIONAL INDUSTRIAL ADVERTISING ASSN, this week is distributing to its members a report on “The Power of Industrial Advertising... Faith or Fact.”

THE JOHN E. PEARSON CO., radio station representatives, has moved its headquarters to New York. The company’s New York manager, Hines Hatchett, has rejoined to enter the manufacturing business.

CARL FRIEDLANDER, who was president of Aerocraft Aircraft Corp., Middleburg, Ohio, from 1937 to 1946, has joined the executive staff of Roy S. Durstine, Inc., in its New York office. He is a director and major stockholder in Osgood Industries of Osgod, Indiana, primarily suppliers to automo-

VICTOR SEYDEL has joined Anderson, Davis & Plate, Inc. as head of the television and radio departments.

COMPTON ADVERTISING, INC., has added to its account group Fred W. Schuster, formerly of Griswold-Eshelman Co., Cleveland.

JULIAN SEAMAN, music critic and author, has joined Richard W. Hubbell and Associates, TV magazine producers, as special assistant to Hubbell. Seaman formerly was music critic of the New York World, Cue Magazine and New York Daily Mirror.

AMATEUR OPERATORS PLAN DRESS REHEARSAL

Many Stations Add “Cisco Kid” ET Series

The “Cisco Kid” open-end transcribed series, produced by the Frederic W. Ziv Company, has recently added the following new outlets: KWBC, Abilene, Texas; WOOD, Grand Rapids, Michigan; WHOS, Desatur, Alabama; WRBG, Augusta, Maine; KOTA, Rapid City, Sd. Dakota; KVOO, Tulsa, Oklahoma; WWOD, Lynbrook, Va; KOIT, Omaha, Nebraska; WSCS, Portland, Maine; KKH, Wichita, Kansas; WKNA, Charleston, W. Va.; WLFL, Clinton, Alabama; KSIK, Bakersfield, California, and WHKY, Hickory, N. C.

Sweezey Reveals Plans For New WDSU Quarters

(Continued from Page 1)

Work on the new studio building which will be located in the heart of the Vieux Carre will get under way around August 1 and occupancy is expected in the late fall. Administrative offices will be located in the historic quarter, and a lot over 200 feet by 60 feet has been acquired for the erection of new radio and television station and technical plant. The center will be in the picturesque architecture of old New Orleans with the most ultra-modern technical facilities in the South, Sweezey said.

Main entrance to the administrative offices and studio will be through the lobby of the new building and the Brulatour Building. In addition to the offices, which will occupy the second and third floors of the structure, will be a house a film library, projection room and an employees lounge. WDSU officials said the two floors could readily be adapted to office use.

The television studio will occupy an area 100 by 60 feet in the building on Toufie St. The plant, which will have an arched interior 35 feet in height, will be equipped with a soundproof control room overlooking all studios, and will be patterned after Hollywood movie sound stages with overhead lighting, estwaks, scaffolding, permanent production workshop, storage space, etc. There will also be a new in-service film processing laboratory.

The radio section, an area 60 by 60 feet, will consist of three modern studios each with all the modern equipment.©.

Waring’s $857,515 Tops Radio Industry Incomes

(Continued from Page 1)

965.6% of F. McDonald, Jr., and Hugh Robertson, each of whom received $105,000.

ABC: Mark Woods $35,000.

CBS: Dr. L. J. Black $105,389.18, Mary Margaret McBride $103,350, Carleton E. Morse $112,897.73. Fred Waring’s Pennsylvanians $67,515, William Stern $106,023, Artie Shaw $102,500 and The Mule $102,000 and Niles Tannmell $40,220.

Walter Thompson: Henry T. Stanton $85,100.

Stork News

Mr. and Mrs. Edgar H. Kobek, Jr. are the parents of a daughter born at Doctor’s Hospital in New York. His name, she is the manager of WRIA, Thomson, Ga., and is the son of the former president of the Mutual network.

WEVD 117-118 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19
Don Lee coverage is designed for the Pacific Coast, where markets are big but far apart. Don Lee gets to your prospects locally—where they live—in 45 wealthy buying markets.

Nearly every worthwhile Pacific Coast market is surrounded by mountains (many over 14,000 feet high) that make long-range broadcasting unreliable. But Don Lee broadcasts locally from within the buying markets, where people cannot always receive out of town or distant broadcasting.

Don Lee's complete market penetration pays off consistently in more sales in this area where nearly 14 million people spent over 15½ billion dollars in 1948. You can't get complete market penetration of the rugged 1,352-mile-long Coast with less than Don Lee's 45 stations.

Lewis Allen Weiss, Chairman of the Board - Willet H. Brown, President - Ward D. Ingrin, Vice-President in Charge of Sales

1313 North Vine Street, Hollywood 28, California - Represented Nationally by John Slair & Company

Of the 45 Major Pacific Coast Cities

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<td>ONLY 10</td>
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<td>have stations of all 4 networks</td>
<td>have Don Lee and 2 other network stations</td>
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If you want to go places with your Pacific Coast sales—don’t leave any of the 45 important markets uncovered. Sell the buyers locally from within their markets—buy Don Lee!

**Don Lee Stations on Parade: KYOS—MERCED, CALIFORNIA**

KYOS is the only network station in the City of Merced, which has a population of 17,800. It is the only network station in all of Merced County, which has a population of 59,400; retail sales of nearly $60,000,000 and a per family effective buying income of $4,917—14% higher than the national average. This is the kind of network service Don Lee maintains for listeners wherever they live on the Pacific Coast...the kind of network service that pays off for every advertiser whose products have Coastwide distribution.

**The Nation’s Greatest Regional Network**

![Mutual Don Lee Broadcasting System](image-url)
MAYBE ABOUT MANHATTAN...!

- **AROUND TOWN:** Are Drew Pearson and his air sponsor losing interest in each other?... CBS-TV's "Your Sports Special" heading July 1st... Chas Correll (Andy of Amos 'n' Andy) and his mulls planning a European vacation for the summer. A beer company leading the list of potential sponsors for Burns & Allen. Hildesgerde going into the Shamrock in Dallas, Texas, for three weeks at 10 G's per... While television slated to roll over and play dead for the summer months, we wouldn't be surprised if some of the top radio shows switched to "winter replacements."... Love Eddie Cantor's description of Geo. Jessel: "Jessel has so many edges in the fire," meaning Eddie, "that he puts the fire out."... Helen [Barbara Welles] Hail has a new quarter-hour network series tagged "Helen Hall's Female Fair," featuring news highlights of the week plus guest star interviews. Statza is heard Sat. mornings via Mutual but doesn't have local outlet. Pennsylvania R.R. is on the track of sponsoring American Forum of the Air via NBC-TV Sundays... Colgate-Palm-Olives-Peet bought Vic & Sade for NBC-TV this fall... Jim Marine, of the Earle Ferris ad, is the proud paeppy of a baby daughter, Nancy... Herb Sheldon knows a gal who's so dumb she couldn't Stop the Music if the mystery tune was the Star Spangled Banner.

 starvation.

- **SMALL TALK:** Carl Ravazza gets for the All-Time Hit Parade in August... Bill Colleen just got his commercial pilot's license and bought himself a new plane to go with it. De Ward Jones is rounding out his 15th year as radio City Music Hall and doing a better job each year. The radio crowd has discovered H'wood Hotel, in West End, N. J., since Sol Soff, former comic and hooper, has taken over... "Theater, USA." Anta army show for this week will offer Bill Gargan, Edw. Arnold, Irene Rich, Bobby Clark, Sigmund Romberg, and Ella Logan.

- **THE MORNING MAIL:** "Dear Sid," writes our favorite correspondent, Paul Gardner, "the other day my wife, who is not a baseball fan, happened to hear a N.Y. Giants broadcast. 'What,' she asked in all innocence, 'is a Chesterfield Satisfier?' I explained to her that in the old days, when Babe Ruth was around, it was known as a home run. Today, an up-to-date listener is more aware of it as a Chesterfield Satisfier, a White Owl Wallop or a Bantam Blist. The terms of baseball are changing. The other night, with two out in the ninth, the announcer said: 'Brewer is within one out of 1,000 Chesterfields for the boys in the hospitals.' I patiently explained to my wife that this meant a "shoestring." Now I am not blaming the excellent announcers, who are forced to such advertising measures. However, I can see a new generation of radio-trained baseball fans living in a different world than ours. They'll attend games at Chesterfield Park, Schoefield Stadium and Bantam Bowl. Lucky Strike will enter the field and get full benefit when the announcer calls, 'That's Lucky Strike three!' An argument between umpire and player will be related like this: 'They've got Bantam Screen at the mouth.' In this way, the nomenclature of the game will be completely changed. Fans will be informed that they cannot tell the names of the players without an advertising directory. Meanwhile, I leave you with this serious question, 'Has Kiner a chance to break the Chesterfield Satisfier record this season—or be foiled (instilled) again?"

- **MAIN STREET**
  - **TREAT:** Stan Freeman's night club debut at the Blue Angel. Herb Weint's "Feature Story" aired on Fireside Theater last week, featuring Dwight in the role of a reporter. Vic Damone Grade-A crowning on Pet Milk show.

**PROMOTION**

Spot Campaign

WNEW, New York, has launched a series of spot announcements promoting the use and sale of party radio as part of its campaign to stimulate out-of-home listening.

A typical spot says: "At the seaside, in the park, at the picnic grounds, wherever you spend your summer weekend, be sure to carry your portable radio along. For the best in summer listening, it will be 1110 on your portable too."

Another announcement current being aired says: "Planning a picnic this weekend? Don't forget to take your portable radio along. You don't own a portable, you ought to have one."

**AIrING CANCER DRIVE**

Monica Lewis, Merceycora, Marilyn Castor, Harry Hershfield, Raymond Chase, Robert Q. Lew, Kyle McLean, Earl Wrighton, Sheila Barrett, Benny Rubin, Dorothy Ross, Buck and Bubbles at Stella Lopez are just a few of many radio, television and club entertainers who appeared at the National Cancer Foundation anniversary dinner and all-star benefit show given on Wednesday evening, June 8, in the Grand Ballroom of the Waldorf-Astoria.

**Changing Format**

RCA Victor is revising the format for its "Children's Story Time" radio program, currently being heard on selected stations throughout the United States as a 15-minute across-the-board show. In its new format, "Children Story Time" will take the form of a half-hour program heard once a week with a broadening of the type of records used to include Red Seals of particular appeal to children. The program is currently heard on 175 stations.

**Annual Staff Picnic**

WOR will hold its annual staff picnic at the station's transmitters grounds, Carteret, N. J., June 11 beginning at 11:30 a.m.
HOPE RISING FOR ASCAP ACCORD

PICTURE OF THE WEEK

Blanket Licenses
On AM Formula
Seen Likely

Renewed hope for settlement of negotiations between the industry and ASCAP and on an eventual contract covering TV use of the society's music was apparent in the trade on Monday, following the weekend report by Robert P. Myers, of NBC, and chairman of the NAS telecommunication committee.

"It now appears," Moyer said, "that it may be possible for television broadcasters to obtain blanket licenses from ASCAP on the basis of the AM blanket license formula plus 10 per cent without the requirement of clearing special uses and paying special fees for such uses," the report states.

Sent to all stations and grantees, the letter asked that broadcasters send their reactions to the proposal immediately because some of the rights contained in it have not been delegated to ASCAP by its members. The ASCAP board feels that it cannot ask the membership to grant broader rights unless the proposal is in the best interest of the industry.

Licenses would run from three to five years, retroactive to Jan. 1, 1949, and would retain the AM station blanket license formula plus 10 per cent and the network rate of 2½ per cent. (This is an expansion of a proposal by Roy Blum and Robert P. Myers.)

Net time sales would be computed by a rate card and discounts and rebates, from 15 per cent agency commission and 15 per cent sales commission. Cost of an advertising agency would be allowed up to 25 per cent of net time sales during the first two years, 20 per cent during the third and fourth years, and 15 per cent during the fifth year.

Both local and network blanket licenses could be obtained on an AM basis plus the 10 per cent markup. Co-ops would be accounted for in network programs.

Press-Time Paragraphs

"Vic and Sade" Show Signed By Colgate

Chicago—Colgate-Palmolive-Peet will replace "Vic and Sade" on NBC with "Vic and Sade" July 3 and 11, 10 and 25 and after a summer hiatus the show will return at a time and date to be set later. First three "Vic and Sade" shows will be no-wire shows but the show will be live in the fall. Program was sold to Colgate by Frederic W. Zie Co., through William Esty agency.

Boston Bank Buys Film Series

Boston—First National Bank of Boston has placed "Television Close-Ups," film produced by Jerry Fairbanks, on WNAC-TV and WNAC, TV-11, with "Red Sox" baseball games through October 2. Account is handled by BDDO.

Audio Phase Of TV
To Be Discussed By IES

The audio phase of television operation will feature the June meeting of the Audio Engineering Society, to be held at 7:30 tonight in Studio 2, RCA-Victor Recording Studio, 155 East 47th St., New York, where J. Rojas, engineer in NBC's audio-video facilities group, will discuss the techniques of pickup and transmission of voice sound. His talk will be illustrated with slides.
Ballantyne's Death
Shock To Industry

(Continued from Page 1)

ing the past year he filled an advisory role with the firm. He became treasurer of the Philco Radio and Television Corp. in 1938, when that firm was the sales subsidiary of the Philco Magnetic Recording Co., a subsidiary of the Philco Corp., which was founded in 1914.

At that time Mr. Ballantyne became treasurer of the new firm, serving until August, 1941, when he was elected vice-president in charge of operations. During the recent war he directed Philco's changeover to war production, and was honored by both Army and Navy for his work in organizing Philco's radar and ordnance production.

He began his career in an accounting firm after graduation from the University of Pennsylvania in his native Philadelphia. He was a director of the Radio Manufacturers Assn., Newport Steel Corp., the Philadelphia Chamber of Commerce, and a former director of the International Machine Tool Corp. He was president of the Huntingdon Valley Country Club for the last four years.

In addition to his widow, the former Alberta Fern Baker, Mr. Ballantyne leaves two children, John and Dolores Mark Ballantyne, who were held yesterday in Philadelphia.

Mitchell On The Agenda
Of Denver Univ. Clinic

(Continued from Page 1)

cast Advertising Bureau, will lead off the series of clinics, beginning the week of August 8, with the study of fundamentals of the use of sales tools and techniques which have proved successful in bringing the advertising dollar into radio and in making that dollar pay dividends to the advertisers in turn.

Howard Abrams, director of sales promotion of the National Retail Dry Goods Assn., will discuss the subject of "selling retailers on radio as an effective sales promotion device." Currently, he is attempting to interest retailers to attend his clinic to "get a better look at the way radio can be used by retail stores to tell their story and sell their merchandise." Another director of the FM dept. of the NAB, will close the series of one-week clinics with a course on news departments that pay dividends. He will discuss the know-how and running of such departments.

Cantor Joins Committee

Edgar Cantor has accepted a bid to join the National Committee of Sales Promotion of the American Retailers of America. Cantor was invited to join the committee because of his special interest in the problem of juvenile delinquency. Others on the committee include James Stewart and Paul Whiteman.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of tie), based on the copyright coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the office of Research, Inc., Dr. John G. Petman, Director.

Survey Week of June 2-June 6, 1949

<table>
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<th>Title</th>
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<tr>
<td>A Chapter In My Life Called Mary</td>
<td>Shapiro-Bernstein</td>
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<td>A Wonderful Guy</td>
<td>Chappell</td>
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<tr>
<td>A — You're Adorable</td>
<td>Laurel</td>
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<tr>
<td>Ain't It Fun</td>
<td>Robbins</td>
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<tr>
<td>Always True To You In My Fashion</td>
<td>T. B. Harms</td>
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<tr>
<td>Baby It's Cold Outside</td>
<td>E. H. Morris</td>
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<tr>
<td>Ball He'</td>
<td>Chappell</td>
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<tr>
<td>Beautiful Blonde From Bashful Bend</td>
<td>Miller</td>
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<tr>
<td>Because You Love Me</td>
<td>Remick</td>
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<tr>
<td>Candy Kisses</td>
<td>Hill &amp; Range</td>
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<tr>
<td>Careless Hands</td>
<td>Melrose</td>
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<td>Clemie Cl Clemme Co.</td>
<td>leads</td>
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<tr>
<td>Crashing Down The River</td>
<td>Henry Sapoznik</td>
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<td>Don't Cry, Cry</td>
<td>Sandy Joy</td>
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<tr>
<td>Everywhere You Go</td>
<td>Lombardo</td>
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<tr>
<td>Five Foot Two, Eyes Of Blue</td>
<td>Feist</td>
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<tr>
<td>Forever And Ever</td>
<td>Robbins</td>
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<tr>
<td>Heart Of Loch Lomond</td>
<td>Crawford</td>
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<tr>
<td>Hollywood Square Dance</td>
<td>Santry-Joy</td>
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<tr>
<td>How It Lies, How It Lies, How It Lies</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>I Don't See Me Is Your Eyes Any More</td>
<td>Laurel</td>
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<tr>
<td>In The Good Old Summertime</td>
<td>E. B. Marks</td>
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<tr>
<td>Kiss Me Sweet</td>
<td>Advanced</td>
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<tr>
<td>Look At Me</td>
<td>Jewel</td>
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<td>Merry-Go-Round Waltz</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>My One And Only Highland Fling</td>
<td>Harry Warren</td>
</tr>
<tr>
<td>Portrait Of Jessie</td>
<td>Chappell</td>
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<tr>
<td>Riders In The Sky</td>
<td>E. H. Morris</td>
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<tr>
<td>So In Love</td>
<td>T. B. Harms</td>
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<tr>
<td>Some Enchanted Evening</td>
<td>Chappell</td>
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<tr>
<td>Someone Like You</td>
<td>Harms</td>
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<tr>
<td>Streets Of Laredo</td>
<td>Famous</td>
</tr>
<tr>
<td>Weddin' Day</td>
<td>Famous</td>
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</table>

Second Group

Sellin' The Jack | E. B. Marks |
Everyone I Meet You | Feist |
140th Street | Martin |
Girl From Jones Beach | Harms |
Havin' A Wonderful Wish | Paramount |
Harry Harry Hurry | Dreyer |
If I Could Be With You | Remick |
It's A Big Wide Wonderful World | Broadcast Music |
I've Got My Love To Keep Me Warm | Berlin |
Little Old Church Near Leicester Square | Oxford |
Lora Belle Lee | Santry-Joy |
Maybe It's Because | Bregman-Yocco-Conn |
Powder Your Face With Sunshine | Lombardo |
Put Your Shoes On Sunshine | Bourn |
Right Girl For Me | Robbins |
South Side, Maggie | Meloin |
Say It Ain't So The Night | Cavalier |
Someone To Love | Warren Publications |
Sunflower | Famous |
Swiss Lufaby | Southern |
You're So Understanding | Barron |

Norm: Mr. Schwartz, Mark Warne, Music, should have appeared on this list in last week's release.

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Plans To Abolish
Can License Fee.

Montreal — Abolition of the $2.50 per annum license fee paid to the Canadian Broadcasting Corporation by owners of radio receiving sets and constitution of an independent administration body for radio programmes, was proposed by Progressive-Conservative leader

should his party be returned to power at the Canadian General Election, June 27.

In a statement of policy Colonel Drew stressed the importance of protecting freedom of speech, "to that end," he said, "it must be a matter of concern to all Canadians that the government-owned radio system, which plays such an important role in the exchange of ideas, should have become a propaganda agency of the government. It may even be that the government has used as a charm against technical experts of the Canadian Broadcasting Corporation to try to do a job in the matter of impossible conditions. As you know any attempt on the part of the employees of the Canadian Broadcasting Corporation to improve the organization only results in immediate disciplinary action. The summa
dissolved, for instance, of Joe Aldred, one of the best-known broadcasters of the Canadian Broadcasting Corporation just the day before his license was renewed, because he had publicly suggested improvements within that organization, merely an indication of the extent to which free speech is being restrained by the present government.

We undertake to restore freedom of speech over the radio as well as others. We also place the supervision of all broadcasting in Canada under an independent administrative board, further to enact a new Broadcasting Act to abolish the license fee on radio receiving sets. We do this because this license fee, which is supposed to be the services given by the Canadian Broadcasting Corporation is unjustified because there are many parts of Canada where one cannot receive any service from the publicly-owned stations.

WOR Sales Meet Today

WOR will open its regular Monda
morning sales meetings to pub
tic relations representatives, salar
e men and sales managers of the orga
nization for discussions of the advertising sales problems, beginning with the weekly meeting, scheduled to start at 9:15 a.m.

The Vice-president of the public re
tlations dept. of G.E. will be the speaker at this morning's session. Leaders from various fields will be invited to attend future meetings.

Concert Band Series

A program of original band compo
nitions will open the 32nd annual conv

on Central Park Mall, June 17, to be broad cast by WNYC, 8:30-9:30 p.m.
P. R. BROADCASTERS WIN LONG FIGHT

ICC Writing Report
On Color Television

Washington Bureau of RADIO DAILY
Washington—A special report on
TV is being prepared for the Senate
Interstate Commerce Committee, it was learned here yesterday, by
Dr. Edward Condon, bureau direc-
tor, personally engaged upon it. His
office reported yesterday that it will
probably be about two weeks before
he has concluded his study. The re-
port deals primarily with color TV
— it might be speculated that calls
for evaluation of the various color
systems currently in development.

N. Y. 'Language' Clinic
To Draw 50 Broadcasters

Fifty representatives of foreign
language stations are expected to
tend tomorrow’s Foreign Lan-
guage Broadcasting Clinic to be
held at New York’s Hotel Roosevelt,
New York, under the aegis of WVQ,
New York. The keynote address by
Ted Cott, chairman of the NAB Un-
affiliated Committee, “The Indepen-
dent is Growing Up” is scheduled for
9:35 a.m., after opening remarks by Ralph Well,
WVQ’s general manager.

Thos. Buchanan Dies;
Founded N. Y. Agency

Thomas S. Buchanan, founder and
former president of Buchanan & Co.,
New York advertising agency, died
Monday at his home in West, Conn., after a long illness. He was
50 years old.

Mr. Buchanan relinquished the
firm’s presidency because of illness
but in years has served the agency as director and consult-

(Continued on Page 2)

New Client
Washington—NAB yesterday
advised its membership that it has
persuaded the Canadian
government’s travel bureau to
add radio to its approved adver-
sising media, with a 25-minute appropriation of $35,000 for
this year.

A station representative was av-
dies to conduct business in a
telegram from Maurice B. Mit-
chell, director of the broadcast
advertising bureau for the asso-
ciation.

Gillette Buys AM-TV
For Walcott-Charles

Gillette Safety Razor Co. has
bought radio and television rights
to the heavyweight “championship”
match between Joe Walcott and
Ezra S. Moore for the new station
in Chicago made public June 22, it
was learned yesterday.

Radio program will be carried by
AM and WGN, plus Dunphy doing

(Continued on Page 2)

Private Radio Stations In Puerto Rico
Defeat Government Proposal To
Operate WIPR Commercially

San Juan, P. R.—Private commer-
cial broadcasting won its
litigation to prevent a government station from operating
commercially, with the announcement yesterday that the
Insular Government of Puerto Rico had taken action to trans-
fer WIPR, a government station, to the Department of
Education to be used exclusively for cultural and educa-
tional purposes.

Action of the government is credited by Jose Ramon
Quinoes, president of WAPA, to be due to the support given
the Puerto Rican Broadcasters Association by Radio Daily
and the subsequent interest of NAB and the Inter-American
Association of Broadcasters.

The controversy dates back to two years ago when the
FCC gave the Puerto Rican Communications Authority a
full-time commercial license to operate on the island,
an insular possession of the United States. At that time the Puerto Ri-
can broadcasters did not oppose the grant as it was believed the station
would operate only for educational purposes.

Later when the Honorable T. J. Pinero, then governor of the is-

(Continued on Page 2)

Five ABC Executives
Given New Titles

Five ABC executives have as-
sumed new titles in an operational reorganization announced by the
net-
work yesterday.

Ted Oberfelder, formerly adver-
sing and promotion director, was
named director of advertising, pro-
motion, and research. Earl Mullin,
formerly publicity manager, be-
comes national publicity director.

Mitchell De Groot, formerly assist-

(Continued on Page 2)

Fineshribber Appointed
Mutual Program Director

William H. Fineshribber, Jr.,
director of operations for CBS, has been
appointed vice-president in charge
of programs at MBS, effective July
15, it was announced yesterday by
MBS president Frank White.

His successor at CBS is expected
to be named within the next few
days. Fineshribber will assume the
position vacated last December by
Phillips Carlin. Jack Paige, MBS
program manager, has been han-
dling the program duties since
Car-
lin’s resignation.

Prior to his two years as program
manager at CBS, Fineshribber was
assistant director of broadcasts, di-
rector of shortwave programs dur-
ing the war, producer of network
programs and commentator on seri-

go music broadcasts.

He has served for three years as
manager of the Carnegie Hall. He has
worked with the program executive
committee of the NAB and is a
member of the national advisory
board of Radiodiffusion Francaise
of France.

(Continued on Page 2)

Father’s Day?

An ABC TV program reportedly
intended to honor heroes, “To-
day’s Children Are Tomorrow’s
America,” will feature a film
titled “Make Way For Youth,”
June 17, 7:30 p.m., EDT. Melvyn
Douglas will open the half-hour
program, to be presented by the
National Father’s Day Committee,
with a talk on “A father’s tenets for
building a strong America.”

www.americanradiohistory.com
P. R. Government Station Put On Educational Work

(Continued from Page 1)
land, indicated that the station would do some experimental commercial broadcasting. The association went into action. Frank Burke, editor of Radio Daily, visited the island and in a series of articles exposed the threat of government competition. Subsequently the Har- mon Council investigating the FCC sent Frank Bow, committee counsel, to the island to investigate the matter.

The committee report filed later indicated a real threat of government commercial radio competition existed.

Became NAB Issue

The issue was brought to the floor of the NAB convention in Chicago last April when Senator Quinnes in behalf of the Puerto Rican Broadcasters Association asked the support of industry in organization, in their fight. NAB at that time adopted a resolution supporting the private broadcasters in Puerto Rico and opposing the government stations operations as a commercial enterprise.

Tom Muntz, general manager of WIAQ and president of the association, and Angel Ramos, influential publisher of El Mundo and owner of WEMB, also took an active part in the fight. They were aided by the twenty-three broadcasters on the island.

Quinones Comments

Senator Quinones, as spokesman for the broadcasters, yesterday expressed appreciation for the main support given their cause. He said: "We are especially grateful to Radio Daily for their editorial support in defense of the private commercial broadcasters on the island. The articles carried in this publication brought the issue to the attention of the whole radio industry and resulted in the action by our Insular Government. Private broadcasting in Puerto Rico now feels more secure."

Gillette Buys AM & TV For Walcott vs. Charles

(Continued from Page 1)
the blow-by-blow and Bill Corum handling color. Television will be carried by the entire interconnected NBC web with the exception of its Chicago outlet, WNBQ. This condition was set down by the promoters of the male International Boxing Club, as a move to insure maximum attendance.

Maxon, Inc., is the agency for Gillette.

Both pickups will begin at 10:30 p.m., EDT.

Thos. Buchanan Dies; Founded N. Y. Agency

(Continued from Page 1)
ant. Buchanan & Co. was founded in 1927 as a successor to Hunt-Metcalf Inc. Mr. Buchanan became president of the latter firm in 1925. He joined the agency in 1919 after his discharge from the Army Air Corps following service in World War I.

One of his earliest successes was in handling advertisements for the Texas Company, for whom he created the trade name of Fire Chief Gasoline. Ed Wynn’s rise to radio fame as the Fire Chief under Texas Company sponsorship was also blue-printed by Mr. Buchanan.

Born in Nova Scotia, he came to the U. S. at an early age and began his career selling outdoor advertising for O. J. Gore, among other concerns.

He leaves his wife, Mrs. Josephine Sampers Buchanan, and two sons, Thomas S. Buchanan, Jr. and Security services will be held tonight at his home in Sharon.

CBBS, WGAN A Odds On Mexico ‘Agreement’

(Continued from Page 1)
It is a subjective line. It is, generally speaking, the line that is used in the soft line or the hard line for Class II stations by the so-called, "gentlemen’s agreement" with Mexico.

Argument by the daytime petitioners’ group, including WGAN, is that the agreement expired in 1946 and therefore the Commission can license full-time operation on the Mexican Class I-A clear channels.

CBBS insists, however, that there has never been any expiration date to the agreement, and that it is still in full force. Whether it shall be continued indefinitely is determined at the forthcoming NARBA conference, said CBBS.

Canadian Receiver Sales Show 1st Quarter Increase

Montreal — Canadian producers sold more radios for less money in the first three months of this year compared with the first quarter of 1948, the Dominion Bureau of Statistics reports. In the first quarter of 1948, producers sold 146,013 units for $16,887,413. In the similar period of 1948, they sold 115,450 for $15,805,207.

However, March sales showed an improvement. The 55,263 units, valued at $4,050,561 in the industry, compared with values of $3,978,361 a year ago. While the value increased only slightly, number of radios sold increased 9 per cent.

Living In Florida

Lorraine Larson, for years one of WBKB's top directors, has joined Phil Groh, another WBKB alumnus, and living on a houseboat at Miami, Fla. Lorraine and Phyl are busy these days making up telegrams which they present through an agency to television stations.

Ever seen a Kudu?

You’re looking at a picture of one now. And those big horns of his were to help him fend off trouble as he roamed the deserts of Abyssinia.

There’s a good way for you to fend off any sales troubles you may be having in Baltimore. You just buy W-J-T-H, the BIG independent with the BIG audience.

W-J-T-H regularly delivers more listeners-per-dollar than any other station in this rich competitive market. That’s why you can get such BIG results from so LITTLE money on W-J-T-H.

So if you’re interested in getting low-cost results from radio in Baltimore, call on your Headley-Reed man and get the full W-J-T-H story today.

www.americanradiohistory.com
8 years of faithful service

There's big things going on today in Chicago. The big town is saluting WBKB ... and for a good reason. Eight years in television ... eight years of friendly service to a town that doesn't forget. Clients don't forget either. They know that WBKB is delivering the best results in the nation's number two market. Also, WBKB has just installed a new transmitter ... a new, more powerful signal from Chicago's highest point. And now—Teletranscription. You might call it a "new look" ... that's Chicago's leading station. Woof!

What am I saying? WBKB is tops in the nation! Read all about it in this special section.
Theatre Television

A new horizon in theatrical entertainment...

Developed by Paramount to bring exciting action to the screen a few seconds after it happens.

Demonstrated this week at the Chicago Theatre, in cooperation with Television Station WBKB; and in celebration of the opening of WBKB's enlarged facilities.

Paramount Pictures
WBKB CELEBRATING EIGHTH ANNIVERSARY

New Transmitter
Cost $250,000

A powerful, new transmitter just completed by WBKB is expected to give Chicago television viewers the strongest and clearest signal in the Greater Chicago area and will represent a 300 per cent increase in effective radiated power when the station switches to full power on Thursday night, June 16 according to station manager, John H. Mitchell. Guaranteed effective radius will be 42½ miles with good reception promised for 60 miles. The 68-foot, five-section antenna is a five-day

(Continued on Page 8)

CBS Network Stars
Set For WBKB Sked

WBKB fans have only a few short months to wait before they will see all of the television stars of the Columbia Broadcasting System on Channel four, according to John H. Mitchell, general manager. Announcement that WBKB had signed a pact to become a basic affiliate of CBS was made two months ago, but due to a temporary contract between CBS and another station, WBKB will not begin airing CBS shows until early July.


Other great CBS radio stars expected to make their television debut over CBS and WBKB this Fall are: Jack Benny, Amos 'n' Andy, and Bing Crosby.

Tour Of WBKB Operations
Reveals Modern Station

By HAL TATE
Chicago Representative, Radio Daily

A trip through WBKB's studios impresses the visitor with the workability and utility of the entire layout. True, there are more elaborate studios in New York, but there is no more compact television set-up in the entire country than the one that exists at the midwest's pioneer station, WBKB.

I personally can vouch for the compactness of the WBKB set-up. Some seven years ago, when the station simply had an experimental license and was known as W4XKB, I did a regular television show featuring interviews with celebrities who happened to be in Chicago at the time.

At that time we used a living-room set in Studio "A." This studio—WBKB's first—is still in existence today and is just one of the seven that WBKB have in their home on the top floor of the State-Lake Building. Studio "A" today is the intermediate studio and is used for medium-sized dramatic productions, for small musical aggregations and for varied shows which do not use more than a dozen people.

WBKB's big studio today (Studio "C") resembles a Hollywood lot. While by no means as large as the west coast film studios (it is 50 by 38 feet), it has everything needed for any type of video fare—including the proverbial kitchen sink.

Fifteen different sets can be put up in 30 minutes.

One of the first things that impresses a visitor here are the two giant microphone booms—one stem...
TELEVISION DAILY

Tour Of WBKB Station Reveals Modern Plant

Wednesday, June 15, 1949

Giant Mike Booms Product of Para. Movie Studios

Giant Booms Used

The first of these two giant overhanging mike booms was obtained from the Paramount Studios in Hollywood seven years ago. While it still does the job today it requires a man weighing nearly 400 pounds, the weight of the block and the motor. "Red" Quillan, now publicity and promotion manager of the station, who weighs 265 pounds, started at the station two years ago handling one of these "big boys.

The other mike in this studio can be handled by a child—and, in fact, are often operated by the two reining girl technicians left at the station, Kitty Stewart and Esther Rojewski. These latter two are the last of the nearly 100 per cent female staff that WBKB trained during the war-time manpower shortage—and who incidentally did an outstanding job.

While the old TV television studios throughout the country use fluorescent lighting, WBKB pioneered and still sticks to overhead incandescent lighting with small banks of lights (12 lights in each bank) which can be maneuvered easily to give the desired lighting effect. Since they can be steered and lowered, they have proven very flexible and extremely satisfactory. In fact, NBC's New York studios are now using similar lighting set-ups.

TV Theater Impressive

At the south end of the corridor is WBKB's beautiful and compact TV theater. With its carefully designed and ideally located building, visitors, agency personnel and others can view the WBKB programs in air-conditioned comfort. Forty luxurious chairs are available for guests who can watch the programs on a 20-inch DuMont monitor screen. It was the first studio that the trade and daily press watched the special dedication programs which were televised the night of the linking of the coaxial cables between Chicago and New York.

One thing that impresses anyone who has visited WBKB periodically since they first went on the air some ten years ago, is the fact that they are always building—always improving the studio and adding to their facilities the first time I walked into the studio shortly after the end of the war, they were building a new studio.

For example, the new studio "M" (adjacent to big "G" studio) is now being built. Work is scheduled to begin sometime in August. With the FM transmitter being moved to the American National Bank Building at 33 North LaSalle Street (Balaban and Katz also operate WBKB, Chicago FM station) WBKB is now at work converting the FM transmitter site into use as engineering offices. The bottom of their old TV transmitter was on the same floor as the studios. The site of this old transmitter is now being converted into more office space. Yes, they're always building—always improving at WBKB.

The reception room and adjacent corridors at WBKB have a new and impressive look with the recent completion of a renovation project estimated to be about $15,000.00.

Lighting in the reception room has been improved. A transparent white plastic sign over the reception desk spells out "WBKB Television." A deep-textured plastic wall surfacing, designed in squares and containing a collared, rope-like pattern, gives the foyer a spacious and rich appearance. A clock has been installed between the two elevators.

Mural Decorations Noted

The hall leading to the Little Theater has been decorated in a red plastic pliable material. One wall contains a grandiose mural depicting the engineer's concept of sending a picture through WBKB's antenna to television receivers. On the opposite wall, various sports seen on WBKB are represented by a mural showing sports figures engaged in boxing, baseball, and football. Just above the doorway of the studio, photographs of the Multoscope, conceived and developed at WBKB, and the Sun-Times-WBKB news department logo, hang.

In the corridor leading to Studio G, four-foot wide blue and gray stripes of the same plastic material were placed vertically on the walls to give the long hall a shorter appearance. On the same corridor is a new talent waiting room containing dressing tables, lockers and modern, colorful furniture for talent comfort and g Kublets.

Construction problems were worked out by Milton Searles Carstens, Chicago architect, while Hans R. Teichert, interior decorator, supervised the project.

14 Cameras Used

The versatility theme of the WBKB studios extends through the 14 cameras used by the staff. There are 6 remotes, two projectors, four studio and two spare. Two of these cameras have been decked out with new legs consisting mainly of the bottoms of a dentist chair made by the Ritter Mfg. Co. With this added feature the cameras can be raised and lowered hydraulically with a very little effort and with extraordinary speed.

Walking up the stairs next to studio "A" the visitor sees at the top of the latest film set-up in the country. There are two moving RCA film projectors, two 35mm RCA projectors, one slide projector, and simple television fare would run. With the Multoscope, in addition to the projectionist the only man strip film projector as well as film winding and advancing facilities. Then there is the new WBKB brainchild, the famed Multoscope, which is now used by the station 49 full hours weekly. Only one projectionist is necessary to handle this Multoscope (detailed story of this invention appears elsewhere in this issue) at a cost of some 50 to 75 per cent of what even the most powerful needed is a transmitter engineer and a shading engineer.

14 Cameras Used By Versatile TV Crews

Still another wall immortalizes the program originated by WBKB, "Kukla, Fran and Ollie," drawn in amazing likeness. This wall also contains photographs of Jerry Tramstrom, creator of the show, and lovely Fran Allison.

All murals were imprinted onto the wall acting as a solvent. It marks the first time a television station has utilized the new material and it is believed ideal because of its attractiveness and durability.

Teletranscriptions Important

Not visible by a trip through the studio is the 500-pound Tele- mount Teletranscription unit which brings finished pictures on the Chicago Theater screen in less than 45 seconds. The 8 RCA Image Orthicon units the remote engineering staff, headed by Richard Shapiro, can handle two remotes at one time.

While the WBKB studios impresses a visitor with the workability, utility and compactness of the entire set-up. And of the enthusiasm and ingenuity shown by the 115 persons that make up the staff of WBKB—this mid-west's first television station—from John Baiban, director and John H. Mitchell, manager, and Bill Kusak, chief engineer, on down to the teleprompters, editors and operators who have a television set showing WBKB programs in front of them at all times.

On The Spot Coverage

WBKB was the first television station to get on-the-spot coverage of the local disaster. In the winter of 1947 a Chicago furniture store burned down, killing several people. Capt. Eddie, then in charge of WBKB, refused to interrupt his broadcast, and after an hour's flight across the city, the nature of the blaze was immediately reported to the fire department.

Texas Listener

WBKB claims one of the longest range reception areas in television history. The following letter was received from the White Auto Store in Watters, Okla.: "I live in Temple, Texas which is the Texas state line. Between 7:00 p.m. and 8:00 p.m. June 1, your program is picked up for the first time in Oklahoma City, Okla. Your program was received almost perfectly, have you an explanation for this pick-up some 1,000 miles distant?"

www.americanradiohistory.com
WBKB
CHANNEL 4—CBS-TV

FIRST COMMERCIAL TELEVISION STATION
IN CHICAGO

WITH 8 YEARS OF FAITHFUL SERVICE

OWNED AND OPERATED BY—
BALABAN & KATZ CORPORATION

NATIONAL REPRESENTATIVE

Weed and company radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
BIOGRAPHY OF BALABAN

ONE of the most successful combinations in the entertainment business, and a true saga of the Horatio Alger stripe—that is the story of the famous Balaban brothers of Chicago.

As President, Pastorius' eldest brother, Barney, has guided company to its position as top film company of the nation. As Secretary-Treasurer of Balaban & Katz circuit of more than one hundred theaters, younger brother, John, has maintained B&K's position as the largest in the world, from the day they came to the country. And, together, the vision and foresight of these two men has led them to pioneer in television years long before other film leaders would admit that video was on the rise.

Early in 1941, John Balaban startled the theater world by announcing that Balaban & Katz intended to pioneer in the new medium called as B&K has pioneered in theater entertainment for more than thirty years.

Today, as Director of B&K's pioneer station, John Balaban is probably more conversant with television problems than any other theater executive. Despite the pressure of running a huge string of theaters he finds time to direct personally the destiny of B&K's progressive, pace-setting WBKB.

But eight years of television progress is just a drop in the bucket to the mild mannered executive who can look back over the ranks of a remarkable table of marks.

Eight children in all were born to the hard working Russian emigrant couple, Israel and Gussie Balaban who occupied a ramshackle, two-story frame building at 454 Jefferson street, Chicago. Keeping eight hungry mouths fed was a full time task for the parents. They ran a grocery store in the front part of the dwelling and lived in the rear.

John, one of the younger brothers, had not even been born when the Balabans started their fabulous theater career. Nickelodeons were a threat to decent folk in those days. Bankers and blatant gamblers, blanketed with all day long before ticket windows. But Johns remembers the story of how his mother was finally persuaded to visit the neighborhood nickelodeon where A. J. and sister Ida had part-time jobs as singers.

That was in 1907. Barney, the oldest, was chief clerk at the Western Cold Storage Company. He had been working there since the age of twelve. A. J. and Ida, the next oldest children, were also working.

After a lengthy conference the family decided to buy out a place on Kedzie avenue. The owner would not sell, but did agree to rent the place for $1.00 a month. Father Balaban took $175 from the family's pooled savings of $750 and gave it to Barney to close the deal. $100 was rent, and $75 for "incidentals.

By 1909 they were convinced that theaters were here to stay. They went ahead and built the first "big" theater. This was the Circle at 2421 Roosevelt road. It contained a pipe organ, a balcony and a ventilating system which made it the equal of any in the city.

The Circle was, indeed, considered the finest theater of its day and many were the stars who trod its boards. Sophie Tucker, Charlotte Greenwood, the Marx Brothers to name a few.

Shortly after this the Balaban & Katz Corporation was formed and an even more elaborate theater, the Central Park, was built. It was at the Central Park that John Balaban made his initial appearance as a manager.

A short time later Barney struck upon the idea that was to revolutionize theater attendance—air conditioning. By now all the Balabans had been born. Alphonso Max and John, there came Dave, Harry and Elmer.

The next great B&K super-theater was the Rivoli and John moved on to greater responsibility when he assumed the management of this showcase.

From that point on the success of the Balaban & Katz circuit was assured, but only because this enterprising family concentrated on giving its customers all of the service and entertainment human ingenuity could devise. Usurers trained to West Point standards, air conditioning, stage productions of Orpheus, Balaban's, his personal band, the college selected managers.... these were but a few of the B&K innovations that have made theater history.

So well created were the finances of B&K that, in 1930 when the entertainment world fell upon lean years, Balaban & Katz was the only major theater chain that did not go into bankruptcy. And when Paramount itself collapsed during the depression, along with other film companies, the only amount asked to become its president after the depression, was the former chief clerk of Western Cold Storage Company—the diligent older brother of the west side emigrant family—Barney Balaban.

High Rating Show

Ernie Simon's "Curbstone Cut-Up" rates second in five-day television fare in the Windy City. It is topped only by Kukla, Fran and Ollie.

As an independent, Chicago operation, WBKB has always made a particular effort to stay well in the lead in the scheduling of public service spots and programs.

The station has always taken the lead in boosting any event it deems worthy of promotion. Many times a program of outstanding importance, a special occasion has brought amazing response from the television audience. And, WBKB has hit its stride last winter during the holiday season. It helped make Christmas of 1948 better for 1,000 disabled vets of the State of Illinois, when it cooperated with the American Legion in obtaining gifts and donations for those who, through misfortune or age, have been unable to enjoy the Christmas festivities. Through persistent plugs and three programs, WBKB obtained upwards of $500 for Illinois veterans.

Manny Center, a comedian at the time, held a Christmas party for his kiddle fans. Expecting a scant 100, Manny was deluged with so many requests that the party had to be moved to the main ballroom of the Sheraton Hotel, where 800 children gathered. Every one of them received gifts and refreshments.

Ernie Simon, in a few brief pleas for gifts for underprivileged children, was deluged with more than worth upwards of $7,000 worth, all of which was transported to the headquarters of Chicago's "Off the Street Club" and given away at a mammoth party which was televised by WBKB the day before Christmas.

Present Christmas Mass

WBKB had the signal honor of performing one of the finest community services in the history of television last Christmas. The service was televised, according to his Eminence Samuel Cardinal Stritch, was televised for the first time since Christmas Eve of 1948 from Chicago's Holy Name Cathedral. This magnificent ceremony won the plaudits of an appreciative city. It is still being talked about and undoubtedly will live as one of those memorable mile-stones that we long remember in the upward progress of a new industry.

At Easter an impressive Sunrise Service for the patients at Cook County Hospital was carried for the first time and received the same enthusiastic response.

WBKB's public service history is replete with such examples of valuable public service. The station, for instance, has installed, in cooperation with the University of Chicago, a spectrophotometer, an instrument which detects excessively bright colors, and alert the visually handicapped to the presence of such colors.

The station has performed a service to the television industry by conducting a training course for local television stations. More than 150 executive calibre trainees attended this course during 1948 at a time when such a course was sorely needed.
Special Celebration Will Feature Theater TV

Stars Gathering To Aid WBKB Celebration

(Continued from Page 5)

33 North LaSalle Street. The new transmitter is the tallest point in Chicago.

Premiere of Theater TV

More important to television fans, however, is tonight's premiere of Theater Television. This significant video advance is made possible by the installation of a costly, exclusive Paramount device called "Tele-

transcription Recorder." Installed in the projection room of the Chicago Theater, the new device will make it possible for Balaban & Katz to bring to Chicago Theater patrons all important civic and sports events as they happen.

Headed by Mayor Martin J. Kenny, an impressive list of civic notables will be on hand to witness the unusual demonstration in the Chicago Theater at 9:00 P.M.

Stars to Appear

Following the demonstration, a star-studded birthday revue will be televised for the first time direct from the stage of the Chicago. Stars already scheduled to appear include: Morton Downey, Henny Youngman, Jackie Green, lovely singing star Joan Edwards and The Shyrettes. Others scheduled to appear in-

clude Janet Blair, Peter Donald and the Blackburn Twins. Music will be furnished by Lou Basil and the Chicago Theater orchestra. Both B. and K. and WBKB producers collaborated in producing the special anniversary show.

Birthday Is Theme

Birthday festivities will be the keynote of several earlier WBKB shows. The station will take the air at its regular time of 5:30 P.M. with "Comic Capers" starring Don and Vera Ward and "Larry On Location," new puppet show starring Toni Gilman and Don Tennant. Following "Larry On Location" at 6:00 P.M., Ernie Simon will appear at 6:45. This popular comic personality will cut and distribute the first birthday cake on the sidewalk in front of the State-Lake Theater.

Christening Ceremonies

At 7:00 P.M. christening ceremonies of WBKB's new transmitter will be viewed. By especially made film, viewers will get a look at the huge steel-girded tower from all sides and will be taken behind the scenes of the station's new television equipment.

Eight years is a long time to be in television. Just how long a time that is, and how far television has advanced in eight years, will be graphically illustrated at 7:15 P.M. when the station presents "WBKB Scrapbook." Pictures of early equipment dating back to October of 1940 when B & K experimental station WBBXK transmitted its first audio signal, will be shown by several present personnel who were employed by the station. Balaban & Katz' experimental station, WBKB, began transmitting both audio and video signals in the winter of 1940, but it was not until late spring and early summer of 1941 that "live" programs were transmitted regularly. These consisted chiefly of interviews, but to the 75 set owners that this time, they were considered "remarkable."

Largest Indie Station

Today, WBKB is the largest station in the country not actively engaged in network activities. Although the station has, at one time or another, fed programs to NBC and ABC and will, in the Fall, begin active participation as a basic affiliate of the Columbia Broadcast System, WBKB is at present telecasting all of its own programs and maintains a larger staff than any other Chicago station.

Blondes will have their inning in tonight's festivities. At 7:45 P.M., following "WBKB Scrapbook" the finals of a "Bashful Blonde" contest will be held. The winner will be crowned "Miss WBKB" and will act as official hostess for the evening. One of her pleasant duties will be to greet Mayor Kennelly along with Mr. John Balaban and escort these gentlemen to their seats in the theater. Runnersup in the contest will partake in "Televisioneeds" which will follow at 8:05 P.M.

Will Interview Celebs

At 8:45 P.M. interviews of celebrities arriving in the lobby of the Chicago Theater will be televised. At a given signal these interviews will be "teletranscribed", which means that, in a matter of seconds, these interviews will be processed and flashed on the screen of the Chicago Theater. Thus, the Mayor and other leading civic figures will have the rather astonishing experience of seeing themselves arrive and enter the Chicago Theater almost before they have taken their seats.

Following the premiere demonstration of Theater Television, the star-studded theater revue will begin. Preparations have been going on for weeks at B & K to make tonight's affair a memorable one. Never before has an individual station gone to such lengths to provide its fans with noteworthy entertainment and the effort has been hailed by television executives and manufacturers alike as a boon to video's progress in the midst.

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WE ARE HONORED TO BE OF SERVICE TO BALABAN & KATZ FOR 20 YEARS

CONGRATULATIONS TO

WBKB

ON THEIR 8TH ANNIVERSARY TODAY

FROM

HANNS R. TEICHERT
1311 N. WELLS STREET
CHICAGO 10, ILL.
Whitehall 4-5829

Introducing for the first time New Kalistran Plastic Walls

SPECIALIZING IN INTERIOR DECORATING FOR TELEVISION THEATRES AND FOR THEATRES THROUGHOUT THE COUNTRY

DECORATORS OF WBKB THEATRE

www.americanradiohistory.com
Balaban & Katz

introduce Paramount's exclu

At the Service of Agencies

Now ready to transcribe your show on 35 millimeter sight and sound high quality film.

Prompt service—prints in quantity.

WBKB, Chicago, offers a variety of talent, production know-how, studio facilities...and now, for the first time in the midwest, the finest teletranscription service.

"The picture as it is taken off a television tube and recorded by a special Ackley recording camera."

"Next the film begins its trip through four processing units, the first of which is shown by Tivar Jacobsen, B&K engineer."

"Finally the drying cylinder where the prints are dried by jets of compressed air. The film is then ready to be stored on reels...or, if needed instantly, the film can be fed directly into a motion picture projector and flashed on the screen of B&K's Chicago Theater in less than 45 seconds!"
WBKB offers sensational share-the-cost plan for open-end teletranscribed shows

The more stations that share in the plan, the lower the cost
Let these package programs put your station on a paying basis

**ERNIE SIMON**

**LADY OF THE MOUNTAIN**
Tommy Sands, diminutive new singing star, hailed as a "juvenile Burl Ives," and Barbra Ellen, a lovely lady whom Tommy visits on a faraway mountain. Enchanting folk-tunes that will leave you humming.

**COLLEGIATE TELECHARADES**
Fresh, sharp collegians test their charade skill in a fast clash of wits.

**UNDER 21**
The ideal show for teen-agers everywhere. Sharp as peep lingo ... entertaining as youth itself. "Under 21" starts the best of Chicago's teen age talent.

**WRESTLING WITH RUSSELL DAVIS**
The best wrestling announcer in America describes Chicago bouts. You haven't heard wrestling until you have heard Davis.

Pass the word along ... as each new station joins WBKB's share-the-cost plan for teletranscribed shows, the cost per station goes down. For full details write Sterling Television, Inc., 15 West Lake Street, Chicago 1, Illinois. Phone Randolph 6-2265.
New Puppet Program Launched On WBKB

As an appropriate beginning to its anniversary festivities this week, WBKB introduced to an enthusiastic television audience a new puppet production called "Larry on Location." The program was premiered on Monday, June 13, in the time slot left vacant by "Kukla, Fran and Ollie."

With a movie studio office as its setting, the new show revolves around the joys, sorrows, frustrations and achievements of a troupe of actors. On the imaginative set can be found Larry, the quiet and lovable prop boy; Gaylord Nosegay, producer, director and president of "Highly Unlikely Productions;" Newton Figg, cameraman de luxe; Noamo King, writer, choreographer, musical director and veritable jack of all trades, and Miss Olga, a fading star who is reluctant to discuss the number of years she has been in pictures and is always seeking a good ingeneous lead to play. All players are manipulated and given life by their creator, Don Tannen, talented 28-year-old puppeteer.

The only living character on the program is lovely Toni Gilman who enacts the role of studio secretary. The entire personnel of "Highly Unlikely Productions" are headquartered in Miss Gilman's file cabinet. The organization is owned primarily by Gaylord Nosegay who claims 13 of its total 14 percent interest. His four colleagues share the remaining one percent which, as Newton Figg ruefully admits, is a mere "infestential" part indeed.

The entire program is ad libbed. Les Weinman is producer, Carolyn Gilbert, formerly with NBC, is music director, and Bill Balaban is director.

In keeping with a typical Hollywood studio, all props identified with the movie studios will be on hand, including a folding canvas chair for Director Nosegay, lights, camera, milk boom and carpenter tools.

GLAD TO BE WITH YOU

"LARRY on LOCATION"

Multiscope Development Is TV Program Innovation

Experience that comes of years of know-how, learned the hard way, is being passed on to the television industry by a Balaban and Katz subsidiary known as Sterling Televisio

Inc.

Organized for the purpose of making available any program needs or equipment needs, the new company is making a strong first impression throughout the industry by virtue of its new Multiscope machine, a brainchild of John H. Mitchell, general manager and Red Quinlan, promotion manager.

A rather standard feature that boasts of five apertures all of which focus perfectly on a given point, the Multiscope was a machine that could not be made, experts said. But engineers of WBKB and Acme Telechronix of Cleveland proved the experts wrong. The Multiscope is proving to be a sensation in the highly competitive television industry.

WBKB's first test model has been developed from a primitive one aperture machine with cardboard holders, to a compact, five-purpose projection console that will put a television station in business at a fraction of its former cost.

Hardly a video fan exists in Chicago who is not aware of the fast developing news-time-weather-robot that grinds out 49 hours of commercial time each week for WBKB. And, while not considered a substitute for live programming, the Multiscope has won unanimous acceptance among those hours when other television stations are not operating. News, shows, doctors' waiting rooms and other public places have made Multiscope the mainstay of television habit. Homes, too, like the Multiscope for its utility, soothing music and late shows. As one critic put it, "The Multiscope makes each home a living room, each desk and each viewer becomes a city desk editor."

Telecommunication Shows

Other television developments will be offered during the coming year, according to John H. Mitchell, president of Sterling Corp. Already the company has offered a huge "Program Master" programming board which shows at a glance a station's program schedule for a whole month. And it is expected that all WBKB transcribed programs released by WBKB's exclusive transcription system will be offered to the aegis of Sterling Television.

Name Personalities

Television viewers watching WBKB often see stars of stage, screen and radio with whom they have least expected to come in contact. Wilson interviews celebrities who stop in at the press box between innings of the baseball games. Other famous names regularly turn up...
WBKB's new plant is 100% RCA-equipped

RCA TT-SA Transmitter of the type installed in WBKB's new plant. WBKB also uses RCA Field Equipment, RCA Microwave Equipment, RCA Studio Cameras, RCA Synchronizing Generators, RCA Film Equipment, and an RCA Turnstile Antenna.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
CONGRATULATIONS TO WBKB
ON THEIR 8TH ANNIVERSARY

“Curbstone Cut-Up” 6:45-7:00 P.M. Daily for
RCA-Victor and Girl’s Softball Games Friday Nites
for Fox De Luxe. . . . Thanks to Nick Kenny for every-
thing. . . . Thanks to Nate Platt for Third Appearance
Chicago Theater July 8th.

Ernie Simon

Another shot of the early days when WBKB operated experimentally as
W9XKB, shows a model participating in a calisthenics program which was
televised. In those days less than 100 TV receivers were operating in
Chicago.

Congratualtions to
WBKB
on your 8th anniversary
and thanks for taking me along for
five of those years

JOE WILSON
CHICAGO’S FIRST
TELEVISION SPORTSCASTER

Under exclusive contract to WBKB

Al Trace and his “Shuffle Rhythm”
orchestra recording exclusively for Columbia
Records and “Mr. and Mrs. América.”

CONGRATULATIONS
To
WBKB
on their
8th Anniversary

Thanks to Nate Platt for our current booking
at the Balaban and Katz “Flagship”—the
Chicago Theatre. Thanks too, to Don Roth for
booking us back again at the Blackhawk
Theatre Restaurant—June 29th. Our third
return engagement in less than 1 year . . . a
record never equalled in 28 years of the
Blackhawk’s operations.
Remote Problems Solved By Engineers

Picking up signals from outside points and putting a good show on the air with topnotch camera work is one of the most complex operations of a station, but WBKB’s unexcelled remote facilities and veteran crew make the procedure appear easy.

The station owns two trucks, eight RCA Image Orthicon field camera units and sufficient personnel and facilities to handle two self-sufficient and independent remote programs at the same time.

Family Audience Appeal

WBKB, which makes every effort to be a family station, won the praise of church leaders for its many telecasts of religious fare. Besides the televising of the Christmas Eve Mass and Easter Sunrise Service, the station has presented two religious documentary films, “Out of the Night” and “Tomorrow Is a Wonderful Day,” and also carried the anniversary dinner of the First Disciple Church of Chicago.

Highest Transmitter

WBKB’s powerful, new transmitter, which is 500 feet tall, is the highest point in Chicago. Next highest is the transmitter of another television station.

TV Recording Service Developed By B&K Outlet

Teletranscription is a big word, but so is the idea. In fact for the owner of one of these huge, intricate, Rube-Goldberg-like devices, Teletranscription does just about everything but ring the cash register and return one’s change.

For theater patrons Paramount’s exclusive teletranscription system will make possible, for the first time in the midwest and the first time in any city outside of New York, the miracle of Theater Television!

By means of an almost instantaneously forty-five second process of recorded sight and sound images, all great civic and sports events, disasters and other major occurrences that merit presentation in a theater, Balaban & Katz Chicago Theater, already synonymous with the best in film and stage entertainment, will become synonymous with the best and latest in video entertainment. Starting immediately, according to B&K executives, the Chicago Theater will schedule theater television whenever an event occurs of “sufficient interest and importance” to theater patrons.

Teletranscription, A Boon for Others

As a money-saving device for other television stations, WBKB’s new system has another major function. Hereofore there has been no means by which advertising agencies, television stations or networks could make a permanent record of their costly shows. Teletranscription will put an end to this orgy of unnecessary spending. Networks can record shows for later use, quantities of prints can be made from original negatives. In this respect WBKB expects to do a flourishing business for Chicago stations, and agencies. The Kukla, Fran and Ollie show alone will keep WBKB technicians busy for this show is at present recorded by a process known as “kinescope” in New York and prints are used by approximately twenty stations throughout the country. Advertising agencies will for the first time be able to make permanent record of auditions and can show these auditions many times to different clients. Hospitals, universities, business groups are also expected to find use for teletranscription since its cost is far lower than standard film methods.

WBKB’s Film Network Idea

“A good show deserves more than one audience,” it has been said. Adopting this maxim WBKB expects to teletranscribe its best shows and offer them on 35 or 16 millimeter prints to other stations in the country. In this way stations can cut their own production costs.

Statistical

In April, 1947, WBKB installed a temporary video switching console in the master control. It was to be used “noi more than six months.” Since then more than 10,000 hours of televising have been carried by this console. However, channel 4 will install new equipment when their newly-located transmitter is opened.

WBKB engineers figured:

Output control button pushed 14,000 times.
Input control button pushed 58,000 times.
Wave form monitor control button pushed 162,206 times.
Main video feed button pushed 29,206 times.
Auxiliary feed button pushed 7,300 times.

Collaborating with its Paramount sister station, KTLA, Hollywood, WBKB can thus begin a modest network of transmitted shows which will be exchanged between both stations and with other stations at small cost. Further feature of the network film idea is that each station can schedule these shows to best local advantage; also, a teletranscribed program can be used not once but several times to gain the largest possible audience. Many television executives have hailed this as the solution to the industry’s current number one headache: how to get the most out of a costly show.

Congratulations to WBKB

Kukla, Fran and Ollie and Burr
EARLY DAYS RECALLED

By JONNY GRAFF
WBKB Program Director

The eighth anniversary of WBKB, one of the nation's oldest television stations, brought together a variety of programming and entertainment techniques that were presented to the public. The station's dedication to bringing quality television to its audience was evident in the innovative use of early television equipment and techniques.

Not since the early days of radio has so much attention been paid to the care and feeding of television as a medium. In these days of television, the future of television is still a mystery. However, the television industry is constantly evolving and expanding to meet the demands of viewers.

NEAREST DEVELOPMENTS

One of the first Du Mont iconoscope cameras used by WBKB as early as 1944. It is modeled here by Jean Wagner and Lynn Pearson, pretty girls used by Balaban and Katz's Ritz Theater, Chicago Theater.

GRAFF

TV must become an integral part of any national campaign.

New Development

As each new development comes along, developments that suggested novel uses of advertising techniques, they were passed along by WBKB to its advertisers and their agencies. Motorola, Admiral, Armstrong, Swift, and Coca-Cola all tried their early TV wings at WBKB. Soon we might see the creative light burning in Henry Loger's eyes as he sought for the first time our Multoscope operation. And as he grasped its potentials, he visualized a dynamic new approach to better serve one of his major TV accounts, Pabst Blue Ribbon Beer. In like manner, when the same agency learned through experience that viewing fans objected to losing the picture in a field and being switched back to a studio commercial, they devised a way of superimposing the commercials right over the picture from the field. Now, with the aid of a clever mechanical gadget, we focus our camera on the offstage fender and conjure up a traveling tape release from the sponsor which is highly acceptable to the TV fans.

Sales Experiment

At present, we are experimenting at WBKB with a new program service idea that, if successful, may make the mail order business a matter of years. We demonstrate and merchandise unusual items on a show called "Window Shopping." Then tell the viewers they can have the station and order any of the things displayed. In the past, it was a C.O.D. proposition but, what we have found that method of merchandising is a disadvantage, we convinced the advertisers to absorb the C.O.D. costs and now we are saving goods at a surprising rate of speed. Everything from bottles of Vermont to kitchen gadgets and fishing poles have been offered at prices which people will find reasonable.

We have found that people like to "Window Shop" at home and if the items are right, they will attract orders in quantities that justify the TV costs.

I have avoided blue-sky talk of program ideas and entertainment formats because at WBKB we believe that TV stations must concentrate on "sell" if they wish to survive these costly pioneering years. Surely, we have many program formats, many novel musicals, drama shows, auditions, and participation ideas to offer; but trying to showcase these programs on a regular schedule until the advertising mood is a sure-fire road to the TV poohbah.

"Angels" for the musical and dramatic productions used to be confined mostly to Broadway; but now television has offered every stage- and in some cases, the chance to be an "angel." We're not looking for "angels" at WBKB.
WBKB's Chicagoland Coverage Indicated on Map
STERLING TELEVISION Inc.

proudly presents Multiscopé!

**MULTISCOPE IS A MIRACLE MACHINE**

And what a machine. Does the work of any other five opaque or transparency projectors. Five apertures to handle all your titles, art work, news pix, etc. All dissolves, superimpositions, optical effects handled by one man at the machine, not at a video switching panel.

**STERLING TELEVISION INC.**
15 West Lake Street
Chicago 1, Illinois

**MULTISCOPE IS A TELEVISION TRIUMPH**

A sound, tested advertising idea that turns test pattern time into profit. Multiscopé is only six months old. In that short time WBKB has achieved the success story of the industry. WBKB uses Multiscopé 49 hours a week! Other stations have sold Multiscopé time even before installation. You can't miss with Multiscopé!

---

Cartridge holders will accommodate 70 standard, aluminum copy holders, insuring perfect registration at all times.

Copy holders ejected automatically. No clumsy hand pulling of cards on the air. Holder half-way out—hand on ejectors.

Roll-up feature gives movement to otherwise static copy. Adjustable speed control.

Latest U.P. news flashed on the screen with correct time, and weather in a variety of patterns. Here are a few of the combinations possible on Multiscopé.

Eight years only a beginning. Watch WBKB during the NEXT EIGHT YEARS!
New N. C. Outlet OK'd: Other Activity At FCC

(Continued from Page 1)

first be queried to determine whether his recent elevation to the position of manager of WBBG, Greensboro, would alter his intention to proceed with his new station.

Hutchinson was WBBG commercial manager at the time of the hearings last fall on his application and at that time declared that he had no financial interest in the station and was prepared to resign and devote his full time to his own station once it was permitted. The Commission majority stressed that he must resign from WBBG if he is to proceed with his new station even though he now occupies a more important position with WBBG.

Hutchinson has not indicated any intention of changing his plans, the Commission said.

Commissioners Hyde and Sterling were for denial, with Commissioners Coy and Hennock not participating.

The Commission also released an initial decision by Hearing Examiner Jack Blume granting the applications of KOOS, Coos Bay, Oregon, and KIDO, Boise, Idaho, to shift to the 630 band. KOOS would move from the 1230 band, upping its power from 250 watts to one kilowatt, and KIDO would move from the 1380 band, raising its power from six kilowatts day and one kilowatt night to five kilowatts unlimited.

Soviet ‘Voice’ Jamming Shows Marked Increase

Washington Bureau of RADIO DAILY

WASHINGTON — Systematic Soviet jamming of “Voice of America” shortwave transmissions during the last six weeks has become so effective that not more than 30 per cent of the “Voice” broadcasts are reaching Russia “intelligibly.” This was disclosed Monday by George S. Allen, Assistant Secretary of State for Public Affairs.

“. . . We are thoroughly aware,” he said, “that when listeners have to work around their dial all day and all night to find us, it is most discouraging.

The U. S. is reluctant to consider jamming Soviet broadcasts in retaliation, feeling this would constitute a “defeated” attitude, Mr. Allen added. “After all, he said, “we are trying to make more information available to the people of the world, not less.”

Unusual Teletack

One of the most unusual teletacks to be carried by WBKB occurred this past April when the Easter Sunrise Service from the Cook County Hospital, involving only patients and their doctors and nurses, was televised. Joan Tokar, a spastic paralytic for 12 years, was a soloist, accompanying herself on the guitar, and when she sang “The Old Rugged Cross” she brought an avalanche of congratulatory messages from the television audience.

TO MY
Former Bosses and their
Great TV Station
WBKB
Congratulations
P.S.—Thanks to Nace Platt for 3rd booking into disc jockey show at Chicago Theater.

LINN BURTON

NEW BUSINESS

HENRY CONFISSOR

FRENCH RESTAURANT
LUNCHEON from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candles
15 East 52nd St.
AIR CONDITIONED

MAY YOUR FIELDS
be greenest, and your
worms the fattest . . . is
the birthday wish from
another early bird . . .

American National
Video Productions, Inc.
CHICAGO
Tele Topics

FCC expects to hold off the green light on color TV for at least a year. . . .

Tudor Turner, "American Television Forum," currently blank, 30-minute session NBC-TV, may get another 15 minutes added to the stanza. . . . As a result of her remarks in the Milton Berle TV show last week, Lisa Kirk drew several new ideas from another screen overture, Bob Hope in the television set biz. He's turned up as chairman of Quality Electric Television Corp. in L.A. Jerry Fairbanks making a series of TV spots for Pabst Blue Ribbon. . . . Henry Kaiser will "Meet the Press" tonight via NBC-TV. . . . Lee Tracy being offered the Hildy Johnson role, which he originated in the TV version of "The Front Page." Two tele-stations are slated to start operations in Birmingham, Ala., July 17th. WERC-TV will initiate TV stations from 7 to 10 p.m., and WAGM-TV will have experimental programming of CBS and ABC shows from July 1st until Oct. 1st on Channel 12. A third station, WQSN, has applied for television permit.

Yesterday's Newsreel, produced by the Ziv Television Production, Inc., which has been seen via WCRS-TV for the past 26 weeks under the sponsorship of Seidenberg Cigar, has just been bought by WNET and will be presented to networks starting July 4th . . . Seymour C. Andrews, program director for WAP-T, Fort Worth, Texas, has been named general manager of KBTV, the Lacy-Potter television outlet now under construction down there.

Starting date for the return of the Philco Television Playhouse on NBC-TV will be set for Sunday, July 17th. New series of mystery dramas titled, "Volume One: Number One to Six," will be beamed on the NBC network starting tomorrow from 9:30 to 10 p.m. EDT. Willis Cooper is writer, producer and narrator for the TV drama series. . . . Marilyn Cantor, Eddie's daughter, guesting on Ted Steele's show on DuMont Tuesday night. . . . Claire Cudrone and Joe Shank, the new comedy song and dance team, Blue Angel, mulling TV offers. . . . John Griggs reading a new TV package.

With the ASCAP ban currently on all TV transcriptions of live shows (which are sent to distant TV stations around the country), Mayor Amsterdam is turning out his own efforts for use on his DuMont stanza. Writing tunes is nothing new to Mayor, who wrote "Hum and Coca Cola" and "Yok-A Puk."

Washington Bureau of RADIO DAILY

WMarch 14, 1949 — Five-day time standard broadcast stations, WOJ of Iowa State College, WKAR of Michigan State College, WADD of the University of Oklahoma, WHCU of Cornell University and WNYC of the City of New York have filed an application with the FCC for an immediate extension of Section 1324 so as to permit air-time extensions under special temporary authorizations.

The petition, filed through Cohn and Marks of Washington, attorneys for the stations, points out that the coming of the fall and winter seasons of 1949-1950, plotters do not know whether they will be forced to curtail early afternoon and evening hours and begin operations at late morning hours unless action is taken in the meantime upon their petitions of November, 1948.

"Intelligent scheduling of and planning for fall and winter public service programming requires some indication now as to whether these stations will be permitted to operate in the future," this month's petition continued.

Text of Second Point

The second of seven points listed in support of the petition stated: "By virtue of long-standing Commission Rules, Petitioners, as well as other daytime or limited time stations, were permitted to operate, prior to the summer of 1948, on certain occasions after sunset pursuant to special temporary authority. In order to obtain this authority, each station has to make a proper showing as to a unique character for the program proposed and the relative insignificance of interference which might result to existing stations. . . ." However, on June 18, 1948, following a hearing in which no one appeared to oppose the policy of granting such authorization, public interest warranted in each case the Commission adopted a rule which provided that under no circumstances would it issue such authorizations.

4. On November 23, 1948, Petitioners filed a petition to amend the Commission's rules so as to permit the issuance of special temporary authorizations under certain conditions, which were contained in a suggested rule. Petitioners requested public rule making proceedings or, in the alternative, the opportunity to present oral argument to the Commission on the merits of their petition.

5. Although Petitioners' requests have been on file more than 6 months, the Commission has failed to take any action of any kind on them.

6. "The subject matter of Petitioners concern—the opportunity to hear local election returns, local discussion programs, local sporting events, and other unique broadcasts of local interest—is of extreme public importance..."
SELECTIVE RADIO SALES OUTLOOK GOOD

NAB Hails 'Victory' Of P. R. Broadcasters

Washington, D.C. - NAB yesterday congratulated the Puerto Rican Association of Broadcasters on its victory in the fight against commercial broadcast competition by the Instrar Government. The Government has filed an application to transfer the license of WFTIP to the Department of Education for non-commercial operation.

Radio Daily last year battled (Continued on Page 3)

Non-Broadcast Tele Reported Expanding

Milwaukee — Non-broadcast television services may eventually oustrip broadcast video in scope, according to W. W. Weats, vice-president in charge of RCA's Engineering Products Department. Wats predicted that prediction yesterday in a talk on 'Television's New Directions' before the Engineers' Society of Wauwatosa.

Fields in which television will play now and important roles include traffic safety, industry, and hotels.

(Continued on Page 4)

WMOB Ends Operations: ABC Programs To WABB

Mobile, Ala. - Radio station WMOB ceased operating in Mobile at midnight Tuesday, and ABC network programs are being made available to Mobile and regional listeners by WABB, the Press Register station. J. Lindsey Nunn, of Nunn Station, operators of WMOB and WABB, said they were liquidating their

(Continued on Page 2)

Social Note

The RMA board of directors will be host to the board of directors of the Canadian RMA Sept. 15-16 at the Greenbrier Hotel, White Sulphur Springs, West Va., RMA has announced. The Joint Industrial conference, which such meeting sponsored by the two trade associations, was formerly scheduled to be held at the Hot Springs.

Okays Change

Washington - NBC favors the proposed change in FCC regulations permitting live broadcasts overseas or transmissions for overseas airing without special licensing by the Commission, General Counsel Gus Margraf said in a letter to the Commission this week. The proposed change would permit direct broadcast and re-branching without license when the programs are also to be broadcast within the United States.

Gray Gels CBS Post, Replaces Fineshriber

Gilson Gray has been named CBS director of operations replacing William H. Fineshriber, Jr., who is resigning to join Mutual as vice-president and director of programs. Gray has been director of the CBS editing department.

James Shattuck, assistant director of editing for CBS, has been promoted to director, succeeding Gray. The latter has been with CBS since 1936, except for wartime Navy service.

Carruthers Named Vice-Pres. Of Don Lee

Los Angeles — Walter W. Carruthers, Jr., nationally known acoustical engineer, has been named vice-president in charge of engineering for the Don Lee Broadcasting System. It was announced by Willet H.

(Continued on Page 6)

Survey Of Autumn Business Prospects Indicates That Spot Sales Totals Will Continue On Upgrade

"Prophets of Doom" Flayed By Speaker

"Prophets of doom" who maintain that television is digging radio's grave were denounced yesterday in a talk by J. E. Willard, NAB executive vice-president, at the day-long Foreign Language Broadcast Clinic held at the Hotel Roosevelt.

About 50 foreign language station executives attended the sessions, presided over by Ralph Welz, general manager of WOY

Willard, who addressed the con.

(Continued on Page 6)

Webs Pledge Support Of Charity Campaign

The major networks pledged their full support of the Community Chests of America October campaigns at a meeting yesterday in New York's Waldorf-Astoria Hotel. Mutual was represented by Frank

(Continued on Page 5)

Three CBS Programs Lead Nielsen Ratings

The Niels Nelson Radio Index of the top 10 programs for the week of May 1-7 has put three CBS programs, "Lux Radio Theater" with 27.0 in first place, "My Friend Irma" with 21.0 in second, and "The Many Loves of Dobie Gillis" with 18.8 in third.

(Continued on Page 6)

TV—Mass Market Product, Receiver Survey Reveals

Increasing market dominance of the middle and lower income families is the most important influence today in television receiver sales, a survey by Sylvania Electric Products, Inc., disclosed yesterday. While 50 per cent of sets now in use owned by families earning less than $5,000, while the rate of purchase of this group is growing much faster than that of families earning more than $5,000 annually, survey disclosed.

In commenting on the survey, Frank Mansfield, Sylvania director of sales research, said television is in a buyers' market," with the industry facing a strenuous competitive period. Only five have established themselves an industry position of better than five per cent. These five, he said, were "telev is an industry position of better than five per cent. These five, he said, were

(Continued on Page 7)

Hearings Open Today On Proposed FCC Bill

Washington — Only nine witnesses were called as of yesterday to testify in the two-day hearing on S. 73, the bill by Senator Ernest McFarland of Arizona to tighten up FCC organization and procedures. No out out opposition has been heard, although it is likely that just about all witnesses will propose changes in the bill of varying importance.

First witness this morning will be

(Continued on Page 3)

WFDR Premiere Program Tonight At Carnegie Hall

WFDR, New York's newest FM station, and the third outlet to be operated by the International Ladies Garment Workers Union, will begin broadcasting officially with a special two-hour program to

(Continued on Page 6)

Another Rap

New York, N.Y. — The All America Conference has become the third pre-grid team to announce a broadcast of its plans for the year, others are the Chicago Bears and Cardinals. Chicago Bears and Cardinals plan to air only games that are certain sell-outs, while Buffalo Bills have been consistently anti-video.

www.americanradiohistory.com
COMING AND GOING

GEORGE MELERATH, CHESTER A. RACKER, GEORGE NIXON and RAYMOND GUY—all members of the NBC-RCA Victor liaison committee, left Tuesday for the company plant in Sanders, N. J. Mr. McElrath is director of engineering operations in New York; Rackley is manager of radio and television facilities; Guy is manager of radio and automation engineering; Nixon is manager of engineering development.

FRAZIER REAMS, president of WTOP, American network affiliate in Toledo, Ohio, is in town on business.

HERMAN FAST, general manager of WRK, Cincinnati, was in conference Tuesday with executives of CBS.

DAN SCHWARTZ, Mutual network publicist and newsmen, is back from a European trip which took him to Paris, Lake Luzerne and other Continental spots.

J. GORDON STRANG, construction superintendant for NBC, is spending a month in Chicago to supervise the building of the new television studio there.

ELIZABETH PIERCE, writer on the Dennis Jones daily radio show, "Okay Mother," will today fly to Cleveland to address a local writers group.

JOHN WINGATE, special events reporter for WOR, yesterday went down to Atlanta by plane to be Best Man at his brother's wedding.

JOHNNY LONG, band leader, this week flew to Virginia Military Institute to visit his brother, a cadet. He went down and back the same day.

RCA President Honored
Frank Folsom, president of Radio Corporation of America, received an honorary degree of Doctor of Laws at the ninetieth-anniversary commencement exercises of Manhattan College in New York on Tuesday. Francis Cardinal Spellman made the presentation.

Hammond Rotary Guest
Charles P. Hammond, vice-president and assistant to the president at NBC, today will address members of the Jersey City Rotary Club on the subject, "Television as a Social Force."

Keith Byers, general sales manager of WBT and WTV, Charlotte, N. C., in Chicago this week confered with agencies and officials of CBS Radio Sales.

J. P. WILLIAMS, executive vice-president of ABC, was back from New Brunswick, N. J., where Rutgers University, an alma mater, conferred on him the Master of Arts degree, "honoris causa."

ETHEL SMITH, organist who recently completed a concert tour during which she was heard in London, Glasgow, Paris and Brussels, will arrive in New York next Monday aboard the Queen Mary.

ROBERT TROUT, announcing on NBC, has returned from Cincinnati, where he offered a special presentation of his "Who Said That" quiz.

AL JAEGER, staff writer on WABC, will leave tomorrow for WING, Detroit, where he will work at visiting headquarters of ABC, with which the station is affiliated.

MARTIN AGRONSKY, American network commentator, is back from New Brunswick, N. J., where Rutgers University, an alma mater, conferred on him the Master of Arts degree, "honoris causa."

MALCOLM MURDOCH, international publisher of Murdoch Newspapers, of Australia, will arrive in New York next Monday aboard the Queen Mary.

JOHN BURTON, vice-president of NBC, will leave today on a visit to NBC stations in the South, with the exception of WSB, Atlanta, and WOR, New York.

PETER DONALD, comedian and wirecutter-en Agree, will leave today for Chicago, where he'll be on the air in the eightieth anniversary celebration of Bobbé's and Katz television organization.

Hal Tapper, NBC network sports announcer, will leave in June for an extended vacation in Europe and the Orient.

NAT'S Spot Business
Good, Survey Shows

(Continued from Page 1)

1949, was $25.8, and for Feb., 1949, was $25.5, compared to $26.7 for January and February of last year and 100.0 for the base years of 1927-33. A radio station representative told Radio Daily yesterday that the volume of spot business during the past two months also has been running ahead of last year and that prospects for the Fall are "excellent." He explained, however, that a summer lull was expected but that it must be considered "normal and natural." Another salesman labeled the pessimism expressed by some business leaders as a "passing psychosis."

The current industry-wide studies, the results of which will be announced officially in August, will cover the first six months of this year. It was pointed out that accurate spot business statistics are only available for the first time at the conclusion of the current survey.

There were no accurate spot radio statistics before 1937 despite the fact that this phase of the industry is more than 25 years old. It was because of this dearth of figures before 1937 that the U. S. Dept. of Commerce is understood to have agreed to the use of the three-year base period for spot radio rather than the usual 1935-39 base.

``Okay, Louie, the coast is clear...''

One word from his partner and this cat-nipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time-buyers ought to see what W-J-T-H can do for you in Baltimore. For just a little money, you can produce big results.

W-J-T-H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in the town. W-J-T-H has a big audience, too—it covers 92.5% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.

AM Baltimore, Md. FM

Tom Tinsley, President • Represented by Hoadley-Reed

Vol. 47, No. 54 Thursday, June 16, 1949 10 Cts.

John W. Alcicato : Publisher
Frank Burke : Editor
Marvin Kirsch : Business Manager

NEW YORK STOCK EXCHANGE

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OVER THE COUNTER

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10 YEARS AGO TODAY

From the Files of Radio Daily

An early adjustment of the difficulties existing between the members of the Song Writers Protective Association and the music publishers, particularly members of the Music Publishers Association, is planned, it was revealed yesterday, according to Walter Douglas, head of MPPA.

RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry. A branch of the International Telephone and Telegraph Corp.

AIR TO AIR TELEPHONE LICENSING

We solicit your inquiry.

American Military Radio Network.
RCA INSTITUTES, Inc.
550 W. 44th Street, New York 1, N. Y.
NAB Hails 'Victory' Of P. R. Broadcasters

(Continued from Page 1) against plans for commercial operation of the station by a governmental "radio authority," and brought the matter to the attention of the House committee. The committee sent investigators to Puerto Rico, and Council Frank B. Bow reported receiving assurance from the island's governor, Luis Munoz Marin, that the station would not compete with private broadcasters. The transfer to the Department of Education indicates that the governor is making good in a big way on his promise.

Poty Wires Munis
Don Peavy, NAB general counsel, wired Thomas Munis, head of the Puerto Rican broadcaster group that "we join you and your association in rejoicing that the threat to free radio implied in the WIPR grant has been removed."

The FCC has done nothing to ban commercial operation of the station, although protests are still before it. "Operation of a commercial broadcast station by a branch of the federal government is as dangerous as operation by the Government of a commercial newspaper," Peavy wrote.

"NAB is proud to have had a part in this opposition by your side," he said.

Hearing Opens Today On Proposed FCC Bill

(Continued from Page 1) acting FCC Chairman Reed Hyde, who has been working under the present Communications Act as a part of the FCC since that agency was created in 1934. He will be followed by Guilford Janeway, president of the FCC Bar Association, with Ed Craven, Montana and Washington broadcaster, to follow. Gus Margraf of NBC will wind up the list for today.

Stork News

Edward W. Scudder, Jr., president of WJIR, Newark, became the father of a son on June 8th at 6:30 p.m., at Lo Rez Sanitarium, New York City. Mrs. Scudder is the former Louise Fry. The youngster will be named Edward W. Scudder, III.

Buffalo, N. Y.—William McBurnie, continuos director of WDBN, Buffalo, is the father of a 5-3-4 lb. baby girl, born June 6.

how to kill two costs with two radio stations!

MANY AN ADVERTISER with a network show uses WOR for plus-programming. His national program is used for institutional advertising and gets down to product selling with a WOR spot spot slanted straight for 36,000-000 listeners in 18 states and the Dominion of Canada.

For instance—let's look at a minute:

People who buy one-minute spots on WOR pay as little as $100.00 day-
time, $200.00 per evenin. A minute, if you glance at the watch you're carrying, is, sir, a long time. Within one-minute on WOR an advertiser can:

1. Increase sales in the area of Greater New York.
2. Introduce and try out a new product.

— that power-full station at 1440 Broadway, in New York
LOS ANGELES

By J. L. STEEN

Wallace Bruce Ramsay has joined the KFI staff as a writer-producer. He formerly was a freelance radio producer for the Dan B. Miner Co., Raymond F. Morgan Co. and BDBMO and an announcer in San Diego.

Kenneth Higgins has been promoted from producer-director for KFII-TV to executive producer. James Lilly, assistant field director and stage manager, succeeds Higgins as producer-director and Don Patton replaces Lilly as stage manager.

Gordon Hayes, sales manager of CBS Western Division, is here from Chicago for parleys at KNX.

Bernie Milman, radio-TV publicity agency head, is on the mend after a hospital siege with virus pneumonia.

Jimmy Wakely is on a five-week personal appearance tour. Lee Mitchell, producer-director of Skippy Hollywood Theater, has selected seven screen players who will be made radio stars this summer in a special series of shows. The players are Michael Kirby, Natalie Wood, Marie Windsor, Bob Driscoll, Barbara Fuller, Meg Randall and Nancy Olson.

Carlton Morse has granted Dix Davis a year's leave-of-absence from his role of Pinkey on "One Man's Family." Davis graduates from UCLA this month and will make an extensive European tour. Jack Carson will transcribe a proposed television show this week for General Foods.

Edgar Bergen is in New York to whip up details and format for his Fall Coca Cola show.

SAN FRANCISCO

By NOEL CORBETT

The S.F. Chronicle has gone in heavy for radio promotion. In addition to a spot campaign, paper has a morning program, "Coffee Time With the Chronicle" on KNBC, Monday thru Friday at 7:15 a.m. Later show got off to a slow start this week when emcee Cliff Eagle overslept and the station had to sub with recordings. The spots, so far on stations KJBS, KNBC and KKYA, plug Chronicle feature writers like M. E. B. Caen, chatter columnist; Royce Brier, editor and George Voight, radio columnist.

Myron Elges has resigned from KCBS. He has no immediate plans except two weeks on his Valley of the Moon ranch.

Wilt Gunzenhoffer, general manager of KROW, has been appointed a member of the Educational Standards Committee of the NAB for '49 and '50.

Hal Peary, a Marin County boy who sang on KPO-KGO in the old days, then went to Hollywood to score as The Great Gildersleeve, came back entertaining at the Bay Area Industrial Exposition June 4 to 12.

WINDY CITY WORDAGE...!

- - - Tonight's the night! Tonight is the biggest night in local television history since Chicago was joined by coaxial cable with the east. Tonight marks the debut of theater television in Chicago with an epoch making show originating from the stage of the Berto Theater and transmitted over WBKB... Nationally famous dignitaries headed by Chicago's... popular Mayor Martin J. Kennelly will be in attendance as well as... all the big guns here from leading advertisers, agencies, TV and AM stations and the press. The gala event also climaxes WBKB's 5th anniversary celebration.

- - - The unluckiest disc jockey in Chicago this week is Eddie Hubbard. While he's been at home suffering with pleurisy, his 14-year-old son, "Duke," was confined to the South Shore Hospital with a broken leg. Eddie missed all but two shows last week. Only consolation is a short visit from Eddie's parents, who came in Sunday to spend a few days in Chicago. . . . Frank King, local radio actress, is doubling at night at the Silver Palms Night Club where she is making a big hit enacting one of the leading roles in "The Drunkard." . . . Local FM station WOAK went off the air Tuesday (June 14) in order to make engineering changes.

TONIGHT AT 8

INAUGURAL BROADCAST

WMFR 104.3

from Carnegie Hall

EDWARD ARNOLD, GLAZER, ALBERT SPALDING
MILTON BERLE, JAN PEERCE, LAWRENCE TIBBETT

Lawrence Winters

SALUTES FROM HOLLYWOOD:

Eddie Cantor, Gene Kelly, Ronald Reagan

Golden Gate Quartet, Schola Cantorum
City Symphony Orchestra, Eleanore Roosevelt,
La Zio Halasz, Mayor W.H. O'Dwyer,
Conductor, other distinguished speakers

WMFR is sponsored as a public service by the International Ladies' Garment Workers' Union

NON-BROADCAST TELE REPORTED EXPANDING

(Continued from Page 1)
and prison security, retailing, teaching, and graphic communication, he said. Measured in terms of equipment required, such applications of television may well loom larger than actual broadcasting, Watts maintained.

In detailing some of these applications, he described the use of fixed focus cameras in laboratories and on production lines, and for inspection and observation in areas dangerous or inaccessible to human observers; a proposal for televising radar screens showing all aircraft in the vicinity of airports; a system for preventing undetected fouls in horse racing by scanning the race with six video cameras mounted around the track. He also outlined many uses already found for television in medical and surgical study.

BETTER LATE THAN NEVER

Congratulations WBKB

From Eddie Hubbard and Jackie Hubbard

And special thanks to Nate Platt, John Mitchell, Johnny Graff and Billy Balaban.

$1,138,126 Time Sale

From One Presentation
That's just one case history in my file of successful identification and promotion in the radio, magazine and agency fields. Now available to a limited number of clients for special assignments: direct mail campaigns, sales presentations, trade ads, etc. Box 251, RADIO DAILY, 1501 Broadway, N.Y. C.
WMOB Suspends; Net Shows To WABB

(Continued from Page 1)
Mobile holdings because of continued operating losses which he attributed to spiraling production costs plus continued union demands for higher wages. W. J. Yeninan, Jr., executive vice-president of The Press Register, said acquisition of the ABC network programs means WABB will give Mobile listeners the best programs carried by two networks—ABC and Mutual with which WABB is affiliated.

Nunn's statement said, "Production costs have been spiraling sharply in recent years. This has been exacerbated by recent wage increase demands and picketing of four studios by the Radio Electricians Union. These two combined factors made it impossible for our company to continue absorbing operating losses. Our regret the decision to liquidate and close WMOB is tempered somewhat by the knowledge that ABC network programs, rather than being abandoned altogether, will continue to be supplied to the people of Mobile and vicinity by WABB, The Press Register Station."

WMOB, a 290-watt station, has operated in Mobile for the past ten years. WABB, the Press Register Station, has 5,000 watts power day and night and is located at 1480 on 980.

WFL Plans Campaign To Aid Cause Of Safety

Philadelphia — The Philadelphia Inquirer stations, WFLI, WFLI-FM, and WFLI-TV, yesterday announced plans for a community safety campaign which, it is hoped, will set a pattern for similar drives throughout the U.S. Planned in cooperation with the city Traffic Board, the campaign is underwritten by more than $100,000 worth of free time and advertising space pledged by cooperating groups.

Starting Sept. 1 and continuing through October, WFLI and its affiliates will plug the safety theme, "Don't Be A Silly Billy," "Willie" will personify the careless motorist or pedestrian who risks his life and lives of others by heedless walking or driving. Philadelphia's Mayor Brown has approved the plan and promised the full support of all city departments and bureaus.

Roger Cline, general manager of the Inquirer stations, said the stations "will work closely with the civic and governmental agencies whose function it is to make Philadelphia streets safe and to make Philadelphians safe conscious."

AM radio dials, WFLI-FM at 70,000 watts can be heard by tuning in to 102.1 megacycles on FM bands. The two stations operate from 9 a.m. to midnight daily and Sunday, at Radio Center in the Press Register Building.

Three CBS Programs Lead Nielsen Ratings

(Continued from Page 1)
with 29.0 second, and "Goffin's Talent Scout" with 16.8 third in popularity.

The ratings, five of which went to NBC, four to CBS and one to ABC, placed Walter Winchell, ABC commentator, fourth with 17.7 followed by Jack Benny on CBS in fifth place with a 17.5 rating.

The five NBC shows taking the sixth through the tenth places were: "People Are Funny" with 16.1, "Fibber McGee and Molly" with 15.8, "Mr. District Attorney" with 14.7, "Bob Hope" with 13.9, and "Curtain Time" with 13.7.

Will Broadcast Series

The New York City Parks Department's "Dancing Under the Stars" series from the Mall of Central Park, beginning June 23, will be broadcast again this summer by WNYC and WNYC-FM, 9:30 p.m. "Name" bands will provide the music for the Thursday series which will run through Sept. 8.

Named V.P. Of Lear

Burnham Adams, formerly California division manager for Lear, Inc., has been elected vice-president of the corporation. The firm manufactures and sells wire recorders, phonograph pickups and other items of electronic equipment and components.

Webs Pledge Support Of Charity Campaign

(Continued from Page 1)
K. White, president, Jack Price, manager of program operations, and A. A. Schechter, vice-president in charge of music, special events, and publicity; ABC by J. Donald Wilson, vice-president in charge of programs, and Robert Swadek, vice-president in charge of public affairs; CBS by Davidson Taylor, vice-president and director of public affairs, and Gerald Muylsh, manager of broadcast; NBC by Thomas McManus, national program director, and Sterling W. Fisher, manager of public affairs and education departments.

The Community Chests were represented by Henry Ford II, national chairman, and William M. Ramsey, national radio chairman.

Ford Going To Paris


Gene Rayburn and Dee Finch, who conduct WNEW's early morning disc show, "Anything Goes," also begin three-week vacations on Monday. Announcer Ted Brown will fill in until they return.

Get More Recording For Your Money

BY THE SENSATIONAL NEW COLUMBIA LP MICROGROOVE METHOD

Savings Like This!
* Substantially Lower Cost Per Record
* More Program Time Per 12" Disc Than On Present 16" Record
12" Record Plays 20 Minutes, each side—10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. 99
Trade Mark "Columbia" and 60 Reg. U. S. Pat. Off. Marksm Registered @ Trade Mark

Los Angeles: 8723 Aiden Drive
New York: 799 Seventh Avenue
Chicago: Wrigley Building
Brodaxow 2-5411
Circle 5-7300
4750 South Morgan Ave.
Whitehall 4000

Want to open the door to wider distribution in the rich Pittsburgh market? The password is KDKA..., and the proof is in this statement from an accomplished door-opener, the maker of Nutane Door Chimes. Writes Nutane: "Evelyn Gardner and the KDKA Home Forum did an outstanding selling job for us. The program especially helped our sales with department stores, independent dealers, and Pittsburgh wholesalers."

To help your sales and distribution in the vast Pittsburgh market area, put KDKA on your schedule now! See George Tons at KDKA, or Free & Peters.
BEHIND THE MIKE

FILM star John Howard and his co-star on the radio series, "What Interesting People," Dennis Shane, made their trip to N. Y. last week. Besides making appearances on several radio and TV shows, they recorded some rock and roll numbers for their own show, including Ted Lewis, Vincent Lopez, Hal Hines, Billy Eckstine and Pearl Bailey.

Sammy Kaye took time out from his tour to return to N. Y. to transcribe nine more programs for his Chrysler series.

John Cameron Swayze will re-prise his "Oddly Enough" show for TV.

Exeex Columbus Records had a jitters the other week when they were unable to locate the master of Elliot Lawrence's "Gigolote," for which they already have almost $75,000 worth of advance orders. Turned up finally, filed under "Sinatra."

Sept issue of Collier's profiling Dr. Allan B. DuMont, under title, "Mr. Television."

Steve Price, "Studio One" director, readying a TV package film.

Ted Brown takes over guest emcees for Rayburn & Finch's "Anything Goes" on WNEW starting on the 20th, while the duo vacation.

WHOM's Willie Bryant and Ray Carroll celebrate their 1st anny of "Afterhour Swing Session" next week.

The Flying Lobster, on W. 51st st., is only restaurant we know of in which you fly the lobsters in right from Oakland, Maine. Reason is, it's owned by an airline co., and operated by Harry O. Lee, former flying marine.

Vocal coach Sid Franklin has taken Gabby Andreas, former Parisian screen charm, under his wing for a radio and night club career here.

Noro Morales' new "Rum and Soda" song, for which he's been cited by the Puerto Rican government, features a clever lyric fashioned by Ken Hechi.

Rose To Record

David Rose and his forty-piece orchestra will record seven especially arranged and written selections for the World Sound Recording Company transcription library, on the West Coast this week prior to heading East for an engagement at the Capitol Theater in New York.

JOB WANTED

RADIO ADVERTISING ASSISTANT
26, Velt, College Grad, 5 yrs. exp. script and commercial copy writing, production, directing, time buying, public and station relations, TV exp. Write RADIO DAILY, Box 252, 1501 Broadway, New York City.

WFDY Premier Program Tonight

At Carnegie Hall

The station has been operating on a seven-day per week "test" basis since May 16. The present 2-11 p.m. schedule will be extended eventually to the full-time period permitted by the FCC license, 8 a.m.-11 p.m.

Tonight's opening program at Carnegie Hall will feature personalities from the entertainment world, politics and labor. It has been planned as a tribute to the memory of the late President Roosevelt. The New York City-owned station, will carry the program in order to service listeners without FM sets.

Renew News Sponsorship

Joseph Martinson & Company, New York, for Manhattan studios. Banking company renewed its sponsorship on Monday, Wednesday and Friday of the 7:45-8:00 a.m. news period over WOR/ WCBS, effective immediately, it was announced by Don Miller, WCBS sales manager.

Harry Clark is a news reporter on the program. Neff-Rogow is agency.

Sail into a TELEVISION JOB...

by spending 8 weeks this summer at the TELEVISION WORKSHOP'S Summer Session at LAKE GEORGE, N. Y. JULY 5 to AUG. 27

R.N.Y. Summer Session Can't Get Away 8 - week attend at our own town Manhattan studios. Day or Night SCH.L at Central Studio & Classroom FREE PLACEMENT SERVICE TELEVISION WORKSHOP

1780 Broadway, N. Y. C. 19, P. Lazo 7-3721

Thursday, June 16, 19

The Mailbag

Claims First

"I read with considerable amusement your letter under the heading "TV's Oath on the front page of the June 5th RADO DAILY, concerning WABC and the broadcast from the U. S. Navy's Constitution.

"It may interest you to know that some weeks ago we originated a broadcast for radio station KL, Dallas, Texas, and followed this with a like broadcast for our Okhoma City affiliate KZOW. I find that Miss Day's program was praised by our "first" by some weeks.

"The Navy informed us that it was the first ship to broadcast in the interest of the Constitution."

Cordially,
James H. Foster,
General Manager
LBS, Dallas, Texas

Carruthers Named Vice-Pres. Of Don L

(Continued from Page 1)

Brown, the president of Don L.

In his newly created post, effectived immediately, he will have overall charge of all of the corporation's engineering activities of the corporation including the fields of station, radio, broadcast, television, FM and recording.

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Sail into a TELEVISION JOB...

by spending 8 weeks this summer at the TELEVISION WORKSHOP'S Summer Session at LAKE GEORGE, N. Y. JULY 5 to AUG. 27

Graduates now in 85% of America's TV stations—from New York to San Francisco, Canada to Mexico. Prepare for this fall. Combine training with a vacation at our Lake George session. Live in comfort at our non-profit, cooperative Summer camp. Housekeeping, recreation, fishing... all included. Summer theatres. Wives and children welcome. C. I. BILL.

FREE PLACEMENT SERVICE TELEVISION WORKSHOP

1780 Broadway, N. Y. C. 19, P. Lazo 7-3721
TELEVISION DAILY

THURSDAY, JUNE 16, 1949

VIDEO A MASS-MARKET PRODUCT

TELE TOPICS

Broadcasting and television manufacturers are the largest growth industries in the nation. The growth has been phenomenal, and the outlook for the future is even more promising. The demand for quality products has increased significantly, and the industry continues to innovate and expand its offerings.

BRITISH FINANCES TV SERIES

London—The British Government has granted a loan to an English film company, Parthenon Productions, Ltd., which plans to make movie shorts for American television stations. A Parthenon spokesman said the firm will shoot a series of 15-minute films designed for video, including puppet shows, sports reviews, mysteries, and musical productions. The National Film Finance Corp. made the loan, for an undisclosed amount, in the hope of increasing Britain’s dollar income.

Dr. DuMont Honored with Chevy, Edison Buy Polytetch

Dr. Allen B. DuMont last night received an honorary degree of Doctor of Engineering at the 94th annual commencement exercises of the Polytechnic Institute of Brooklyn. Dr. DuMont was present by Charles Z. Poit, chairman of the Institute, with a citation by H. Scott Rogers, president, who conferred the degree.

Citation read as follows: “Allen Balcom DuMont, inven- tive genius, able and creative engineer, courageous and resourceful industrialist, your achievements in the science, the art and the industrial management of television have been widely recognized by professional societies and trade associations, and by the American people. In acknowledgement of these achievements, your contributions to the profession of engineering and your great benefits to the public, in accordance with the rules of Polytechnic Institute, I confer upon you the degree, Doctor of Engineering, with all its rights and privileges.”

Detroit—World-famous Gold Cup and Silver Cup speedboat races held annually on the Detroit River, will be seen by WXYZ-TV, with both broadcast in the United States and Canada. The races were sponsored by James G. Ridell, general manager of the station.

Gold Cup, scheduled for July 3, will be broadcast by Chevrolet Dealers of Metropolitan Detroit, through Campbell-Ewald agency. Silver Cup, scheduled for Labor Day, will be sponsored by Detroit Edison. Both races will be described by Don Wattrick, sports director of the outlet.

KDYL-TV Sells Dance Seg

Salt Lake City—Graybar Electric Salt Lake City distributors for Stewart-Warner sets, will sponsor a 13-week square dance series on KDL-TV beginning Monday, June 20. Show will be a half-hour, achievements, of your contributions to the profession of engineering and your great benefits to the public, in accordance with the rules of Polytechnic Institute, I confer upon you the degree, Doctor of Engineering, with all its rights and privileges.”

Baltimore Audience Growing

Baltimore—May sales of television sets in the Baltimore area have brought the total to 63,131 according to a survey just completed by the Baltimore Television Circulation Committee. Sales for the month of May amounted to 5,496 sets the report stated.

New Sponsor On KNBH

Hollywood—Budget Pack will begin sponsorship of a 30-minute audience participation video show on KNBH, NBC Television in Holly- wood, next Thursday, 9:00-9:30 A.M. The show will be sponsored through Brischke, Wheeler & Staff, Los Angeles, and it is for 13 weeks.

Gould Named Prog. Dir. of WBAP-TV

Fort Worth—Robert Gould, former program manager for WBAP-TV, has been named program director of the station and Thomas L. Thompson has moved from studio director to Gould’s former post. It was announced yesterday by George Croston, station manager. Thompson has been with the station since 1955, associated with WRGB, Scranton, from 1953 until 1958.

Three Upped At KFI-TV

Los Angeles—Kenneth Higgins, producer-director of KFI-TV, has been promoted to executive producer. James F. Lilly, assistant field director and stage manager, will replace Higgins as producer-director.

Press-Time Paragraphs

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Middle And Lower Income Groups Own Most Sets

(Continued from Page 2)

be added, account for 70 per cent of the total number of sets sold to date. Ten others account for 28 per cent, with about two per cent of the market left for all other brands.

The study found that upper in- come families had entered the market early and have continued to purchase sets at a steadily growing rate. Families earning less than $5,000 entered the market at a low purchase rate but their market impact in sets is quite significant. Less than one per cent of all families making less than $2,000 ownership had increased 10 per cent from December 1947 to February 1948; among families earning up to $5,000, 39 per cent, and 30 per cent in families with higher incomes.

Matching trends found were a definite move away from high-priced sets, and a recent trend away from table models and toward consoles or consoles. However, the lower price of table models makes them the most popular type. Mansfield said.

Also disclosed by the survey was a high degree of satisfaction among the owners. It is amusing to notice that 61 per cent of all owners found absolutely nothing about their set which was subject to criticism. Mansfield said. "It is difficult to conceive of a product on which the degree of satisfaction among owners would be as high as it is on television. When asked the question, "If you had it to do all over again, would you still buy a television set?" only four per cent said "No. This shows a degree of satisfaction that is phenomenal." Sets with 10-inch tubes and smaller are most popular, it was disclosed.

The Sylvania study was made during the last week in February and the first week in March in 13 cities that have had television for different lengths of time, as follows: two years or more, New York, Philadelphia, Chicago, Cleveland; one to two years, Detroit, Los Angeles, St. Louis, Buffalo, Minneapolis, New Haven, Toledo.

Please note that the text provided is a high-level summary of the content and does not necessarily capture all details or context.

www.americanradiohistory.com
**PLUG TUNES**

**On Records and Transcriptions**

**TELL ME WHY**

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

Terrific in England!
"IN A SHADY NOOK"
(By A Babbling Brook)
STASNY MUSIC CO.
1619 BROADWAY NEW YORK CITY

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
1619 Broadway
New York City

Making Our Debut With A HIt!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
22 F. 67th St.
New York City
Phone: Regent 7-4477

**CABARET**

DUCHESS MUSIC CORPORATION

---

**PLUG TUNES**

**WORDS AND MUSIC**

By PINKY HEIMAN

- - - - SUCCESS-STORY... He was born in Indianapolis and at the age of four, started to take piano lessons... after graduating from High School, he played piano and doubled on the accordion in local orchestras... besides being the EXTRA attraction on the keyboard, he made special arrangements and sang... thus it was natural for him to eventually front his own orchestra... In June, 1943, he was offered a job to sing at WLW in Cincinnati and until May, 1944, he shared vocal honors with another newcomer to radio, gal named Doris Day... On May 1, 1944, Uncle Sam notified him that there was a job for him in the Navy, so until Dec. 26, 1945, the lad served in the armed forces and besides his regular duties, appeared in shows which included: Red Renson, Jack Kelly, Capt. Stubby & His Buccaneers and Durwood Kirby... upon his return, Dee and Vocallypoe signed him as vocalist but six months later he left the band and headed for New York... an old friend, Norman Borkhuser, introduced him to Radio Executive Doug Storer, who in less than a week, sold him to Mutual where his informal chatter, excellent piano playing and virile voice resulted in several hundred pieces of fan mail each week... two weeks ago a new 'sensational singing discovery' was heard on the Lucky Strike "Hit Parade," succeeding Frank Sinatra... the handsome singer more than fulfilled the predictions of his thousands of fans and now is definitely headed for stardom... his name... BILL HARRINGTON.

**CABARET**

EACH SUCCESS STORY... Son's story... never really knew much about son's life... but his son, a singer, has been making a name for himself in the music business... his name, BILL HARRINGTON.

**WORDS AND MUSIC**

**BY PINKY HEIMAN**

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- - - - A H - I - T - I!

"A"—You're AdorabI!
(The Alphabet Song)
LAUREL MUSIC CO.
1619 Broadway, New York 19, N.Y.

**COMME CI, COMME CA**

(Comme See, Come Sah)
LEEDS MUSIC CORPORATION

**SAME OLD MOON**

FORSTER MUSIC PUB, INC.
1619 Broadway, New York 19, N.Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!
THEN I TURNED AND WALKED SLOWLY AWA
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Avenue, Chicago 4, Ill.

**My Heart Goes With Ye**

by Thomas G. Meehan
JAMES MUSIC, Inc.
1650 Broadway
Room 709
New York 19
Sally Cohn, Mgr.

**PLUG TUNES**

**EVERY TIME I MEET YOU**

from 20th Century-Fox's
"THE BEAUTIFUL BLONDE"
FROM BANDLEADER BAND
Singing BETTY GRABLE
Written, Produced and Directed by PRESTON STURGES
recorded by:
MARGARET WHITING... Capitol
PERRY COMO... RCA Victor
BUDDY CLARK... Columbia
DICK HAYMES... Decca
ART FUND... M-G-M
GLORIA CARROLL... Dance-Tone

**LEED FEISS, INC.**

On Records and Transcriptions

The Lively and Sparkling
"MADEMOISELLE HORTENSIA"
RYTVG, Inc., 1585 Broadway, N.Y.
Sarnoff Welcomes New WFDR Station

David Sarnoff, RCA board chairman, speaking last night in the first official broadcast over WFDR, New York, said it was "inspiring and significant to see an independent voice of labor come on the air in free America." The station’s call letters, he said, are most appropriate "for they are the initials of a historic American voice that helped to advance radio broadcasting everywhere."

The RCA board chairman was one of a long list of distinguished.(Continued on Page 4)

ET’s Of Rotary Confab Shortwave To Europe

WRUL of the World Wide Broadcasting Foundation, Boston, has recorded and shortwave to Europe, Africa and Asia the various proceedings of the Rotary International’s 50th annual convention at Madison Square Garden.

Included in the shortwave broadcasts were speeches by New York City Mayor William O’Dwyer, Madeleine Carroll, Trygve Lie, secretary-general of the U.N.; Angus Mitchell, acting Rotary president; and Percy Hodgson, the new Rotary president who spoke last night.

Five New TV Stations Join NBC Network

Five new TV stations have joined NBC on a non-interconnected basis to bring the TV network’s total to 45, it has been announced by Easton C. Woolley.

The newly-signed stations are: WKY-TV, Oklahoma City, which (Continued on Page 2)

Radio-News ’Internships’ Bring Awards From NAB

Washington Bureau of RADIO DAILY Washington—NAB announced yesterday that it has sent special certificates to 22 stations for providing radio-news internships in cooperation with the Council on Radio Journalism. Certificates have been awarded to the following stations: WGas, Cleveland; WPAA, Dallas; Wtic, Hartford; KMBC, (Continued on Page 2)

Premiere Big, Quality High As B&K Debuts Theater-TV

Chicago—The 5,000 Chicagoans, headed by Mayor Martin J. Kennelly and other civic leaders and press, radio and TV representatives, who attended the premiere of theater television at the Balaban & Katz Chicago Theater, were yesterday wo-men-ly at the clarity and speed with which the films were seen on the screen less than 45 seconds after they were taken in the lobby, foyer and auditorium of the ace Chicago house. Teletypewriter's Chicago debut, together with the gala two- hour, star-studded show originating from the Chicago Theater stage, climaxd the festivities of WBBR's eighth anniversary celebration and the launching of its powerful new 700-foot transmitter.

In addition to the more than 5,000 actually in the theater, thousands lined the streets in front of the theater.

(Continued on Page 7)

Hyde Says Commission Resents Move To Protect Integrity By Statue; NBC Still Favors New Bill

Russian Radio Web Held Inadequate

The Russian radio network is not expected to equal the current United States radio system within the next ten years because of technical inadequacy, the pressure of demands for materials and skilled workers along priority segments of the national economy, charges of bureaucratic deficiencies, lack of local initiative and "sabotage," it was stated in a report released by (Continued on Page 4)

TV Industry Lauded For VA Programming

The DuMont Television Network and the television industry as a whole were honored along with the city of New York by the Veterans Administration yesterday for services rendered to veterans by "Operation (Continued on Page 4)

WGAY Answers CCBS On Clear Channel Issue

Washington Bureau of RADIO DAILY Washington—The Clear Channel Broadcasting System is "playing right into the hands of Mexico" in its opposition filed this week to the petition of WGAY, Silver Spring.

Club Conscious

Don McNeill, emcee of ABC’s "Breakfast Club," has launched a gag campaign to aid children, born during the Yule season, who do not receive many birthday gifts because Xmas is just around the corner." McNeill calls his club STUFFOTPCWB, the "Society To Prevent One From Getting To Give Presents To Christ- mas Week Babes.

Washington Bureau of RADIO DAILY Washington—The FCC presents proposed legislative safeguards to protect the integrity, Acting Chairman Rosel H. Hyde told the Senate Interstate Commerce Committee yesterday during a discussion of the merits of the McFarland Bill to tighten up procedures of the Commission. Hyde made it plain that his colleagues feel they should not be singled out for special legislation to keep them from (Continued on Page 6)

Red Cross Praises Radio-TV Campaign

Washington Bureau of RADIO DAILY Washington—Radio and television have been credited by Howard Bonham, Red Cross v-p for public relations, as having been "major factors" in the $3,789,000 over subscription of the $3,500,000 national goal. The bouquets came at the conclusion of the 1949 Red Cross fund (Continued on Page 6)

CBS News Commentators Get Vacation Schedules

Larry Leasure, CBS United Nations correspondent, will substitute for Edward R. Murrow in the 7:45-9 a.m. daily news slot from July 4 until Aug. 29, while the latter is vacationing.

Charles Collingwood, Columbia's

(Continued on Page 3)
COMING AND GOING

STERLING W. FISHER, manager of public affairs and education for NBC, left yesterday for Hollywood, where today he will address the members of the National Television Association on the subject, "Television and Drama."

PEGGY FINNEGAN, announcer at Bertram Lebar, sales director of WMGM, is spending the month in Montreal and Toronto.

BERT LOWY, vice-president in charge of station relations for Associated Program Service, is visiting the Service in New Brunswick, Canada, where he attended the convention of the CAB.

MIRIAM OSFELDMAN, secretary and general factotum in the editorial department of Radio Daily, will follow the close of her business day at 5:00 this evening with a fortnight of leisure.

ROLLAND TOOMEY, of WMZT, the NBC video night in Philadelphia, arrived in New York yesterday. He'll leave for the Quaker City tonight.

ARTHUR GERBEL, JR., sales manager of KJR, Seattle, is looking that city Sunday for an extension. He'll go first to Washington, New York, and will stop in Chicago on the way back.

PAUL RITTENHOUSE, of the NBC stations department, is returning tonight for a visit to I V's New England and eastern Canada.

HENRIETTE K. HARRISON, of WYCA publicity relations, has left New York for Washington to produce television network and local programs for a period of two weeks in New England and eastern Canada.

Radio-News 'Internships' Bring Awards From NAB

(Continued from Page 3)

Radio-News, the trade paper of the National Association of Broadcasters, has announced the winners of its second annual "Internship" competition.

WGAY Answers CCBS On Clear Channel Issue

(Continued from Page 1)

WGAY, the NBC station in Philadelphia, has sent a letter to CCBS, the Columbia Broadcasting System, expressing its intention to continue using the Clear Channel.

Five New TV Stations Join NBC Network

(Continued from Page 1)

NBC has announced the addition of five new television stations to its network for the 1949-50 season. These stations are:

Review 'Miss Liberty'

"Miss Liberty," a short film presented by the NBC network, has received widespread acclaim from both critics and viewers.

Will Carry CBC Series

A weekly Canadian dramatic series, "CBC Summer Theater," will be carried on WOR, New York, starting Saturday, June 25, at 5:30 p.m. The show originates in Toronto.

Wedding Bells

Milton Berle, star of NBC television's "Texaco Star Theater," was married yesterday to Joyce Matthews by Judge William Collins of the Surrogate of New York County, at Judge Collins' home.

MICHAEL R. HANNA, manager of WHIC, Columbia network affiliate in Ithaca, N. Y., is in New York on business.

ART FORD, disk jockey whose "Milkman's Matinee" is heard on WNEW, will leave Monday for Paris on a commercial business and vacation trip. As in years past, he'll collect the latest Continental records for use on his broadcast program.

WOMER FICKETT, director of "The Theater Guild On the Air" on NBC under sponsorship of U. S. Steel, will solve tomorrow for Europe. He'll visit radio centers in Rome, Paris, London and Dublin, studying their facilities and techniques used in broadcasting radio drama.

RICHARD EVANS, general manager of KSL Salt Lake City, Utah, confirmed yesterday of the booking of CBS, with which the station is affiliated.

COLESTON PAKER, radio editor of the Eric Dispatch and Herald, visited yesterday at CBS. He'll be in town until the end of the week.

VICTOR DABONE has returned from Ohio for rehearsals of his Pet Milk program tomorrow, in an effort to study some blueprints for a television show.

BUDDY BASCH, publicist for Tex Benecke, has returned from Indianapolis, where Tex is appearing at the Coliseum.

EARL WINGER, general manager of WDDO, Columbia network affiliate in Chippewa, Penn., is in New York this week to broadcast.

EDGAR BERGEN arrived in New York Tuesday to begin the planning and preparation for the coming season with CBS officials.

This little lion cub got deserted by its mother in the snow. So the female boxer is playing foster mother, and solving all the baby lion's problems.

Advertisers are facing some pretty tough problems these days as the competition gets stiffer in the rich markets. There's an easy way to solve them in Baltimore—buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. That means you can get BIG results with LITTLE money on W-I-T-H.

So if you're looking for low-cost results from radio in Baltimore, call in your Headley-Read man and get the W-I-T-H story.
Mobile Radio System Launched As Network

(Continued from Page 1)
fees of homes hundreds of miles away. The network list's a membership of 12 station owners operating 14 limited range FM stations. Two of the more stations are to be awaiting permission to join the network. Members and applicants already include about 15,000 licensed and independent station owners now operating in the country's large cities, according to the new network's spokesman.

Types of clients served by the individual stations include trucking firms, towing and repair services, physicians, oxygen delivery and ambulance services.


Peter T. Kroeger, owner of KEA-256, New Brunswick, heads a technical coordinating committee set up within the network. William S. Haidt, head of Communications Research Corp., New York, has been retained as operational consultant. Membership of 100 stations by 1960 is anticipated by the network.

AFM Spokesman Reports
On Music Trust Fund

Los Angeles—Music performance trust fund expected to disburse $50,000 to musicians of New York local next year when disc makers' agreement with Petrillo goes into effect, Samuel Rosenbaum, trustee for fund declared at press conference yesterday afternoon. He said Chicago local's musicians would get about $45,000 and Los Angeles $40,000.

Rosenbaum said other locals would receive more in proportion to membership and that 150, separate checks would be sent out by his office during the year. New plan, result of Taff-Hartley union control over such funds and stemmed from record manufacturers' agreement to pay from two to two and a half per cent of record sales to musicians for employment. Rosenbaum now on tour of locals to determine how funds spent prior to new agreement. He said fund money had been disbursed honestly and carefully. Rosenbaum under performance copyright law which would give musicians greater protection from all recorded music in three-fourths of radio stations and 50,000 juke boxes.

THE SHOW OF SHOWS IS COMING!

ADV.

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THE SHOW OF SHOWS IS COMING!
Sarnoff Welcomes New WFDR Station

(Continued from Page 1) 

Sarnoff continued: "Long will Franklin D. Roosevelt be remembered for his masterful radio technique in speaking words that brought hope and encouragement to millions of people throughout the world. In any other part of the world that measure of freedom and independence is not enjoyed. But I must warn you that you will find responsibilities as well as opportunities, problems as well as pleasures, in your new enterprise.

Mrs. Eleanor Roosevelt, the late president's wife, was present with a set of gold WFDR call letters on behalf of the station.

Distinguished Guests

Others on the program included Comm. Frieda Hennoek of the FCC; New York's Mayor William O'Dwyer; David Dusinsky, ILGWU president; Henry Madsen, Jr., chairman of the Franklin Delano Roosevelt Memorial Foundation; William Green, AFL president; Walter Reuther, United Auto Workers' president; Gen. Walter B. Smith, First Army commander; Edward R. Murrow of CBS, and Jan Peerce, Igor Gorin, Leon Winters, Albert Spalding, the Golden Gate Quartet, Tom Glazer, and the City Center Orchestra under Lauro Halacz. A greeting from Milton Berle was transcribed.

Messages of congratulations were short but forthright from France's Leon Blum, India's Pandit Nehru, and Italy's Alcide de Gasperi.

TV Industry Lauded

For VA Programming

(Continued from Page 1)

tion Success." The show has been produced weekly by WABD, New York, in co-operation with the VA, to help rehabilitate ex-GIs find on-the-job training opportunities in the post-war world.

VA officials credited "Operation Success" with increasing such job offers by 20% per cent. The DuMont award was accepted on yesterday's telecast by two agencies, by Jack Popple, president of the Television Broadcasters Assn. A community award was presented to John J. Bennett, Deputy Mayor of New York. The award to the industry at large was received by Thomas Jefferson, Milloy, president of the Commerce & Industry Assn. of New York.

The presentations were made by Don Weiss, VA radio and TV representative, and producer of "Operation Success." The show will resume in the fall.

Mainly About Manhattan... !

- PERSONAL POSTCARDS—ED and PEigiG FITZGERALD: Madge Evans and Sidney Kingsley just mixed an offer to do a Mr. & Missus Mississauga, which promises to be his last at that hour to do any gabbins. . . . FRANK SINATRA: After a four-year tussle on WINS' "Battle of the Baritone's," Vic Damone finally nosed you out....

- HARRY HERSHEY: Irving Hoffman wonders if you heard the one about the wife who asked her husband if he had a good memory for facts. Hubby allowed he had. "Fine," said the missus, "I've just broken your shaving mirror!" . . . JOHN CHAPMAN: Bill Leonard, of CBS "This is N.Y." is the latest to turn columnist. He'll be toiling for Theater Arts mag. . . . MILTON BERLE: Have you heard the latest example of the 'late system' as far as TV sets are concerned? Those with 18-inch screens will not be compatible with only a 12-inch, and so forth. . . . JOHN ROYAL: Geo. Wolf, of Foote, Cone & Belding, will offer a TV program to his alma mater, NBC, next week which has those in the know holding their breath. It's fabulous, commercial and can only be done by a network . . . JUKE BOX OPERATORS: They tell us that some of the 'smart' boys-boxers are betting the boxes for a fortune. They dip their nickels in shellkor, causing the coins to stick in the slot enabling them to play the records as long as they want....

- Dennis James has seen Bob Hope's "Sorrowful Jones" at the Paramount every day since it opened. When we asked him if he really liked it that much, he laughed and said: "Well, Bob's good, but there's a nifty little short on the bill called 'Southward Ho-ho—and I'm the star."

- THE MORNING MAIL: "Relate to the comments made in your col'm concerning the coast-to-coast coaxial cable already being completed," writes Geo. Griswold, Jr., news supervisor of A.T.&T., "here are a few facts on the situation. A coaxial cable has been in service between Florida and California since Nov., 1947. A link between the coaxial network in the Bay Area and the East Coast was completed from St. Louis via Memphis, to Jackson, Miss., last March. With the exception of the part in the East and Midwest now devoted to TV transmission, all these facilities are solely equipped for telephone message transmission. At present, the coaxial facilities to the coast have absolutely no bearing on the inter-city television network situation. The 'booster stations' mentioned by you as near completion are already built and working—but the equipment is installed for telephone rather than television purposes. So far as the Bell System's plans for coast-to-coast telephone network service, they're still in a formative stage. The engineers are now studying routes but conclusions have not reached a point where definite construction plans can be announced."

- SMALL TALK: Maggi Whiting to replace Martha Tilton Mondays and Fridays on the Jack Smith CBS strip. . . . Ade Kahn points out that in our recent paragraph on Jack Eisen, we neglected to mention the sweetest irony of all—that Jack new occupies the very space once owned by Marcus Griffen. . . . Conrad Thibault wanted for role in forthcoming musical version of "The Little Foxes." . . . Bill Gernant's "County Fair" starts its 5th year the first week in July. Not bad in these days of fast cancellations, says the producer. . . . My Lewis has written a musical, "Y for Vaudeville," which Doug Gilmore will produce on the west coast. . . . Ed. Everett Horton readying a radio series based on a matrimonial agency. . . . Jack Benny due in town next week. . . . Brian Dulcette being lined up for a series of TV whodunits.

Russian Radio Web Held Inadequate

(Continued from Page 1)

Columnists' Bureau of Applied Social Research.

The report by Alex Inkeles, one of several combined in a new book "Community and Radio," 1948, said that the Soviet Union, unable to provide enough radio stations to cover all the country, and suffering from radio sets for its great population, has turned to the use of wired diffusion and to group listening.

"The quantitative and qualitative developments of the Russian receiving network, no less than that of the transmitting facilities, have not matched the expectations of the Soviet government and radio authorities or the demands of the listening public, or of the party's political and potential," the article added.

Yet, it was pointed out, group listening lends itself "admirably" to agitation works. "In the agitation the agitator's audience to him of his own volition, and it gives him the unique opportunity of a personal appeal with the authority of the impersonal radio. In addition wired diffusion eliminates the possibility the audience may have been subjected to radio counter-propaganda.

"We continued the report, "by making possible direct contact between local radio officials and the listening audience, the diffusion network provides a well-defined channel for popular criticism and thus aids the party and government with the ever-present problem of controlling the administrative bureaucracy."

"At the same time, by channeling public dissatisfaction towards governmental officials at the local level, the party and the government are able to siphon off a relatively harmless form of criticism which might otherwise be aired at higher and more important targets."

Quaker Oats Sponsoring Man On Farm On MBS

Chicago—The Quaker Oats Co. will sponsor the farm quiz program, "Man On The Farm," for their feed division, over the coast-to-coast Mutual network, Saturday noon beginning August 27, 12 noon to 12:30 p.m., local time in each zone.

"Man On The Farm" stars Chuck Acree as emcee and features A. A. "Dow" Andersen, manager of the Quaker Oats Sales Service Division, Dr. O. B. Kent, leading authority on poultry and livestock subjects, Porter Hassel, organist, and George Messer, announcer.

The contract is for 39 weeks through Sherman and Marquette.

Stork News

Paul R. Benson, Mutual network director of news, died July 15 in Chicago. Benson was the father of an eight-pound, 10-ounce boy, born Wednesday to Mrs. Benson at the Princeton Hospital in Princeton, N. J. Newscaster will be named Stephen Edward.
Annual Parts Show Open To Non-Members

Continental Shows
Circular TV Antenna

A new antenna, called the Wellin Circle X, circular in design and eliminating the two separate antennas currently employed for both the low and high ends of the TV band was unveiled at a press conference held at the Wellin Division, Perths Ambasy, N. J., of Continental Copper & Steel Industries, Inc., at their New York offices on Wednesday.

Two Models Shown
Two models were shown; one, an outdoor antenna, which measures 84 inches in circumference and which will retail for $55; and an indoor model, measuring 174 inches in circumference, which will sell for "between $15 and $20" according to Ernest Jarvis, president of Continental.

William Hickson, vice-president in charge of the Wellin Div., explained that the antenna is slidable free from the sides and from the top to bottom and "has high receptive strength from front and back and covers a wide angle of reception. It does not require reflectors and minimizes ghosts. One of its best features," according to Hickson, is "its extreme high signal strength on all channels, which eliminates the necessity for stacked arrays and gaudy structures."

EP And EM Endorses Plan Allowing All Manufacturers To Exhibit; Plans Set For '50 Show

Chicago—The Association of Electronic Parts and Equipment Manufacturers on record at their June meeting here as endorsing a plan to open the annual Radio Parts Show to all manufacturers who sell through distributors, regardless of association membership, and recommend that no attendance restrictions be imposed during show hours. Present show rules require membership in one of the five co-sponsoring groups to exhibit, and this year restricted attendance time was allotted in several categories.

Charles A. Hansen, of Jensen Manufacturing Co., was named EM as successor to John L. Robinson, of Croname, Inc., who was given a management position with the Show Board during his two-year term. Les A. Thayer, of Belden Mfg. Co., continues as the EPEEM member of the Show Board for another year.

Plan Big 1950 Show
EPEEM, first of the co-sponsoring groups to meet since the 1949 Show, endorsed an expanded plan for the 1950 Show and instructed its two Show Board members to work for a management position with the Management Board in assignment of exhibition space to be given to former exhibitors; then to members of sponsoring groups who had never exhibited; and then to non-members of sponsoring groups. It further suggested that no attendance restrictions of any kind be imposed; that all exhibitors be free to display either in the exhibition hall, in demonstration rooms, or in both places, and that an effective educational program be invoked for the exhibiting customers and that exhibitors be assisted in doing so through coordinating job with their products at the Show.

Broaded Survey Proposed
James M. Bush, president, of Standard Transformer Corp., chairman of the Industrial Relations Committee, reported that the Committee is preparing a comprehensive analysis of industry practice on terms of sale on the basis of the scores of questions put to them by the FCC by manufacturers. It was suggested that the survey be broadened to include manufacturers' collection experience in relation to terms of sale.

Joe Morin, of Shure Bros., chairman of the Credit Committee, recommended a closer watch on jobber credit during the Summer months.

The Catalog Committee, under the chairmanship of M. H. Lemberger of Condenser Products Co., reported progress in the committee's work of standardizing and simplifying procedures.

CP's Granted Six New Stations By FCC

Construction permits for four new AM stations and two new TV stations were authorized by the FCC this week. Following is a list of the new CPs granted:

AM Stations
Western Broadcasting Co., Phoenix, Ariz. New station to operate on 900 kcs, 550 watts, daytime only, engineering conditions: cost $34,100, exclusive of land and buildings.
Bunce County Broadcasting Co., Inc., Columbus, Minn. New station to operate on 950 kcs, 1 kW, unlimited time, power 750, engineering conditions: estimated cost $34,000, exclusive of land and buildings.
Lake Broadcasting Co., Inc., Gurnee, Ill. New station to operate on 1270 kcs, 1 kW, unlimited time, subject to engineering conditions.

FM Stations
WRFM—WDRF, Inc., Buffalo, N. Y. (Class B requiring 1000 watts, channel 28C: power 105 kW, antenna 1350 feet, for area of conditionalgrant previously held.)

Pat Murphy Construction, Allentown, Pa. New Class B station, frequency 100.1 mc, channel 28B: power 50 kW, antenna 2150 feet, subject to receipt and approval of application for modification of the WAVV antenna system to accommodate the FM antenna.

Electronic Mechanical Design Foldo
A new 4-page folder entitled "Mechanical Aspects of Electronic Assemblies" that gives "dos and don'ts" of value to mechanical design specialists who deal with electronic equipment, is available at no charge from the V. W. Palen, College of Engineering, New York University, New York 3, N. Y. Folder is illustrated with photos and includes a comprehensive table which lists proper procedures for 28 common types of electronic work.

Improved Utah Line
A complete new line of original equipment and replacement radio speakers and replacement transformers announced by Utah Speakers, formerly of Salt Lake City and now located in Huntington, Ind. All products have been re-engineered and redesigned in the new line. At the same time, Bill Knife, president of the company has announced the appointment of Marshall E. Neil as general sales manager for Utah Speakers.

Color Movie Shows Antenna Assembly
The Ward Products Corp., Div. of the Gabriel Co., Cleveland, has produced a five-minute sound movie in color which illustrates to the serviceman the ease and speed with which he can now install Ward's "Minute Man" antennas. Movie shows a Chicago installer assembling a Ward Model TV-46 in 42 minutes, including set-up service time. It also shows a service technician using Ward's special Perma- Tube, a corrosion-resistant steel that has withstood over 5000 hours of salt spray tests.

Joins Andree Sales Staff
The appointment of Harry Shoer to the sales staff of the Andree Sales Co. has been announced by Frank A. H. Andree, president of Andree Radio Corp. Shoer will be in charge of the Nassau and Queens County sales areas of the company. Prior to joining Andree, Shoer was connected with Bruno of N. Y. and Majestic Radio Corp.

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Commission Needs No Regulation, Says Hyde; NBC Favors New Bill

(Continued from Page 1) told the committee that NBC will stand on its testimony of 1947 in support of the White bill, and declared his full support of the current McCarran-McFarrand. Although he promised to provide any additional views the committee might want, he said he did not see how he could add to his earlier testimony. Tam-mell wrote sub-committee chairman McFarland that:

"Test of Tammill Letter"

"The administrative and appellate sections of the bill, including the proposed pay increases, meet the needs which have long existed. I want to assure you that all these provisions are endorsed completely by the National Broadcasting Co."

"I hope that your action in separating these sections from controversial matters which have hampered the passage of communications legislation in the past will make it possible for the bill to receive speedy action this session of Congress."

"As to those sections of the bill dealing with the internal organization of the Commission, I feel that these matters with which Congress and the Commission can best deal."

"Integrity is a matter of character, and legislation cannot create good character," Hyde said. "The character of an appointee is a factor that must be given careful consideration before the President submits a nomination and before the Senate acts on it."

"Hyde referred to a section in the bill which would ban commisioners from acting in a capacity outside of the Commission, a term of the bill, he said, that would have been pointed out by persons or firms under the jurisdiction of the Communications Act."

"Sees Personnel Hut"

"Hyde said such a provision would make it exceedingly difficult for the Commission to attract men of ability and stature. "Reall family Generals, like the Secretary of War, may force resignation, he said, and the proposed law would then force the individual to seek employment in a field of which he is best qualified and to which he has devoted himself in the general area of the Commission."

"The bill is far sounder," said Albert B. Jaykun, president of the FCC Bar Association, and Montana Broadcaster Ed Craney.

"Chairmanship Is Issue"

"Hyde said the Commission is divided on the matter of rotation of the chairmanship—which is not provided for in the present law. It has been proposed in the past. He and Jones favor rotation, while Commissions Chairman Lenneker and Henneke favor Presidential designation of the chairman. Chairman Cox has also made it plain that he felt that there should be a recessional appointment of the chairman, and Hyde said he had been advised from Paris that Cox still feels that way."

"Hyde and Jones said rotation would mean "full participation of all Commissioners in the administration of the Act," and would strengthen the position of the Commission as an arm of Congress."

"Opponents of rotation feel that too much time would be lost as each chairman familiarized himself with the peculiar demands of that position—and that some Commissioners are not qualified for the executive and administrative responsibility of the chair even though they may be excellent Commissioners for other qualities of character or background."

"Agreement Noted"

"There was general agreement by all witnesses before the committee yesterday that the division of the Commission into panels is not necessary—especially if the Commission's staff is divided along functional lines, as proposed in the bill. Hyde said Jones and Henneke favored the division of the staff, rather than mandatory division."

"If division is ordered by statute, however, he objected to the fact that among all Commissioners that the statute should be amended to permit greater discretion by the Commission."

"The Commission registered strong objection to proposed changes to the hearing procedures unless it maintains, the way for numerous delaying actions by parties desiring to hold up final action on the St. Louis stations, or other applications. Instead, Hyde said, the proposed new rules on advertisement, and cut-off dates would enable the Commission to get the needed facts "and will not serve as umbrellas to protect erring applicants against competition."

"Opposes Panel Proposal"

"Jameson registered the bar association's disapproval of the proposed division of the Commission into panels, recalling that this had already been supported by the bar association of the state of Colorado. It would reduce the chairman to "a mere liaison officer between the staff and the Commission and between the public "to friction and dissenion within the Commission itself."

"The major objection, however, is that it would "deprive the parties before this Commission of a hearing and consideration of the matters subject to the Commission's jurisdiction by at least a majority of four members of the Commission," Jameson said. "We believe that the staffs of the Commission and the territorial branch are responsible for the conduct of the Commission and that the public is not entitled to the option of being heard by a majority of four members of this Commission."

"Craney called for positive action to curb "traffic ing" in frequencies, and declared the practice is currently widespread. He referred not only to licenses, but to construction permits as well, and urged that when grantees decide not to construct and to create stations for, they have permits those permits should revert to the Commission.

"I know of construction permits granted as long as two years ago where nothing has been done by the grantee except continued attempts to secure the permit at a profit."

"He said the Commission has the power to cope with this situation, but apparently believes that the problem is one of cooperation."

Joining ABC Sales

Stephen A. Lynch, former general sales manager of Crosley automobile distributor in New York City, will join the ABC network sales department as an account executive on July 18.

Red Cross Praises Radio-TV Campaign

(Continued from Page 1) campaign for the extensive support of the industry, extended through the combined efforts of national advertising agencies, the Advertising Council, the Metropolitan Advertising Bureau, and local station support. The Red Cross has always played a vital role in every undertaking of the Red Cross," Bonham said, "and this year it has once again proved its invaluable influence. In the period from March 1 to April 10, a Red Cross Fund, through the Advertising Council’s Radio Allocation Plan, received a total of 1,285,770,000 lifer-premier inspections. This is based on Hoover ratings of individual programs. This does not include the tremendous support of individuals, that is 14,000,000 letters of donation, or the highly valuable contribution made by network and local television broadcasters."

"Psyche and Tide radio was the month that—Red Cross Radio Day—coverage in which 14 network programs carry a Red Cross message."

During the regular fund campaign period, Red Cross appeals were carried on 900 stations in the United States and sustaining programs of O and 2 stations all over the country. In all, 3,700 stations throughout the country cooperated with their Red Cross chapters carrying numerous community programs of every type.

Top Stars Co-operate

A series of six special Red Cross transcriptions of shows by Bob Burns, Dennis Day, Phil Harris and Alice Faye, and the American Album of Familiar Music, were carried during the period. At the same time a single "spot announcement" program, which included a news account of the Red Cross, and the programs by Barbra Streisand and Fred MacMurray and Jean Leslie were used by more than 1,800 stations, with NAIB.

In addition, the Red Cross weeks' 15-minute program "End of Mercy," was carried to 350 stations during the campaign. Also more than 200 foreign language programs spotted throughout the nation carried the Red Cross message in eight languages to their specialized audience.

"Contributing in great measure to the extensive coverage we received," Bonham said, "network and local stations through the planning and presentation of the Red Cross message allotting generous and endorse, the program of announcements, the visual use of Red Cross posters, counter cards, slides and consistent use of films.

Joining Wins Staff

John Cannon, formerly a freelance announcer in Chicago, has joined the announcing staff of WINS, New York, as a summer replacement.

Son's Birthday

GREETINGS TO—

June 17
Joan Benedict Joe Hulich
Igor Strovisinsky Grace Gibson
Ernest Kumant
June 18
Roy Boudat Clayton Collier
Ray Kyes Russ Hodges
William R. Goodman
Albert R. Jorgin
June 19
Emil Coleman Martin Gabel
Charlotte Hamman
Mildred Murray Guy Lombardo
Ed Newey
June 20
Virigina Payse Pat Buttrum
June 21
Mathew D. Crowley Ginger Grey
Bob Howard
Kenneth Stueckel Gail Patrick
William Burke Miller
June 22
Ruth Allen Jack Arthur
Gene Austin Gail Laughlin
June 23
Herbert Spencer Stephen Wilhelm
Thomas B. Roach
June 23
Mary Livingston Pick Malone
Claude Reeve Maxine Keith
Tom Meshan

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TELEVISION

ALL N.D. GAMES TO CHEV.-DuM

Watching for Paramount's TV sale, department store to announce biggest scope program package deal to date...package built around some of KTLA's high rating coast programs...Jesse Wiltord, NAB executive.Vice-president, still mulling whether or not to head up the industry organization's TV department...Juniors have it that he and Ralph Austin are being talked about as candidates for the paid presidency of TBA...Better Business Bureau investigating complaints about misrepresentation by dealers in the sale of TV receivers...TV program tickets most sought after by visiting Rotarians in New York with radio giveaway shows ranking second in their requests.

MARTHA RODNERTS' "Meet The Press" from Washington Wednesday night on NBC, with Mrs. S. S. L. (a general manager, looking after the oak, elm, dogwood and crabapple trees...Libby, estate secretary to former TV critic Olo Olsen, Olsen & Johnson, may make her television debut in New York next week...Mother Olsen is being sought for an interview on NBC.

SOMETHING has been added to wrestling in Chicago and the ABC-TV network made the most of the mat monkey-shines with an entertaining pickup Wednesday night...Exhibition is called Australian wrestling with relief wrestlers taking over the ring and their parts when going gets the roughest...Substitute wrestlers stand on the apex of the ring and wait for an opportunity to tag their co-workers before jumping into the endurance contest.

MORTALITY NOTE: Munro Park Racetrack at Oceanport, N. J., named its third race yesterday the "Manhattan Spotlight Pursue," in honor of the video interview show of name on WABD, New York...Another TV deal on the fire for Stan Freeman, currently holding forth at the Blue Angel...Jack Carson to test his new video farm on the Coast in a couple of weeks via a local TV station out there...Fred Allen and his players next fall based on "For the Month" via NBC-TV...Georgia Kaye's futility on Dick Kollmar's TV show Sunday night landed the comic a Paramount theater booking in July.

First Full Schedule Over Tele Web; Includes N.Y.

Detroit - T. H. Keating, general sales manager, Chevrolet Motor Division, has announced that Chevrolet this fall will sponsor the first full home schedule of football games ever televised on a national network.

Keating pointed out that all Notre Dame home games at South Bend, Indiana, as well as its game with North Carolina in the Yankee Stadium, would be telecast over the DuMont television network.

The announcement was made jointly by the Rev. John H. Murphy, C.S.C., vice-president and chairman of the faculty board in control of athletics; Edward "Moose" Krause, Notre Dame's director of athletics; Tom Gallery, director of sales for the DuMont television network, and Winslow H. Case, Jr., vice-president in charge of television for Campbell-Edward Co., Inc.

TV Audience Growing In Cincinnati Area

Cincinnati - A total of 38,923 TV sets, of which 36,380 are in private homes and 2,532 in public places, within the area served by WLBW-T, WLW-D and WLW-C has been counted by the research department of the Gossley Broadcasting Corporation.

The sets found in the Cincinnati area totaled 20,980; in the Dayton area, 9,741; and in the Columbus area, 8,689. A duplication of 4,219 sets resulting from the overlapping of the areas was deducted from the individual totals in figuring the grand total for all three stations.

Mrs. Roosevelt Guesting

Mrs. Eleanor Roosevelt, Miss J. Margarette Bowles of Great Britain, and Mrs. Hans Mehta of India, members of the US Human Rights Commission, will guest on Dorothy Dean's "Vanity Fair" program on CBS-TV on Tuesday, June 17, 12:30-1 p.m. Mrs. Roosevelt is chairman of the Commission.

WFMY-TV Joining CBS

Station WMPX-TV, Greensboro, N. C., will become a full primary affiliate of the CBS network effective September 1. Channel 2 is owned and operated by the Greensboro News Company with P. T. Hinew general manager. This makes a total of CBS-TV affiliates to 41.

SIX SPEAKERS SET FOR NBC-TV INSTITUTE

Chicago - Six leading authorities will lecture during the NBC-Northern University Summer Radio Institute symposium on television, supplementing the six-week course of graduate level radio training opening on June 27.

Jules Herbeuxbeke, NBC Central Division television manager, will be the first speaker, lecturing Sunday, June 26 between 4:00 and 6:00 p.m., CDT.

The following speakers will be heard on succeeding Sundays: Ted Mills, NBC Central Division program manager, will speak on television programming, July 3; Norman Nelson, NBC television production director, will be lecturing for TV, July 10; Robert Wesselius, Jr., NBC Central Division director of field operations, on remote pickups, July 17; Ben Welden, NBC television art director, on TV staging, July 24; and Paul Moore, NBC Central Division engineering operations supervisor, on engineering, July 31.

A parallel symposium on general radio and television subjects will begin Tuesday, June 28. Justin Miller, president of the National Association of Broadcasters, will be the speaker for this series, lecturing on Tuesday nights, in a series not yet complete.

Other lecturers in this series include Robert Creutz, former NBC production-director and recently in charge of Japanese radio, on international radio, July 14; Thomas Comere, attorney, on radio rights, July 21; and Maclean Chandler, of Leo Barnett Company, on audience research, July 28. The lectures in this series will be presented Weidloft Hall on the Northwestern University Chicago campus.

FOLIAGE MARS TV RECEPTION

Bridgeton, Conn.—Ten set owners in this area have been complaining to the Bridgeton Post of poor reception during the present warm and humid weather. "Don't blame the weatherman this time," Frank Marx, ABC v.p. charge of engineering advises. He explained that the heavy foliage on arboretum trees absorbs enough signal strength to reduce the power of the TV pictures received on home screens. This is particularly noticeable in "house" areas, 39 miles or more from transmitters. "Raise your antennas above the level of surrounding trees," Marx suggests, "and your picture reception will be of winter quality."
IT CAN BE DONE
...but don't try it!

Sometimes it's possible to break all the rules—and get away with it.

The famous Tower of Pisa, for instance, has successfully defied both sound engineering practice and the law of gravity for over 800 years.

But for most of us, most of the time, the rules hold.

That is particularly true when it comes to saving money.

The first rule of successful saving is regularity . . . salting away part of every pay check, month after month.

Once in a blue moon, of course, you'll come across someone who can break that rule and get away with it. But the fact is that most of us cannot.

For most of us, the one and only way to accumulate a decent-size nest egg for the future and for emergencies is through regular, automatic saving.

In all history there's never been an easier, surer, more profitable way to save regularly than the U. S. Savings Bond way.

Those of us on a payroll are eligible to use the wonderful Payroll Savings Plan. The rest of us can use the equally wonderful Bond-A-Month Plan through our local bank.

Use whichever is best for you. But—use one of them!

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

This space contributed by RADIO DAILY
CAB OPPOSES GOV’T COMMERC’L RADIO

Industry Spokesmen Support Proposed Bill

Washington Bureau of RADIO DAILY
Washington — Strong support for the McFarland bill was pledged Friday by CBS and NBC in Inter-State Commerce Sub-Committee hearings on the measure drawn to a close after only two sessions. Witnesses expressed their welcome for "anything which will bring speedier action by the Commission.

Joseph Reem, CBS executive vice-president, said that nothing has happened to change CBS's liking for a parallel system of operation for the Commission, as proposed by the

(Continued on Page 5)


Foote, Cone & Belding International has announced three appointments in its Latin American division. Benito Galbraith de Boyes, formerly advertising director of the Steele & Co., Mexico City, was named regional director of the agency for Mexico, Luis de Llano, formerly Mexico City radio director of the Grant Agency, was appointed radio, movie, and television direc-

tor for Latin America. Publicidad General, S. A., a Mexican advertising agency, was named exclusive associate in Mexico for Foote, Cone & Belding International.

4 Summer Replacements Complete CBS Schedule

CBS has announced four summer replacement shows and two time shifts, virtually completing its hot weather rush. Bernard Herrmann's "Strawhat"

(Continued on Page 2)

FCC Upheld

The U. S. Court of Appeals, Friday, upheld the FCC in its public service order to the northeastern Ohio Broadcasting Co., for a new station at Lima, O. The grant had been challenged by the Byway Broadcasting Co., Columbus, on the ground that the Commission had failed to make a proper finding of the comparative need for additional service of the two cities.

The three judges—Edgerton, Miller and Fellman—were unanimous in a two-sentence decision which merely declared that no error by the Commission had been found and that the decision was affirmed.

Radio Public Service Rated High In Report

Time and talent valued at between $13,000,000 and $15,000,000 was donated last year by stations, networks, and advertisers to public service campaigns, according to figures released today by the Ad-

certification Council. The Council estimated that public service messages aired during 1948

(Continued on Page 6)

Ken Dyke Taking Post With Young & Rubicam

Ken R. Dyke, former v-p in charge of programs at NBC, has been appointed v-p in charge of Public relations at Young & Rubicam, Inc. Dyke, at present vacation-

ating at Cape Cod, will take over his new post next month.

TBA Asks FCC To Change Enforcement Of TV Freeze

The FCC was asked Friday to partially lift the freeze on TV construction in eleven market areas comprising 22 channels by the Television Broadcasters Association on the grounds that the questions of interference and station spacing are not factors.

Indicating that continuance of the freeze will work a hardship on TV transmitters and receiver manufacturers unable to plan their advance

production schedules, J. R. Poppele, president of TBA, signed the letter which was mailed to the Commissi-

on. In the letter, as spokesman for TBA, Poppele said:

"The protracted character of the freeze has an adverse effect on at least two segments of the Industry, exclusive of the state of suspended animation in which hun-

dreds of applicants for television

(Continued on Page 7)

Father Day Publicity Gets Much Free Time

Father's Day promotion by stations and networks ran about one-third ahead of last year, with more than half of all programs advo-
cating good will toward the head of the house, the National Father's Day Committee disclosed. The Committee, which operates on a non-commercial basis, supplied broadcasters with suggested spots and program material on this year's

(Continued on Page 5)

Radio's Selling Power Convincing To Realtor

An eloquent testimonial to radio's selling power came Friday from the president of a Long Island, N.Y., building firm. The company announced a sell-out of an entire group of 423 homes after five days of programs and spots on WIND.

(Continued on Page 2)

Separate Sales Staffs Set Up By KFI-KFI-TV

Los Angeles—KFI and KFI-TV, Los Angeles, now has separate sales staffs. Kevin Sweeney, sales head of both stations, has announced. Since KFI-TV went on the air

(Continued on Page 6)

St. Andrews-by-the-Sea, N. B.—Delegates to the Canadian Association of Broadcasters annual convention Friday asked for separate licensing and regulatory authority from CBC and sent back for further consideration a resolution seeking confinement of CBC activities to non-commercial.

(Continued on Page 6)

Include Phonographs In New Apartments

A New Jersey builder has announced plans for installing RCA Victor phonograph as standard equipment in each of 310 apartments being built in a "garden vil-

lage" development near Newark. The builder, Milton L. Earlitch, said the photographs will be built into a specially-designed section of the living room, dubbed the "RCA Musi-

corner," which will also permit

(Continued on Page 5)

New Waring Program Set For NBC Network

Fred Waring's Pennsylvanias will launch a new half-hour musical series on NBC Saturday mornings at 10, starting July 16. The Waring ensemble is also heard Thursday nights at 10:30 on NBC.

(Continued on Page 6)

Veteran

St. Louis, Mo.—C. L. (Chet) Thomas, general manager for KFOX and FM and the newly elected presxy of Transkit Radio, Inc., marked twenty-two years in the radio industry on June 12th. Thomas launched his radio career in Chicago with the Great Lakes Stations WLW and WSAI, as assistant to the sales manager of those outlets.

www.americanradiohistory.com
Radio Daily
Monday, June 20, 1949

COMING AND GOING

HARRY ACKERMAN, vice-president of CBS and director of all programs in Hollywood, who has been in New York on business for the past two weeks, will return today to the film capital.

MILTON CROSS, American network announcer, most of whose programs are heard over WINS, is coming into New York and Westchester, N.Y.

ROBERT SWEEZY, general manager of WDBJ, the Roanoke television affiliate of CBS, arrived in Goshen Friday on a short business trip.

PAUL H. KEOUGH, radio newcomer formerly with WPKX, is due in New York today to join the "La Guardia" in Italy. He has just completed a two-month, free-lance television-writing tour of England and the Continent.

NEAL HATHAWAY, director of program promotion of CBS, today starts a two-week vacation at Stone Harbor, N.J.

GORDON FRASER, American network correspondent, on Wednesday will return to his Alma Mater, Lawrence (Mass.) High School, where he'll attend the 100th anniversary of the school's founding.

HEIDY, of "How's Heidy" on WOR, will visit Middletown, N.Y., for presentation of awards in the current Firestone promotion.

4 Summer Replacements Complete CBS Schedule

Radio's Selling Power Convincing To Realtor

(Continued from Page 1)

Dr. CLINTON H. CHURCHILL, president and general manager of WKLY, provides the "Golden Ticket" for the coming radio season.

FRANK YAVINNO, manager of ABC's music division, last week moved out of his Manhattan apartment and into a ranch-type house in Amagansett, L.I. (Long Island), where he speculates.

WILLIAM FENDRICH, secretary to Gordon Graham, assistant program director of WJCL and MARCELLE SMITH, secretarial aide to Bite the "Giving" man, are on vacation at Montauk Point, L.I.

ALAN SMILER, head of film production for the Swing into Sports and the Maxine Barlett shows on DEBUT, leaves for the West Coast this week on a combined business-advertising trip.

EDNA WENNER, sales service manager for WCBS, leaves today for her annual holiday, and in less than a month she will be in New Orleans and Little Rock.

AL UNGER, vice-president in charge of sales for the Frederic W. Ziv Co., and AL SAMBROOK, manager of the San Francisco operation of World Broadcasting Co., returned from St. Andrews-by-the-Sea in Canada, where they attended the convention of the Canadian Association of Broadcasters.

Radio's Selling Power Convincing To Realtor

Most of the baby antelopes in the U.S., like the one in the picture, are born in the Detroit Zoo. They've got a monopoly out there in producing antelopes.

W-I-T-H in Baltimore has a monopoly, too, in this rich, competitive market—in producing low-cost results from radio advertising.

You see, W-I-T-H delivers a BIG audience at very LOW cost. It covers 92.5% of all the radio homes in the Baltimore trading area. You can do BIG things on W-I-T-H with a LITTLE bit of money.

Call in your Headley-Reed man today for the whole wonderful story about W-I-T-H!

Financial

NEW YORK STOCK EXCHANGE

High Low Close

ABC 133 153 152

Admiral Corp. 1 1 1

AM. Tel. & Tel. 113 113 113

CBS A 174 174 177

CBS B 174 174 177

CBS P 174 174 177

Philo 25 25 25

Philco 25 25 25

RCA 165 165 165

RCA 165 165 165

Sutler-Warner 195 195 195

Westinghouse 171 171 171

Zenith Radio 235 235 235

NEW YORK CABLE EXCHANGE

Nat. Union 155 155 155

OVER THE COUNTER

Bid Asked

DuMont Lab. 11 12

Stoughton-Caridak 11 12

U. S. Television 18 19

WCBS New York 20 21

WRJ Detroit 6 7

John Roosevelt Guesting

John Roosevelt, youngest brother of the late president, will be a guest of Martha Deane on WOR, New York, Monday, 10:15-11 a.m. He'll discuss his new business venture, in which he employs only disabled veterans.

THE SHOW OF SHOWS WILL EXIST SOON!

ADV.

WKMO Leaves Air

WKMO, Koko, Ind., recently went off the air, after more than eight years of operation. The station was sold to Gilbert E. Mettger, Jasper, Ind., head of the firm which owns WITZ. Jasper, who returned the WKMO license to the Federal Communications Commission, said Mettger's offer of $65,100 was accepted by Perry O. Davis, who had been appointed receiver of the Koko station. Donald A. Bumpus, owner of a Murrican, Ind., station, who had operated WKMO for the recuperative ten May 21, an unsuccessful bidder.

Fordham Grads Set For Radio-TV Positions

Out of the 28 Fordham University graduates with majors in radio and television, 13 have secured jobs in their chosen fields, it was announced yesterday by Bill Coleman, manager of the University's station WPFA.

Ten graduates have actually accepted jobs in radio and television. Three others have only the broad- 

Antelope Factory

Most of the baby antelopes in the U.S., like the one in the picture, are born in the Detroit Zoo. They've got a monopoly out there in producing antelopes.

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You see, W-I-T-H delivers a BIG audience at very LOW cost. It covers 92.5% of all the radio homes in the Baltimore trading area. You can do BIG things on W-I-T-H with a LITTLE bit of money.

Call in your Headley-Reed man today for the whole wonderful story about W-I-T-H!
In Detroit, first to be tuned-in and last to be turned-off is WWJ, Detroit's first radio station. So familiar is this 29-year old station to the masses in this wealthy market that this tuning-in, turning-off procedure is a daily habit in thousands of homes that house the families of Detroit's workers.

Results, too, are habit-forming ... because WWJ advertisers have been getting them habitually. This is one market where “playing the favorite” pays-off every time.
Monday, June 20, 1949

RADIO DAILY

AGENCIES

The new offices of William H. Weintraub & Co., Inc., in a building now under construction at 488 Madison Ave., will include a theater for video auditions and sales meetings, and a kitchen for product research. The agency will occupy the entire 17th floor.

A. W. LEWIN COMPANY has resigned the Peter Breidt Brewing Co. account.

MAURICE V. ODQUIST has joined Kenyon & Eckhardt, Inc., as account executive. He was formerly director of merchandising and account executive at Newell Emmett & Company, and prior to that, director of marketing at the American Can Company, director of radio for the A&P Tea Company, and sales promotion manager of the Glidden Corporation.

The advertising group of the Special Libraries Association at its annual meeting elected as chairman, Martha H. O'Leary, librarian of Benton & Bowles, Inc. She succeeds Miss Araz Odabashian, librarian of Poute, Cone & Belding. Other officers elected were: vice-chairman, Greg Aspes, librarian of Brown & Bigelow, St. Paul, Minn.; secretary, Nathalie D. Frank, librarian of Geyer, Newell & Ganger, Inc., New York; treasurer, Mrs. Elizabeth Boutilier, librarian of McKinsey & Company, New York. The business meeting was held at the Hotel Biltmore, Los Angeles as part of the 40th annual S.L.A. convention.

WHITETHALL PHARMACIAL COMPANY, a division of American Home Products Corporation, announces the appointment of Sullivan, Stauffer, Colwell & Bayles, Inc., to handle the advertising of Kolyuno Tooth Paste and Rolinos Antidecay Tooth Powder. Effective July 1st, Bisodol Powder and Bisodol Mints, products of Whitethall Pharmacical Company, are also handled by Sullivan, Stauffer, Colwell & Bayles, Inc.

HARRY B. SMART, formerly with the Chicago office of Dancer, Fitzgerald, Sample, has joined the Chicago staff of Blair-TV, Inc., television station representatives.

WLAM, Lewiston-Auburn, Maine, 5000-watt ABC affiliate, has appointed McCormick-McKinney, Inc. as national representatives.

BUCHANAN & CO., INC., has been retained to handle advertising for Quality Television Corp., distributor of DuMont television sets in the Los Angeles area. The board of directors of the newly organized firm, and Richard F. Gisin is president. Frank E. O'Brien of Goodman's Los Angeles office was appointed account executive for Quality.

CALIFORNIA COMMENTARY...!

- The Sampson Tele-Robot makes its debut at a press preview here tomorrow. The Tele-robot, developed by the Sampson Electric Co., enables a hotel, apartment or hospital to have television in every room working off one regular television set. The principal is in projection, regardless of the size of the set.

- Hal Polaitre has been named vacation relief writer-producer for KECA.

- Denver University and Sende Productions have signed a five-year exclusive contract whereby Sande, under the direction of Arthur Dreibus, will film 130 half-hour children's plays for television. Production will be at Denver University.

- Jack Smith will total 300 programs for CBS for Oxydol when he signs off for the season June 1st, Hal O'Byrne, son of the man who directed the famed Hal Style School of Radio in Beverly Hills, has been appointed at Annapolis.

- Working in conjunction with the State Department, Crowder Radio Productions is waxing a dramatic series entirely in Portuguese for re-playing in Brazil. Multi-Vision, rear projection, made its video bow last week and will be ready soon for national distribution. Pictures thrown on a plastic screen permit actors to play in front of it and making it appear as if they were on an exterior locale. Martin Leeds, business manager for CBS Hollywood network program department, is in New York for parleys on Fall programming. NBC is converting its Studio E into an additional television studio. Meanwhile, NBC is auditioning three shows for video—the Garry Moore "Take It or Leave It" program, the Dennis Day show and the Jack Carson show. These will be kinescoped for sponsors and will not be telecast by KNBH.

- Irving Asher has dropped out of the Proctor & Gamble television film setup. He was to have made a group of pictures in England. Reason for his withdrawal has not been disclosed.

- Almowbray is replacing Mal Boyd as star of "Hollywood in Three Dimensions." Boyd continues as producer.

- Frank Domig auditioned his "Alma-Lee Show" for broadcast. Show stars Robert Aldo and Pinky Lee, with Sandra Gould, Harold Huber, Ruth Perrell and Dickie Monagan featured. Domestic also is producing the Harry James show, which Universal Rerecorder is putting out for the U. S. Navy.

- Milton Beaver flew into town Friday to prepare for his part as a headliner in the second anniversary ball of the Greater Los Angeles Press Club. When Ralph Edwards bowed off the KRC "This is Your Life" program for the summer last week, he made no television concessions, although it is reported that Phillip Morris is interested in televising the show next year. Edwards has been re-engaged for the second year.

- Samuel Rosenberg, trustee of the Music Performance Trust Fund, told a press conference last week that sales of records have dropped 30 per cent since the first of the year. He said the reasons included public uncertainty over the various new speeds, purchase of television sets and general economic conditions.

WEDDING BELLS

Curt Gowdy, who broadcasts the Yankees' games for WINS, New York, with Mel Allen, will be married June 24 to Miss Jerre Dawkins, of Edmond, Okla. The wedding is expected to be held at Central Presbyterian Church, New York.

WILL ANNOUNCE SERIES

John Lotas, WWSN, New York announcer, will announce the "Say It With Music" program in the transcribed "Voice of the Army." The series is expected to begin this month. Margaret Whiting is starred.

NEWSBAY DISC JOCKEYS

A daily series of on-the-air auditions to locate the best disc jockeys candidates among Baltimore newsboys will be inaugurated on station WBAL, with disc affiliate beginning at 7:30 a.m., Monday June 20th.

The hundred carrier boys of the Baltimore News-Post and the Baltimore Sunday American, all or junior high school or high school age, will be eligible for the talent which will be judged by the station's leading disc jockey, Martin Block, conductor of the WBEN Make Believe Band, announcer of the NBC Super Club Block, a native Baltimorean, is a former newspaper carrier.

The winner of the contest will appear with Block on his program in New York and will make other guest appearances on n. e. t. w. o r. shows. The daily series will be a high-light of the Around the Breakfast Table broadcast which is conducted by Al Ross from 6:30 to 8:15 a.m.

HEALTH CRUSADE

WISN, Milwaukee, is cooperating with Milwaukee Health Department to publicize a program of immunization against communicable diseases with an Education loco. Promotion of the Health Department's modern mobile clinic will be broad cast daily on WISN at 8:45 a.m. and 12:15 p.m., for nine weeks starting June 20. Dr. E. R. Krumbiegel, Milwaukee Commissioner of Health will place the mobile clinics on program to Milwaukee mothers over WISN Friday, June 17 at 4 p.m. in an interview with WISN's Ann Leslie.

KODY SOAP CAMPAIGN

Thru a KODI Miss America, in excess of 3,000 bars of Swan soap will be sent overseas to needy persons thru CARE, the relief organization. KODY sponsored a contest for Val boys and girls of North Platte and neighboring towns at the Paramount Theater there. Admission to the show was two Swan soap wrappers. A total of 6,125 wrappers were received from the 1,110 kids attending the show. In addition two local markets cooperated with KODY on the promotion, each offering $10 worth of prizes for the most Swan wrappers turned in. Manager John Alexander of KODY has forwarded the wrappers to CARE so that 3,063 bars of soap may be sent overseas.

WINDOW STREAMERS

WMGM, New York, has distributed 35,000 streamers depic ting Bert Lee and Marty Glickman, sportscasters on "Today's Baseball" sponsored by KODI, to New York outlets of Niedick's bottled orange drink. WMGM has also sent 10,000 spun counter display cards to retail stores thru the Tru-Va brand of T-shirts, tying in with Tru-Va's sponsor ship of "Warm-Up Time."
Strong Support For McFarland Bill
As Hearing By Senate ICC Closes

(continued from Page 1)

Petry suggested also establishment of "in reasonable state of limitation of
laborations pertaining to revocation pro-
cedings." Declaring that he knew
that the Federal Communications
Commission has developed in its investigative prosecutory functions from its judicial functions, Petry said his provisions of the bill for additional safeguards.

D. J. Speakerman Heard

The Department of Justice is en-
gaged in a "mild investigation" of
monopoly in the broadcast field,
James E. Kilguy, head of the anti-
trust division's transportation and
communications section, said Friday.
A moment later Kilguy said he was
"considering investigating certain
practices in the field of broadcast-
ing."

Kilguy's revelation came during the
hearing session of the Senate 
Committee on the McCarran bill. 

Chairman Committee Chairman Edwin C. 
Justice Department study, 
but neither he, Kilguy nor David Hume, 
department attorney in 
charge of the study, would say more than Kilguy had already said.

General impression was that serious 
study was being given to network 
operations in the antitrust point—but Kilguy said complaints reaching the 
Department and under study include other matters as well.

The appearance of the Justice De-
partment came as a complete sur-
prise, and Subcommittee Chairman 
Ward L. Quaal, $12,000-a-year lob-
byist for the Clear Channel Broad-
casting System.

Quaal too the stand simply to 
insert in the record a statement 
countering the anti-clear-channel 
statement inserted in the record a 
day earlier by Ed Crane, of Buena 
Mont. As soon as the witness ap-
ppeared, Johnson demanded that 
he be sworn—the first time in the hear-
ing that any witness was sworn.

The Colorado Democrat, bit-
erg channel foe, then demanded to 
know if Quaal was registered as 
a lobbyist and how much salary 
and expenses he drew. Quaal re-
torted that the rate at which he is paid is $12,000 per year plus 
expenses, which have gone as high 
as $13,000 this year. But before 
he could tell how much of his salary and expenses is paid by the Chicago Tribune (WGN) or any other individual member of the 
CCBS

Quaal's job is "entertaining mem-
bers of Congress."

Senator McFarland also made it 
clear that he disagrees with the 
FCC's position declaring that he 
is opposed to any monopoly in ra-
dio unless properly regulated.
Quaal said no monopoly issue is 
involved in the clear channel fight.

"You disagree with the 
whole committee in this matter?" McFar-
land asked.

A moment later Quaal said he is 
"so much opposed to monopoly as 
you or Senator Johnson or any 
other good American, and so is the 
Clear Channel Broadcasting Service."

"On that I would disagree with 
you, McCarran retorted.

Questions By Johnson

Johnson had left to go to the 
Senate floor by this time, Cephase 
asked Quaal if he knew that 
Crane represents any group of 
broadcasters and whether he is reg-
istered as a lobbyist. Quaal replies 
that Crane represents the Independent 
Protective Broadcasters League but 
is not registered as a lobbyist, Quaal 
asserted, and nothing should be 
registered.

The Indiana Senator said he is 
"carrying the torch" for neither side 
in the clear channel controversy, 
"merely trying to be fair for fairness." He accused Johnson 
of having been unfair to Quaal 
and said such exhibits detract from 
the public respect for the Senate. He 
called upon McCarran to recall 
Crane to the stand for questions.

McFarland denied the charges of 
unfair conduct on his own behalf 
and rejected the statement, he 
seemed to say, that Crane was 
"if there was time at the end of 
the hearing."

Quaal said Crane was not pres-
ent, but Cephase spotted the Mon-
tana in the audience.

Cepahart did return to the stand 
swears to the testimony he had 
given a day earlier and de-
clared he was not registered as a 
lobbyist and that he was not re-
quired to register. He was in Wash-
ington at his own expense, he said, 
and had not represented himself as 
speaking for any group in his tes-
timony.

Ask Bill to Direct Networks

Legislation to permit the FCC to 
exercise direct authority over 
the networks was asked of the 
committee by Gordon Brown of WSB.

Brown told the solons he expects to be bankrupt 
before he can get a decision from 
the courts over his million dollar anti-
trust suit.

Although expressing genuine 
sympathy for the proposal, 
McCarran stressed the Committee's 
intention to confine the present bill 
to what it had earlier termed "non-
intrusive" non-policy matters of 
procedure.

Brown declared, that networks are 
the installation of any standard tele-
vision set.

Senator McFarland greeting the an-
ouncement as "a step in the arm "policy "revaluated (phonograph 
record) business history," 
passing to thedtion in charge of RCA Victor's Consumer 
Division, declared that whatever phonograph system is 
selected, if other builders do fol-
low through on this innovation in 
moderate income apartment build-
ngs, the phonograph and record in-
dustries may well be holding for 
an era of activity such as they never 
dreamed possible even in the rush 
years of 1929 and 1930.

The apartment development to be 
provided with phonographs is the 
Warren J. Lockwood Village in 
Roselle, N. J. Each tenant will also 
be given a gift album of seventeen 
representative RCA records. In addi-
tion, the RCA Victor dealer has disclosed plans for an "RCA 
Record Wagon," which will roll 
through the streets of Lockwood 
Village like a Good Humor Man, sell-
ing fresh records hot off the press.

Father's Day Promotion

garners Much Free Time

(continued from Page 1)

Father's Day theme, "Today's Child-
ren Are Tomorrow's America." All 
of the announcements were 
dedicated.

"We didn't spend a cent," a spokes-
man for the committee said.

WOR, New York, went all out for 
Father yesterday, adding the fol-
lowing to its station breaks: "On 
This Father's Day, WOR, New York, 
will give all the gifts, grooves 
and good wishes to all fathers."

Grove Labs Take Over 
Plunder Antacid Tablets

Hard on the heels of its purchase of 
the F. W. Fitch business, the 
Grove Laboratories, Inc. of St. 
Louis announces that it has acquired 
from the estate of F. H. (Plunder 
of Minneapolis the rights to manufac-
ture and sell Plunder's Antacid 
Tablets.

The Harry B. Cohen Advertising 
Company of New York has been ap-
nointed agency for Plunder's 
Tablets, as well as the Fitch and 
Grove products previously announced.

In interstate commerce because 
they are a long line, Present regulations, 
however, make individual network 
affiliates responsible for network 
operations, provided responsible 
affiliates are in existence. He said 
the average independent finds it 
so costly to attempt to build the 
net in court. In his case, he 
said, "they moved in with a legal 
crew it would cost me a million 
to cope with."

He termed NAB the "lackey" of the 
networks."
CAB Opposes Gov’t In Commercial Radio

(Continued from Page 1)

merial public service broadcasting. A resolution declared that the meeting "integrates the incoming broadcast industry in the consultation to the royal commission on arts, and, if it is deemed advisable, creates a national committee on radio, urging before both bodies that there should be set up a separate radio licensing and regulatory body from which there should be a broad right of appeal."

There was some suggestion from the floor of the convention that the new regulatory board—which would take over from the CBC—might be the Federal Transport Department. Fred W. Johnson, Detroit, Mich., was nominated for the position of chairman of the new board if the CBC was made responsible for its operation.

The following 12 members of the CAB were nominated for 11 directorate positions:


The nomination committee had brought in a list of 11 but the question of British Columbia representation was raised and Mr. Chandler's name proposed.

Many speakers said that one or more private commercial networks would be feasible in Canada if the CAB was confined to public service broadcasting. Some speakers that their television programs were produced showing just how private networks would operate and just how their operation would affect the membership and public operation.

Edgcott Boyce, Toronto, said it was his firm opinion that private networks must be successful, and "not that a single private station will lose a penny if the CBC gets out of the commercial field."

On the question of a regulatory body CAB didn't want something which would be "impossible worse than the CBC," speakers warned. It was at this point that the suggestion was made about the Transport Department, which was forced to heed public opinion.

G. E. P. Rice, of CFRN, Edmonton, was the subject of a motion of appreciation on his retirement as CAB chairman, announced that a five-day meeting was to be held for submission to the royal commission by Aug. 15. While in the local radio station CJOH, Lethbridge, Alta., was elected chairman of the concluding meeting of the four-day CAB convention.

Stewart Finlayson, general manager of the Canadian Marconi Co.,

CAB Opposes Gov’t In Commercial Radio

(Continued from Page 1)

SQUIRE of Autumn business prospects

Selectek Radio Outlook Good

by AL JAKIN

TheWeek inRadio

(Continued from Page 1)

on the other hand, told the committee that the CAB opposed the National Broadcasting Company (NBC) in the sale of NBC to the National Broadcasting of American Radio.

"As far as those sections of the bill dealing with the internal organizations of the Commission, the CAB opposes the bill because there are matters with which the CAB has nothing to do."

The Canadian Assn. of Broadcasters held their annual meeting on June 18 at St. Andrews-by-The Sea, N.B., with more than 200 delegates and representatives from all parts of Canada and the United States in attendance. The CAB's membership was brought to 80 with the addition of three new stations: WDK, Cheverly, Ont.; Matane, Que., and Robertsport, Del.

The decision of the Maryland Court of Appeals in reversing the convictions of two Baltimore stations, WITM, WFBF, and WCMC, for violation of a local Supreme Bench code limiting the publication of certain graphic news, was hailed by former FCC chairman James Lawrence Flynn, counsel for the station owners in Washington, having "national significance" and as "being a great contribution to the freedom of speech and the press."

C. M. Wilson's resignation as proxy of WJR, Detroit, WGG, Cleveland, and KMPK, Los Angeles, effective July 1, was confirmed. Phlco Corp. board chairman James Ballantine's death shocked the entire radio industry. William H. Shack, CBS director of special operations, was appointed v-p in charge of programs at MBS, effective July 1. "I believe that we have the skills and the facilities to operate," said Thomas Burch, chairman and former proxy of the American Radio Co. agency, died after long illness.

Door-to-doorictionaries were to be using radio surveys and sponsors' names to gain admission to New York homes. Radio "hams" staged 24-hour device rehearsal to demonstrate possible future communications emergencies. Petriello re-elected AFM proxy. "Red Cross" sponsored radio TV aid in fund campaign. NAB executive v-p Joes Willard debunked "prophets of doom" who are TV-knockout radio in talk at Foreign Language Broadcast Clinic held in New York. WMOB, Mo., recorded its operations. WFBF, newest New York FM station, officially started operations.

New Waring Program Set For NBC Network

(Continued from Page 1)

thru the across-the-board-spring series ends July 8. The new weekly radio program, sponsored by the Stuart Valley Canning Co., which currently sponsors the Friday segment of the five-week series.

Radio Public Service Rated High In Repor

(Continued from Page 1)

on behalf of more than 50 private and federal agencies cooperating in Radio Albion, has registered an almost 15 billion "listener-impressions." This term is defined as to messages heard once by one listener.

This volume of business from the Commission Council, says, was about the same as that of 1945 and 1947, and almost half the war years.

Radio and other media are credited by the Advertising Council for having contributed the following results: in 1946, a continued drop in the automobile accident death rate, down to the second lowest figure on record; 13 per cent less forest fires than in 1947; a boost in sales of automobiles to as many as 25,000,000 a day, the Red Cross goal of 950,000,000; recruitment of 43,000 student nurses; 31 per cent increase in chest X-rays; school enrollment in Grammer, High, and College in almost every state; 25 per cent increase in Pol-

Separate Sales Staffs:

Set Up By KFI-KFTI

(Continued from Page 1)

nine months ago, the same sales organization has been selling both stations, and separate sales representatives are assigned to each station.

Assigned to KFI, Los Angeles, are Truman Perry, Albert Price, and Arnold Kaplan. Representing KFTI-TV, independent all-daytime TV station, will be Jon Bradley, Baden Powell, and Geo. Ledell. Perry, Price, and Brad are veterans of the KFI sales organization while Powell, Ledell, and Paul are from the independent stations.

A remarkable increase in our television billings since KFI-TV went daytime March 1 necessitated a separate staff to handle KFI-TV. KFET sales, Smith and Tule sale staffs will continue to report to Sweeney.

American-Made Portable Hit Of Belgian Show

Tele-tone Radio Corp., showing their model No. 16 three-wa-

tations radio at the recent Annual Radio Show held in Brussels, Belgium, created the outstanding demonstration of the shock of a new and different type of radio.

Tele-tone distributors in the Benelux nations, Joseph Chiklar, manager of the Genex Sales Co., has been added to this list, with a better receiver than we do not manufacture in our own country," he reported.

The radio, which has been added to the station's standard line, is a better receiver than we do not manufacture in our own country," he reported. The radio, which has been added to the station's standard line, is a better receiver than we do not manufacture in our own country," he reported.
TBA ASKS FCC TO ALTER FREEZE

Two By GBS Included In WPIX Film Package

Acquisition of U.S. tele rights to a 13-picture feature film package, including George Bernard Shaw's "Pygmalion" and "Major Barbara" was announced today by Robert L. Cusatis, manager of WPIX, 55 New York outlet has exclusive TV rights to the package for two years, and the films will be offered to stations outside of New York.

Negotiations for the films were handled by James S. Pologak, program manager, and Ed Evans, relations director, of WPIX. Shawpix were obtained from Morris Helbrin, representing producer Gabriel Pascal.


"Thunder In The City," with John Garfield and Joan Fontaine; "A Star Is Born," and "The Young In Heart" were obtained from Alson Productions.

New Company Formed To Sell TV Packages

Formation of TV-Programs, Inc., a company to act as sales representatives for producers of video shows, was announced yesterday by Edward Roberts, Jr., president. Offices of the firm are located in the Empire State Building.

Officers of the firm have had wide experience among advertisers and television agencies. Edward Roberts, J. Wilfred Gagen and Philip Tantillo, vice-president; Withy McCord, treasurer, and Thomas Ford, secretary. Directors are Roberts, Ford and Carlston M. Hub.

Merman On Ford Show

Ethel Merman will headline the first of three weekly variety shows over CBS-TV, sponsored by the Ford Dealers of America, on Monday, 9-930 p.m., EDT.

Appreciation

"Television Chapsi," a weekly WPIX relaxed program, was presented yesterday with the first letter of appreciation to TV of the Federation Council of Churches in America for the outstanding contribution it has made to religious life." The program had been reviewed previously with the first citation of the National Conference of Christians and Jews.

Radio-TV Institute Set At Fordham 'U'

A symposium of 24 lectures on The Challenge to Communication and other "practical" radio- TV courses will be featured in Fordham University's Summer Institute of Radio and Television, July 5-August 12.

The courses will utilize the facilities of Fordham University's non-commercial FM station, WFRV. Registration for the Institute will take place June 30, and July 1.

The faculty will include: A. Coleman, chairman of the radio division at the Bronx College; Earl McGill, an officer of the Radio and Television Directors Guild; Ted Cotter, T.P. in charge of programming at WNEW; Norman Brodskier, NBC announcer and emcee; and Mrs. Dorothy Klak, program director at WHYE.

False TV Ad Claims Scored By N. Y. BBB

Exaggerated and misleading advertising claims by set manufacturers and retailers were scored over the weekend by the Better Business Bureau of New York. The Bureau said that such practices destroy public confidence and "lack of confidence, in fact, is pretty easy to do".

"Irregular practices have recently been on the increase in the advertising and selling of these products. A number of offerings are inaccurate, and misleading, unfair to the public and the industry, and injurious to public confidence in the integrity of advertising," the Bureau said.

The cases involved were: "Guarantees that are exaggerated or insufficiently explained; unfair competitive claims; free or seamless goods that are not free; 'trade-in allowances' where no trade-in is required; terms of payment that are incapable of fulfillment or are misleading by omission, extra charges, not mentioned; misrepresentation of cabinet woods; exaggerated tube count, etc."

11 Video Markets Cited Ready For Tele

(Continued from Page 11)

stations and themselves at the present time. "Most seriously affected by the freeze are manufacturers of transmitters, who are unable to make any long range plans with respect to the equipment they have been ordered," he continued. "Receiver manufacturers are in a quandary attempting to project their operations over a span of the next six months, and seven imponderables of the freeze order." The TBA speaker pointed out that the study of the present allocations chart reveals at least 11 market areas, comprising 22 channels, sufficiently separated, co-channel wide, to permit immediate action on the applications pending in those areas.

Market Areas Listed

Amarillo, Tex., five channels; Denver, Colo., one channel; El Paso, Tex., two channels; Sacramento, Calif., one channel; Seattle, Wash., one channel; Stockton, Calif., two channels; Tacoma, Wash., one channel.

The TBA president explained that by issuing an order permitting licensing of stations in the above-mentioned markets, the Commission would be accomplishing the following objectives:

1. Permit immediate hearings on applications for new stations in the "infested" areas and fast track the way for additional stations to reach the air (for those that have applications that were continued "frozen" until the freeze is lifted). A new subsequent rate of six per month is planned.

2. Permit manufacturers of transmit- ting equipment to accept orders from interested applicants and then, by step by step process, begin producing television equipment that must not be overloaded.

3. Permit manufacturers of receiving equipment to expand operations so that the new market areas could be issued with adequate numbers of receivers when the new stations go on the air in February, 1949.

4. Permit distributors in areas affected by the freeze to expand their activities for introduction of receivers in the "infested" cities.

Poppole added that "most important, by unfreezing the applications for new stations in those areas, the Commission would be going a long way toward avoiding a jamming of orders for transmitters and receivers when the FCC finally brings an end to the freeze order".

SAG Status Report On TV Presented To Membership

A status report on television sent this week by the Screen Actors Guild to its membership termed it "most baffling problem" that the union will enact a code of rules governing such employment. If the alleged inequities continue. The Guild said that up to now it has had no enforcement rules governing screen actors in film television in order to give new iniciation of fair opportunity to develop.

However, the report then went on, union rules are not adequate substitute for a collective bargaining contract."
Vacationtime
in WJR Land

WJR—Michigan's greatest advertising medium—covers a
great summer resort land. Hundreds of thousands come
here to rest and swim and fish, and they listen to WJR.
This "vacation audience" is a plus that's worth remembering
when you make your summer schedules.

Call or write
your nearest
PETRY office

WJR

CBS

50,000 WATTS

FREE SPEECH MIKE

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.
Snelgrove Elected President Of CAB

St. Andrews, N. B.—Ralph Snelgrove, CFOS, Owen Sound, is the new president and vice-chairman of board of directors of Canadian Association of Broadcasters.

He was elected at a closed meeting of the board which concluded the CAB's 24th annual convention. The meeting also reappointed Clifford Sifton, Winnipeg, and Gordon Love, Calgary, as trustees, and decided to hold next year's convention in Hamilton, Ont.

Private broadcasters' policy to

(Continued on Page 2)

German Radio Group Here For Courses

The vanguard of a group of 18 German broadcasters has arrived in New York for a two-month study of U. S. broadcasting methods, under the sponsorship of the American Military Government and Columbia University's Bureau of Applied Social Research.

Seven of the foreign broadcasters are already here and 11 others, in

(Continued on Page 6)

Dunavan Gen'l Manager Of Lone Star Regional

Edward H. Dunavan, for the past four years sales manager of WEBG, Dubuque, and the Arrowhead Network, has been named to the post of general manager of the Lone Star Chain, 16 Texas stations with headquarters in the M & W Tower, Dallas. Dunavan will manage station relations for LSC, supervise the placing of special events programs in addition to handling commercial accounts.

Scholarships

The income from a trust fund of $13,000 established by H. V. Kollenborn will be made available for an annual radio scholarship for the school year of 1949-50, according to an announcement by the University of Wisconsin. Scholarship will amount to approximately $500 for the school year and was established to assist deserving students in radio.

25th Anniversary

WDBJ, Roanoke, Va., yesterday celebrated twenty-five years of broadcasting with two CBS network programs saluting the pioneer station. WDBJ were heard on the Godfrey and "Boat the Clock" programs in Frank Stanton, president of CBS, transmitted a special message for rebroadcast over the station. WDBJ joined the network 20 years 40.

Church Fellowships Awarded Nine By NBC

Winners of nine fellowships for religious radio study were announced yesterday by Sterling W. Fisher, manager of NBC's Public Affairs and Education Dept. The fellowships, in the NBC Summer Radio Institutes, were granted by the network and the Protestant Radio Commission. Each earns $150 stipend covering tuition and some traveling expenses.

NBC conducts the Summer Radio Institutes in cooperation with

(Continued on Page 2)

Eighty Enrollees Set For Summer Institute

Chicago—Eighty enrollees have been accepted for Northwestern University's eighth annual Summer Radio Institute which will open at the NBC studios on June 27th and will continue throughout August 6. In addition to regular credit-bearing courses, the Institute will offer

(Continued on Page 2)

Foreign Broadcasters Coming To Attend Radio Seminar

Champaign, Ill. — Broadcasters from Japan, Korea, Denmark, Britain and the Philippines will join leading figures in American radio at the University of Illinois' Seminar on Educational Radio to be held here June 27-July 9.

The Rockefeller Foundation is sponsoring the conclave, under the general direction of Wilbur Schramm, director of the university's Institute of Communications Research. A partial list of participants follows:

Waldo Abbott, general manager, WYOM, University of Michigan; Anne Averill, Graydon Avent, general manager, WHTA, University of Alabama; Robert Cole, general manager, WRAR, Michigan State College; Russ Eber, WLIP, Franklin Durham, head, division of radio, U. S. Office of Education, Washington; John V. Duns, general manager, WNBR, University of Oklahoma; Norman A. James, Ph.D., consulting engineer on TV and FM, Peoria, Illinois; Ernst F. Schwilch, associate dean.

(Continued on Page 6)

Erection Of 49 New Television Outlets In Forty Cities Getting Under Way; To Be Completed During 1949-50

At least $7,350,000 for equipment and construction of studio and offices and transmitting plants will be spent by the 49 holders of outstanding television construction permits whose stations are expected to go on the air during the remainder of this year and the early part of 1950.

The stations are located in

(Continued on Page 7)

ABC Contest Winners Being Feted In N. Y.

Ten executives from ABC stations who were the winners of the sales contest conducted by the network's co-operative program department are being entertained at cocktail parties prior to leaving for a four-day expense free vacation in Bermuda.

Last night ABC executives entertained the visitors at the Park

(Continued on Page 6)

Educator Gives Views On Communications

Washington Bureau of RADIO DAILY Washington—Dr. Franklin Dungan, chief of radio in the U. S. Office of Education, addressing students of the National Academy of Broadcasting on the future of radio, declared yesterday that "all modern...

(Continued on Page 2)

Fireside Chats

San Antonio—Mayor Jack White has begun a series of weekly "fireside chats" each Sunday afternoon over KITE, San Antonio.

Airings are also carried by KMDC and KORC there. Arrangements have been completed by KWWK here to air a Spanish translation of the talk for its listeners. This will be done by a member of the Mayor's staff.

www.americanradiohistory.com
COMING AND GOING

GEORGE CONDIFF, director of research for Electrical and Musical Industries, Ltd., London, England, and J. S. CAS, executive in the EMI sales department, visited yesterday with officials of the engineering department at NBC.

WALTER S. BENGST, vice-president of Westminster AM stations, is in California. A CON- LIP, general manager, are back at their Indianopolis headquarters after having spent the annual KDRA drama barbeque in Pittsburgh.

LIP JAINCZE, station relations vice-president at ABC, and JAMES KONIN, at the station relations department, are expected in New York today for a conference with OID and Assistance.

JANE TAYLOR WAGNER, director of education at NBC, will visit a 2-week residence in the Midwest.

JOE MORENO, of CBS Radio, has visited in San Francisco, has arrived in Hollywood on a short business trip.

Educator Gives Views On Communications (Continued from Page 7)

mean of communication are correlated and not competitive.

Dr. Dunham referred to early fears that radio would take education away from other media and change the child's viewpoint. "In reality," he said, "we have supplemented the school system of radio. It is not the one that accomplishes the task."

Snelgrove Elected President Of CAB

(Continued from Page 1)

ward the Royal Commission on National Development in the Arts, Letters and Sciences, which will begin public hearings in Ottawa on radio and television early in September, was also discussed during the convention.

Not a worry in the world

A little milk. A sunny day. Pleasant company. That’s all it takes to make these puppies happy.

And when it comes to the rich Gotham market, it’s just as easy to make—and keep—you happy. You just let them tell their story on W-I-T-H.

You can do so much with so little on W-I-T-H!

W-I-T-H produces low-cost results by delivering more listeners-per-dollar than any station in town. Get the full story from your Headley-Reed man today.

Church Fellowships Awarded Nine By NBC

(Continued from Page 1)

Northwestern University (July 26-Aug. 6), University of California (June 30-July 30), and Stanford University. The winners are: Ada Grace Craig, speech and drama director at Berkeley Baptist Divinity School, Berkeley, Calif.; Rev. Gunther Hildbrand, pastor of Central Church, Chicago; Allen F. Crewe, director of Committee on Radio, Vancouver, B.C.; Presbytery, United Church of Canada; Muriel Lockrow, religious education director at Radio Activities, Detroit, Council of Churches; Joseph E. Porter, radio production director, Methodist Student, of Durham, N.C.; Mrs. Grace C. Kercher, director of public information, Church Federation of Los Angeles; Rev. F. Marion Thrapp, executive secretary, Evanston, Ind., Council of Churches; Rev. E. W. Dahlen, minister, First Baptist Church of Fairport, N.Y.; Dennis S. Burgess, radio chairman, Methodist Youth Fellowship Council, Flint (Mich.) District.

The following fellowships were awarded to those engaged in planning and providing sustaining radio programs for state and city federations of churches and other denominational agencies.

Birds of a feather flock together.

EIGHTY ENROLLEES SET FOR SUMMER INSTITUTE

(Continued from Page 1)

a series of Sunday lecture-demonstrations in NBC’s television studio at Merchandise Mart, and Tuesday evening symposia at Weidhold Hall in Northwestern University’s Chicago campus. The first, “Radio As A Career,” will be presented June 29 by Justin Miller, president of the NAB. The Institute will open on the same day as the first NAB program clinic which is scheduled to hold a three-day session in Chicago.
Are you wondering what Mr. & Mrs. America really think of your product? Your package? Your price?

The easiest way to find out is through a test in WLW-land... proving ground for America.

Here is a true cross-section of our country—a mirror of America. And WLW is thoroughly equipped to help you study this market of nearly fourteen million people. It has the manpower to do the job, the "know-how" peculiar to this vast territory that embraces parts of seven states. It can ease the way in gaining distribution—winning dealer cooperation—getting consumer reactions.

Yes, The Nation's Station has found that advertising alone rarely supplies all the answers to sales problems. That's why WLW's service to advertisers often goes far beyond merely providing time-on-the-air.

If you have a sales problem, talk it over first with The Nation's Most Merchandise-Able Station. And when you've learned what will work in WLW-land, you'll have a good idea what will work throughout America.

**INCLUDED IN WLW'S SERVICE FACILITIES...**

- People's Advisory Council
to determine program preference and for general consumer market studies.

- Consumer's Foundation
to determine consumer reaction on products and packaging.

- Merchandising Departments
to stimulate dealer cooperation, check distribution, report attitudes, etc.

- Test Stores
to check potential buying responses, effectiveness of new packaging, displays, etc.

- Buy Way
monthly merchandising newspaper for retailers and wholesalers.

**WLW**

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation
Mainly About Manhattan...!

- Philip Morris taking over "Crime Photographer" Aug. 4th, when current bankroller fades out. (Meanwhile, they'll drop Philip Morris Playhouse on Friday nights)... Wm. Gargan will be sponsored on a new Mutual whodunit series starting in Aug., for U.S. Tobacco. Stanoza will also be televised on another station.... Emerson planning to hit the market in a few months with a new portable video set to retail under $100 bux. ... Art Ford and Dusty Bruce off for Paris via plane. (From now on they'll be known as the Flying Discs) .... Mutual to bring back "The Saint," as a sustaining, early in July with Vincent Price. ... Bobby Clark was given a surprise birthday party the other p.m. backstage at "Theater, USA." (Bobby admits up to 61)... "Johnny Dollar" subbing for CBS "FIU in Peace and War" for the summer. ... Robert Merrill, now vacationing in Italy, will be on the U.S. Steel show Aug. 21st. ... CBS dropping its "Big Screen" talk. "Tell It Again" next month.... Herb Sheldon tells of the radio's who's taken so many cuts lately he now lives in a drugstore. ... Alice Frost of Mr. & Mrs. North, Europe-bound any edition now. ... Wm. Shirer working on a new tone up in Torrington, Conn. ... Reason CBS dropped "Life With Luigi"; Continued run as sustainer during the summer wouldn't help its chances of hourly on a bankroll, so they'll hold off until the fall.

- CELEBRATES ON 7 PM RAY BOW: Swooning Vic Damone, new star in the Bing Dynasty, spaghetti-thing at Bill Bertolotti's; ... Peter Donald, the gate funny stories with they were told by, joining the Toots Shor-lebrities. ... Fashion authority Ethel Thorsen listening and laughing at Herb Sheldon's gags in Lindy's. Sheldon's on as thoroughbreds; ... Alfred Drake dining beneath his caricature in Sardi's—the Wall of Fame.

- THE MORNING MAIL: "I have a problem," writes James R. Ryall, publicity director of WNJR, Newark, N.J. "I don't think it's particularly new, but it's getting more embarrassing as time goes on. As you may or may not know, we have a program here called 'Reminiscent' With Singin' Sam." It's pulling plenty of mail—and therein lies the rub. Most of the mail comes from old-timers who remember Singin' Sam, and who do not know he died several years ago. Now, here's my problem and maybe some of your readers have a solution. Would you advise my simply answering the mail with some sort of ambiguous phrasing which would preserve the illusion, or should I prepare a letter explaining the story of Singin' Sam? I don't feel justified in allowing listeners to be deceived, even unintentionally. Or the other hand, I'm afraid if I do explain fully, I'll be guilty of shutting some rather beautiful illusions, and maybe even cause some ill will. Of course the usual the-following-program-is-transcribed announcement precedes each broadcast, but it is evidently overlooked by listeners who are probably as familiar with the phrase that it means nothing to them any more. I wonder how many radio stations have run into similar problems and what they have done about it.

- SMALL TALK: If Frank Hogan runs for Mayor of N.Y.C. there's a strong possibility that WNYW commentator, Geo. Hamilton Combs may be the D.A. candidate on the Dem. ticket. ... Carl King, staff announcer at WNEW for the past few years, has resigned to become director of television for Sterling Films. Will also free-lance as radio and TV announcer. ... Dan Ehrenreich taking a leave of absence from WOR for several months, with Gene Fitis pinch-hitting. ... Cathy Mastile will show the non-operative side of her personality tomorrow night on Irving Mansfield's "This Is B'way." ... NBC script editor, Bill Welch, passing out cigars. It's a baby-girl—their second.

NEW BUSINESS


WMCA, New York: Joffy-Stitcher Co. have bought extensive participations in disc jockey and news shows through Smith, Bull & McCrerry.

Lever Brothers will air a series of spot announcements for Lipton Tea, Saturday morning. Don Young & Rubicam placed the contract.

WNEW, New York: The Nettle LeMure Co., Meriden, Conn., has bought three 15-minute weekly participations in Martin Block's Make Believe Balloon, through R. T. O'Connell agency, for its hair treatment product. Contract is for one year, marks the firm's first extensive radio use.

WGN-TV, Chicago: Drug Store Television Productions, New York, N. Y. has started sponsorship of the new Dubuffet network variety series "Cavalcade of Stars," Saturday 8:00- 9:00 p.m. (CDST) for 52-weeks. Local cut-in announcements for the Walgreen Company are made in the Chicago area. Balaban & Katz, Chicago, sponsored six three-minute film announcements. M. M. Fisher Radio Associates, Chicago, is the agency; Hills Golf Courses, Inc., Northbrook, Illinois, has started sponsorship of a golf instruction series, "Fara, Birds and Eagles," Monday, 9:00-9:30 p.m. (CDST), for 16 weeks. R. S. Laufer & Co., Chicago, handles the accounts; Curtis Publishing Co. for the "Ladies Home Journal" sponsored three additional film announcements, May 23 and 24. Batten, Barton, Durstine & Osborn, N. Y. is the agency.

Named V.P. Of WPIT

John L. Meridian, general manager of WPIT, Pittsburgh, has been named vice-president of WPIT, Inc. He will continue to serve as general manager, and simultaneously Michael D. Rice. William R. Bolito has joined the station as publicity and promotion director.
THE BOOK OF THE YEAR

COMPLIMENTARY TO ALL SUBSCRIBERS OF RADIO DAILY

One Year Subscription (260 Issues) $10.00

Send me the 1949 RADIO ANNUAL and the next 260 issues of Radio Daily (full year's subscription).

U. S. and Canada, $10 per year. Foreign, $15 per year. California Special Service Subscription $15 per year.

NAME
TITLE
COMPANY
STREET ADDRESS
CITY AND STATE

Send in this Coupon Today
Right To Broadcast
From Court Is Issue

(Continued from Page 1)

courtroom broadcast to KVOE, Salina, Kan.
The complaint arose on the occasion of the much-publicized Overland Missouri court's decision in the case. Throughout the 19-89 broadcast, KVOE had been airing proceedings from the courtroom. In October the case went to the jury and KFI asked Judge Morrison for permission to bring a microphone into the courtroom to cover the verdict "on the same terms and conditions as he had granted to KVOE." Morrison refused, declaring his authority to conduct the trial was outside his jurisdiction.

Three KFI requests were turned down. The station told the high court at the week-end that it had concluded no acts that would justify the judge in believing that if it was admitted to the courtroom it would create a disturbance that interfered with the orderly conduct of the trial, and in this connection requested permission to connect its microphone wire into KVOE outside the courtroom.

Turned down again, KFI asked and received an okay to set up a bridge connection from the courthouse to an adjacent building, some 300 feet from the courtroom. Judge Morrison, according to the brief, said that location was outside his jurisdiction and that he had no objection. The mike was set up, but as the verdict was being read a courtroom judge, "acting under orders of Judge Morrison, seized KFI's microphone, thereby preventing the making of a broadcast and with the aid of two deputy sheriffs placed KFI's engineer in restraint."

KFI appealed to the KMPB, Los Angeles, to set up in Judge Morrison's chambers and relay the KVOE broadcast. KFI claimed $195,000 damage and charged conspiracy between Judge Morrison and KVOE. Its case was won in the Federal Court in California.

The appeal holds that the denial of equal access to the courtroom was an abridgement of freedom of speech and of the press as guaranteed by the constitution, as well as a violation of the "equal protection under the law" feature of the Constitution.

The case will not be considered by the Supreme Court prior to October.

Haverlin Chapeaux
Cfir Haverlin, president of Haverlin Chapeaux, festivities for hats at the conclusion of the Canadian Association of Hat Makers. By producing a chapeau a day for himself and at the convention of the Canadian Association of Hat Makers, 1992.

The Quebec was included in the Scotch hat, with scarf and liner cap, All were red.

German Radio Group
Here For Courses

(Continued from Page 1)

cluding five weeks here en route.

This is the second group sent to this country under AMG auspices. The visitors will spend a month in New York inspecting studios and attending broadcasts, and the rest of the time touring stations as far west as Colorado.

Several Already Here

Those already here are Eberhard Beckmann and Hans Joachim Leckle, Radio Frankfurt; Eke Ode and Peter Hoer, Radio Berlin; (Radio in the American Sector); Will Brodbud, Radio Bremen; Oswald Hirschfeld and Heinrich Wiedmann, Radio Stuttgart.

State Dept. Purchases
Sixteen Tape Recorders

Audio & Video Products Corporation, distributor of the Ampex Tape Recorder, received the first order issued by the State Department for high-quality studio type magnetic tape recorders.

The sixteen large Ampex units are to be used by the "Voice of America" under the direction of George Herrick. Chief facilities branch programs will be "Ampexed" in New York, Washington, D.C., Honolulu, Manila, Tangiers and Munich.

Bing Crosby first recognized the quality of this particular Ampex tape recorder and uses it exclusively for all his programs. Bearing out Bing's prophecy, it has proved itself the leader in the market for this type of recorder.

Today, 35 to 40 network shows are being "Ampexed" weekly by ABC, CBS, NBC and Don Lee.

Radio Theater Leads First 15 Ratings

(Continued from Page 1)

dec. are Arthur Godfrey's Talent Scouts, Bob Hope, Crane Photographer, Stop the Music, Big Story, Judy Canova, Bob Hawk, Mr. Chandler, Susanna, Mr. Keen, Dennis Day and Fat Man, Curtain Tax, and Mr. District Attorney. The last three shows were tied with 9.7. The Average In Use figure was 25.2, 3.0 off the last report.

Section of RADIO DAILY, Tuesday, June 21, 1949 — TELEVISION DAILY is fully protected by register and copyright

$7,350,000 FOR NEW STATIONS

TELEVISION BARGAINS

WHOSE CONTEND that radio or TV hurts sports box offices can take heart for events of the past few days seem to confirm their arguments. In Detroit last week where promoters placed a ban on the TV, radio and newspaper coverage of the Garcia-La Motta fight, the International Boxing Club was trying to figure out how they could break even on the prize money pool. It was they who refused commercial offers for the radio-TV rights and thereby dropped around $150,000 in added revenue. Reports from Chicago, where the Charles-Walczak heavyweight championship fight will be held tomorrow night, the situation is different. Both radio and TV rights have been sold and with an advance sale of $1,000,000 some promoters expect a $250,000 gate. Incidentally, the Charles-Walczak fight was set for this very week.

With lackadaisical nonchalance, Dave Garaway, Chicago disc jockey does not seem to be carving a niche for himself in TV with a sustaining half hour telecast on NBC 10:10-10:30 p.m. Saturday nights. Garaway, who looks more like a college professor than a TV actor, takes his viewers backstage as he walks and talks through sets and situations during a half hour show. His act is a charming unhurried showmanship and conversational adlibbing.... his future, maybe, is dependent to a great degree on the casting of talent befitting the Garaway tempo.

Harry Hershfield, master showman who this year observes the fifth anniversary of his first job as a cartoonist on the Chicago Daily News, has been signed for a 52-week series of TV programs on WIPK starting Thursday, July 7, 7:30 to 8:00 p.m. EDT. His show will bring TV to his sly humor, talent as an artist, and showmanship as he presents names guest personalities as they participate in the game of charades. Harry, you may remember, was the pioneer artist in Chicagoland who created Desperate Desmond and Abbie Kabbibble.

KUDER AGENCY has taken an option on Wills Cooper's "Volume 1. Numbers 1-6" over ABC. Cooper, who directed "D'TLAA" and "All-Star," has become producing agent for three additional stations, the stations are WBTW, Charlotte; WHIO-TV, Dayton, and WAFM-TV in Birmingham. New techniques in the use of miniature sets in TV developed by a Hollywood scenic designer is being offered to agencies.

Sun-Telegraph, Pittsburgh, has added a television column to its entertainment section with Wilbur D. Clark as columnist.

Plug Entertainment, Receiver Mfrs. Urged

Set manufacturers "must do a more intensive job of selling the customer and not merely the dealers if video is to make its way into more average U.S. homes," Morton M. Schwartz, general sales manager of Tele-tune, said yesterday on his return from a tour of the south and west.

Hundreds of consumers, he said, believe that TV "is a highly imperfect medium not to be seriously considered for several years. They believe it is time that the industry took constructive steps to dispel this feeling."

Schwartz continued, "The dealers and manufacturers have concentrated too much on selling price rather than on selling entertainment, people tend to buy what they think is the majority. This is a necessity and the majority of American consumers have not had television presented to them as an indispensable entertainment and information medium."

Armchair Detective Sold To Whitley Co. On CBS

Sale of "Armchair Detective" currently aired on KTLA, Los Angeles, to the Whitley Pharmaceutical Company for presentation on the CBS network starting July 9, was announced jointly yesterday by Paramount Television Productions, New York, and Benton & Bowles, agency for the sponsor. The program will be made for web presentation and will replace the "Mary Kay and Johnny" program on CBS Wednesdays 9:30-9:50 p.m. EDT. Products to be advertised will be Ancin, Kolyne and Sibodol.

MOT To Do Pacific Film

The March Of Time beginning immediate production of a TV film series based on war in the Pacific as a companion piece to "Crusades In Europe," Roy E. Larson, Time Inc. press announced yesterday. The project will have the co-operation of the National Military Establishment, he said.

Film Lighting Demonstration Planned By SMPE June 28

Special closed circuit demonstration outlining lighting methods and techniques for commercial films will be presented on the Atlantic Coast section of SMPE June 28 at Dun's Adelphi Theater, E. I. Sponable, SMPE proxy, announced yesterday.

Features of the hour-long program will be a joint meeting of the New York body and the Central section in Chicago, with pictures and models. There will be a live studio lighting demonstration by Richard Blount of GE, using the same models appearing in the film. Program will conclude with closed circuit showing of cinematograph recordings.

Others participating in the demonstration include Alsle Service Co., Eastman Kodak and the DuPont film division.

Film prepared by Gray-O'Reilly Studios will show new lighting methods adapted to packages, products and models. There will be a live studio lighting demonstration by Richard Blount, of GE, using the same models appearing in the film. Program will conclude with closed circuit showing of cinematograph recordings.

The demonstration will be held at the Dun's Adelphi Theater, 1551 Broadway, New York City.

Majority Of 49 CP's Will Go On Air This Year

First Coast Kine Segs Set For NBC Debut

First West Coast-originated shows to be aired over the coaxial network on a regular basis via kinescope recording have been scheduled by NBC for debut early next month. Currently carried by the web's Hol- tam stations over the 25 seconds, the NBC stations are "Nocturne" and "Sunday At Home," and will be aired Saturday p.m., EDT, beginning July 9, and Sunday, 10 p.m. EDT, beginning July 3, respectively.

"Sunday" was the first live program aired by KNBH when the station began operation Jan. 10. It features the Pickard family—Mother, Dad and children Ruth, Ann, Bob and Charlie in presentation of old songs.

"Nocturne" is a musical featuring Lucille Norman and featuring Bill Roberts, Pierre Andre, Laura Corday and orch leader Thomas Mancini. John Gaunt is producer-director.

95,000 TV Receivers Reported In Boston Area

More than 95,000 television receivers are now installed in homes and public places in the Greater Boston area, according to the most recent joint survey of leading distributing lines by WBZ-TV and WNBK-TV.

The results of this cooperative survey are the Eastern Massachusetts, southern New Hampshire

(Continued from Page 1)
COAST-TO-COAST

WHYN Camp Fund Stars
Holyoke, Mass.—WHYN has conducted a Camp Fund Campaign to enable Holyoke children to go to summer camp for at least two weeks. This is the second consecutive year WHYN has conducted this campaign and this year’s contributions total $4000, which money will give over 200 youngsters their two weeks in camp.

Dozer Pres. Pitts. Ad Club
Pittsburgh, Pa.—WCAE’s sales manager Carl Dozer has been elected president of the Pittsburgh Advertising Club and is the first member of the radio industry to hold this office, according to announcement. Dozer’s term is for one year.

Asst. to Gen. Mgr. KWFC
Hot Springs, Ark.—Thomas Dalhasen has joined the staff of Mutualaffiliate KWFC as assistant to the general manager. He is well known in radio circles in New York and Chicago, where on the staff of WGN he wrote the "Chicago Story." Dalhasen was also a former radio director connected with Cramer-Krauss, advertising agency in Milwaukee.

WLBY Wedding Song
Mattoon, Ill.—In an airplane flying over Mattoon on the evening of June 11th, a local couple were married. WLBY, the Mattoon station, played the wedding march while the wedding party listened to the plane’s radio. Following the ceremony, WLBY played the bride’s favorite song “My Happiness.”

Corwin Documentary on WDRC
Hartford, Conn.—Research men from WDRC have been working together with CBS in preparation of the new Norman Corwin documentary “Citizen of the World” which will be aired over WDRC and CBS July 10th. An interview with Stephen J. Supina of Ashford, Conn., who dropped a homemade bomb on UN headquarters from a plane has been in WDRC’s studios for various recorded interviews. Why he performed the “bombing” run over the UN, will be fitted into the Corwin script.

THE SHOW OF SHOWS WILL BE HERE SOON!

NETWORK SONG FAVORITES
The top 35 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 June 11-16, 1949

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<td>Kiss Me Sweet</td>
<td>Advanced</td>
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<tr>
<td>Look At Me</td>
<td>Jewel</td>
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<tr>
<td>Merry-Go-Round Waltz</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>My One And Only Highland Fling</td>
<td>Harry Warren</td>
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<td>Need You</td>
<td>Moline</td>
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<tr>
<td>Once In Love With Amy</td>
<td>E. H. Morris</td>
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<tr>
<td>Put Your Shoes On Lucy</td>
<td>Bowne</td>
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<td>Riders In The Sky</td>
<td>E. H. Morris</td>
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<td>So In Love</td>
<td>T. B. Harms</td>
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<td>Some Enchanted Evening</td>
<td>Chappell</td>
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<td>Swiss Lullaby</td>
<td>Southern</td>
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<td>Weddin’ Day</td>
<td>Famous</td>
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<td>You Broke Your Promise</td>
<td>Pic Music</td>
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Second Group

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<td>Shapiro-Bernstein</td>
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<td>Always True To You Is My Fashion</td>
<td>T. B. Marks</td>
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<td>Ballin’ The Jack</td>
<td>E. B. Marks</td>
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<td>Four Winds And The Seven Seas</td>
<td>Lombardo</td>
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<td>Girl From Jones Beach</td>
<td>Morris</td>
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<td>Heart Of Loch Lomond</td>
<td>Crawford</td>
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<td>Hurry Hurry Hurry</td>
<td>Dreyer</td>
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<td>I Didn’t Know The Gun Was Loaded</td>
<td>Lewis</td>
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<td>I Wanna Marry Mary</td>
<td>Cameron Music</td>
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<td>In The Good Old Summertime</td>
<td>E. B. Marks</td>
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<td>It’s A Big Wide Wonderful World</td>
<td>Broadcast Music</td>
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<td>Moody Lane</td>
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<td>Love Belle Lee</td>
<td>Santry-Jay</td>
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<td>Lover’s Gold</td>
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<td>Maybe It’s Because</td>
<td>Bregman-Vose-Conn</td>
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<td>Old Fashioned Song</td>
<td>Johnstone-Mentel</td>
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<td>Portrait Of Jennie</td>
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<td>Red Roses For A Blue Lady</td>
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<td>Someone To Love</td>
<td>Warren Publications</td>
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<td>Who Do You Know In Heaven</td>
<td>Robbins</td>
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<tr>
<td>Younger Than Springtime</td>
<td>Chappell</td>
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AGENCIES

D. C. (JAKE) EMBRY, president of the Advertising Club of Baltimore and vice-president of radio station WTHU, Baltimore, was responsible for having Charles Ives Wolfe of WATT, Barton, Dunbar & Osborn speak before the five luncheon meeting of the Advertising Club last Wednesday. Mr. Wolfe spoke before a capacity crowd, consisting of every Baltimore advertising agency, leading advertisers, and all the radio stations. WTHU, together with three other radio stations, carried Mr. Wolfe’s speech, but he gave his reasons why radio was here to stay and would still be a strong medium in spite of television.

DUANE JONES COMPANY, INC. has been engaged by Whitelaw Pharmaceutical Corporation, a division of American Horse Products Corporation, to handle Ancin special radio campaigns. The agency will continue to handle the advertising and promotion of Hill’s Cascar-Quinine Cold Tablets and Sootho Suppositories.

WILLIAMS & SAYLOR, INC., has been engaged to handle the account of Lewis & Conger, New York retailer of household goods, gifts and home furnishings.

DANCER-FITZGERALD-SAMPLER INC., has been appointed by Carter Products, Inc., to handle the advertised, for the new liquid deodorant.

GRISWOLD-ESHELEMAN COMPANY, Cleveland office, has been engaged by the advertising division of Sherwin-Williams Co. They are Bug Blaster Garden Dust, Pestro-DDT and Wee-No-More.

WEVD 117-119 W. 46 ST. PROGRAMS OF DISTINGUISHED FEATURES IN ENGLISH - JEWISH - ITALIAN 3 RESPONSIVE AUDENCES 5 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA

WEVD 117-119 W. 46 ST. AMONG ADVERTISERS ARE WEVD"
RMA Names Twelve Standing Committees

Washington Bureau of RADIO DAILY.

Washington—The names of the new committee chairmen for the RMA in the fiscal year beginning next week were announced this week by President R. C. Cocevaco. Former President M. B. Balcom, who is vice-president of Sylvania, was named to head the new combined television committee, which takes over the functions of the former FCC conference committee and the TV public relations committee. Other members of the TV committee are Benjamin Abrams of Emerson, Dr. W. (Continued on Page 8)

Summer Concert Series To Be Broadcast On CBS

Leu'sohn Stadium summer concerts will be broadcast over the CBS network, Wednesdays at 9:00-10:30 p.m., EDT, starting July 6, it was announced yesterday. The 90-minute period is openend up with the move of "County Fair" from Wednesdays, 9:00-10:30 p.m. to Saturdays, 2:00-2:30 p.m., starting July 22, and with "This Is Broadway" moving out of the 9:00-10:30 p.m. time period to go to Fridays, 9-10 p.m., starting July 8.

Brokeshire Honored On 25th Anniversary

Norman Brokeshire, veteran NBC announcer, will be greeted by NBC President W. E. Trennart, Bruce Barnes, and Milton Cross on his 12-30-1 p.m. show over WNBC, New York tomorrow on his 25th anniversary in radio. Brokeshire began his broadcast.

(Continued on Page 2)

Weather Walkout

All four major networks sent New York newsmen home early yesterday because of the 92 degree heat. NBC and ABC threw in the towel at 3 p.m., CBS and Mutual at 4. Both networks suffered press departments of the four major networks remained on, or usual in their sibling typprinters.

Broadcasters Feted At N.Y. Stork Club

Name personalities of radio, concert field and agencies gathered at a cocktail party at the Stork Club last evening preceding the 10 ABC executives from affiliated stations who were the winners in a sales contest conducted by the West Coast program department. The party was given by Maggy Fish, owner-producer of ABC's Piano Playhouse program.

Mark Woods, president of ABC; Robert E. Kinzler, executive v.p.; and Charles Barrow, v.p., in charge of ABC television, were among the guests. Other network representatives included Paul White, Murray Corbett, Leonard Reek, J. Donald Wilson, Ernest Lee High, Irv Kenway, Fred Thayer and Otto Board. Uta Hagen, Ed Gardner, Earl Wilde, Constance Keene, Joe and Fran Beshkin, Cy Walter and Stan Freeman were also among the guests.

Milton Cross was master of ceremonies while informal entertaining by Piano Playhouse artists was featured.

(Continued on Page 6)

Widespread Use Of Radio Noted In Chicago Schools

Chicago—Figures showing a widespread and increasing use of radio in Illinois public schools have been released here by the State Radio Committee. Illinois Congress of Parents and Teachers.

Fulltime radio classroom have been appointed by 301 local Parent-Teacher units. One hundred forty-seven units have taken part in PTA broadcasts; 49 local units devoted fulltime study meetings to radio, and twenty PTA groups have participated in television programs.

In addition, individual PTA units in Illinois have bought for their schools: 430 AM-FM receivers; 50 two-speed projectors, 78 public address systems; 80 phonographs; 62 tape recorders, and one television receiver.

NAB Plans To Attend Sessions; 31 Speakers At Three-Day Meet; Justin Miller To Participate

Washington Bureau of RADIO DAILY.

Washington—NAB's program director, Harold Fair, yesterday reported over 200 registrations thus far for the three-day Program Director's Clinic to be held in Chicago next Monday, Tuesday and Wednesday. Full registration list will top 300, he predicted, to hear and talk with 31 speakers in the three-day program.

The first day will be devoted to a discussion of the program director as a business man, with discussion of his relations with other station.

(Continued on Page 6)

Brewery Buys Spots For TV Presentation

Support Beer, through the Biow agency, yesterday closed a deal with Ziv Television Productions, Inc., for exclusive use of a television package, "Sports Update," in four East coast markets for a period of three years. The deal is said to involve $150,000 for film rental costs.

The brewery is buying five minute spots on television stations in Chicago.

(Continued on Page 2)

NAB Reviews Progress Of Labor-Relations Unit

Washington Bureau of RADIO DAILY.

Washington—The NAB Employer-Employee Committee this week reviewed progress to date on a current study of operating costs of broadcasting stations, including labor costs being conducted by the

(Continued on Page 3)

Full Series

Saturdays at 8:39 p.m. has been set as the time in which the CBS-TV show based on Ken Murray's "Blackouts" will be scheduled. Tentative starting date is Sept. 16. Murray will be once and producer of the series which will originate in New York with a permanent company, chorus line, 12-piece orchestra plus guest stars.

www.americanradiohistory.com
RADIO DAILY


COMING AND GOING

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA; DR. V. Z. ZWORYKIN, vice-president and technical consultant of RCA Laboratories, and ORRIN E. DUNLAP JR., vice-president in charge of advertising and publicity, today in Swappscott, Mass., where Dr. Zworykin will receive the Lammé Medal at the American Institute of Electrical Engineers for his scientific contributions to television. General Sarnoff will deliver the introductory address.

HELEN HALL, MBS women’s news commentator, will broadcast her “Helen Hall’s Feminie Fair” show from the Rose Festival at Newark, N. J., on Saturday.


W. KEILESTEIN, vice-president of WNPX, American network affiliate in Memphis, Tenn., which last week dedicated its new TV channel in New York centering at web headquarters.

DAN CASEY, head of the continuity department of WSB-AM and WSYR-FM, Syracuse, N. Y., is now at First Army Headquarters in New York, where he is in charge of continuity. He holds the rank of captain in the reserve and is assigned to the radio division in the public relations office.

BRANDON TAYLOR, vice-president and di-rector of public affairs at CBS, today is leav-ing for Washington, D. C., on business.

J. E. “TED” CAMPEAU, president and general manager of CKY, Detroit-Windsor, is at the Greenbrier in White Sulphur Springs for the meeting of the Mutual network board of directors.

JOHN COOPER, radio and television editor of WJW, Friday will leave for Chicago to attend the NAB program clinic. In his address, he’ll discuss new methods and ways of using two carriers.

JACK BENNY is expected in New York by plane today. He’ll confer with CBS officials on plans for the coming season.

SAM ABELOW, of the CBS documentary unit, has returned from Kentucky, where he spent two weeks doing research on a forthcoming documentary feature.

NINA FUCHS, screen actress, has arrived from the West Coast by plane. She will appear in “The Hurricane” on Broadway next Monday over NBC-TV.

L. A. PIXLEY, owner of WCOL, Columbus outlet of ABC, has arrived from Ohio on station and network business.

A. A. WARD, vice-president of Altec Service Corp., is based in the West Coast following a trip to New York.

FINANCIAL

NEW YORK STOCK EXCHANGE

(June 21)

High Low Close Chg.

ABC 
Am. Tel. & Tel. 
CBS 
Philo 
RCA Common 
RCA 1st grat. 
Stewart-Warner 
Westinghouse 
Zenith 
NEW YORK CURB EXCHANGE

Net. Union Radio 
OVER THE COUNTER

DuMont Lab. 
Strangway-Carroll 
U. 56 
WCAQ (Baltimore)

(Continued from Page 1)

American Sponsors Buy So. African Time

Cheeseboards Manufacturing Co. (“Vaseline” products) will sponsor the transcribed “Hollywood Theater of Stars” half-hour feature each Friday for one year over Lourenco Marques Radio (South Africa).

The station on the air six hours after the transcribed weekly quarter-hour, “Gloria Carroll Entertainers,” for Drene Shampoo, Lourenco Marques Radio, South Africa’s only commercial station, also carries “Singin’ Sum” for Cheesebrough, “Musical Comedy Theater” for Lux soap, “Favorite Story” for Palmolive, “Happy Gang” for Colgate Dental Cream, and “Hollywood’s Open House” for Royal Baking Powder.

Brewery Buys Spots For TV Presentation

The 16-week program on WPIX, New York, for presentation in advance of the Giants baseball games.

WBCB May Lease N. Y. Belasco Theater

(Continued from Page 1)

Bob Hawk Program Moving To West Coast

THE SHOW OF SHOWS WILL BE HERE SOON!

AM FM

Baltimore 3, Maryland

JUDITH WALLER ATTENDING PARIS UNESCO MEETING

Judith Waller, director of public affairs and education for NBC’s Central Division, was scheduled to leave for Paris, Friday night to attend the UNESCO meeting on educational broadcasting as U. S. delegate.

Miss Waller plans to visit radio centers in London and Paris while abroad and arrange for special NBC programs to be shortwaveed here.

Bob Hawk, star of CBS’ “Bob Hawk Show,” is moving his headquarters from New York to Hollywood around August 1. His Monday night show, 10:30-11:00 p.m., sponsored by Camel Cigarettes, which originate from the west coast starting in late August when the show returns after a summer hiatus.

When Hawk makes his move to the coast it will necessitate his forming a new staff of assistants.

Julio Wittmark, Hawk’s manager for the past seven years, has decided against accompanying Hawk to the coast.

AMY WOODFORD

Wednesday, June 22, 1949

Knows all the answers

That’s a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

The fact is: W-I-T-H delivers more —Listeners-per-dollar-spent—than any other radio station in this big town.

Alert advertisers know it. So do the feet-on-the-ground time buyers!

AM FM
AGENCIES

KAL, EHRICH & MERRICK of Washington, D. C., have been appointed to prepare and place advertising and promotion for the Laurel Raceways Meet, June 24 to July 2. Schedules include exterior and interior ads and car cards in Washington and Baltimore.

STUART BART has announced the change of firm name from Stuart Bart & Geteschal, Inc. to Stuart Bart, Inc.

EVELYN PEIRCE, formerly program consultant at WOR and recently head of daytime program consultation at the Compton Agency, has joined Wills Cooper as associate on his show.

CENTRAL OHIO INDUSTRIAL MARKETERS have elected Reginald W. Testament, of Byer & Bowman Advertising Agency, Columbus, Ohio, president. Others elected were: W. H. Kight, of Kight Advertising Agency, vice-president; Luther Ohlgren, American Cymics Society treasurer; John Ginsler, advertising manager of International Derrick & Engle Co., secretary; Joseph M. Milliron, advertising manager, Universal Concrete Pipe Co., and Warren Berry, advertising manager, Jaeger Machine Co., directors.

JOHN RICHARDSON, advertising manager of Allied Mills, Inc., has been elected president of the Fort Wayne (Ind.) Advertising Club for the coming year. John Bonish, Bonish Co., was re-elected vice-president; John White, advertising manager for Lincoln National Life Insurance Co., was elected secretary. Harold C. Cottrell, assistant vice-president and advertising manager for the Fort Wayne National Bank, was re-elected treasurer.

ROBERT H. REINECKE has been named director of ad for KAL, Ehrlich & Merrick of Washington, D. C. He is a native of Washington, and has been associated with the agency for three years. Formerly he headed the art department at Warner Brothers.

DUANE JONES CO. INC., will plan special radio campaigns for Acanin, product of the Whitehill Pharmaceutical Co. division of American Home products Corp.

Lunchenade at Lombardo's New On WGBB, Freeport

An informal interview program, "Luncheon at Guy Lombardo's," emceed by Ted Lawrence, made its debut on WGBB, Freeport, Long Island, June 17. It will be heard Monday through Saturday, and will originate from the new Freewor restaurant, Guy Lombardo's East Point House.

NAB Reviews Progress Of Labor-Relations Unit

(Continued from Page 1)

research and employee-employer relations departments of NAB. The project was one of the major items at the first meeting of the new (1949-1950) committee.

Other subjects discussed by the group included the special labor problems of TV, which have been analyzed exhaustively in recent communications of the NAB department.

A Boston personnel project, covering the valuation of jobs in broadcasting stations, was taken up in inspection at the meeting, as were several items of pending labor legislation.

Attending the meeting were the following: Leslie C. Johnson, WHBF, Rock Island, Ill.; Clyde P. Combs, KBKM, Fresno, Calif.; Harold Eexx, WSJS, Winston-Salem, N. C.; William J. McGraith, KDKA, Pittsburgh, Pa.; Boston, O. Taylor, KONO, Austin, Tex.; C. G. Thomas, KXOK, St. Louis; Gunther O. Wilg WHBC, Rochester, N. Y.; Harold D. Quigley, WOR, New York City, personnel department, NBC, N. Y.; Howard L. Euston, vice-president in charge of personnel, CBS, New York City; F. Coloran, vice-president, secretary and general attorney, ABC, New York; Adolph G. Goodman, assistant vice-president in charge, program department, MBS, New York.

NAB board liaison member: James D. Sillers, WLW, Cincinnati, NAB representatives: Justin Miller, president; C. E. Arney, Jr., secretery-treasurer; Richard P. Doeherty, director, employee-employer relations department.

To Give European Report

Minneapolis E. W. Ziebarth, newscaster-analyst for WCCO, will leave New York this Saturday for a 20,000-mile trip of Europe. Ziebarth, who will act as a traveling news correspondent for CBS during the trip, will make his first stop in Oslo, Norway. During the trip, he will furnish daily reports via radio for broadcast over WCCO's facilities in northwest Europe. Ziebarth is host of a news-analysis, sponsored by Studebaker, three days a week over WCCO.

Will Broadcast Game

Mel Allen and Jim Britt have been signed to broadcast the 16th annual All-Star baseball game on July 12 over all 500 MBS stations. Gillette Safety Razor Co. will sponsor the game, to be played at Ebbets Field, Brooklyn, as part of the "Centennial of Sport." The broadcast starts at 1:15 p.m. Maxon, Inc., handles the Gillette account.

Promoted To Chief Engineer

James Madison Burke, assistant chief engineer for WTOP, Washington, has been promoted to chief engineer, succeeding Warren Braun, who has resigned. Carl Hecht has joined WAMM's commercial department.

L. A. Publicity Club Elect New Officers

Newly elected officers of the Publicity Club of Los Angeles, to take over in July for a year, are George Johnson, J. Walter Thompson, Inc., president; Harriet Crouw, Mutual, first vice-president; Gene Gach, KOKE, second vice-president; Chester Miller, Douglas Aircraft Company, Inc., treasurer; and Jane Tetter, free lance publicist, secretary.

Burns Lee, retiring president, was elected to fill the alloted two-year term on the board of directors vacated by Hicks Coney, resigned. Elected to serve full three-year terms on the board of directors were Frank Rand, Children's Home Society, Ralph W. Myers, Carl Byoir & Associates, Inc., and Robert Z. Hail, ABC. Holdover directors are Harriet Crouw, George Johnson, Joe Leighton, Bernie Milligan and Evelyn Wiggins.

Hood To Operate KFDX

Wichita Falls, Texas—Darold A. Cannon, president of the Wichita Broadcasting Co., owners and operators of KFDX here has announced that W. P. Hood has been appointed vice-president and general manager of the outlet. At the same time the resignation of Charles E. Clough as commercial manager was announced. Clough goes to KWPT here where he will assume the duties as manager.

WHEN John Masterson was in town last week, he completed a deal with ABC to televise his show, "Bride & Groom." Stanza will be skinned and shipped here for eastern distribution. Masterson also settled a deal 'o take over the noon-time slot on ABC for a show to replace "Welcome Stranger" bowing in on the net July 11th.

Local presses agitating their clients out to the Roosevelt Raceway to get them on the trotting track's new TV program.

Leonard Feather, international jazz expert who initiated a six-day weekly jockey show via WRGB, was just informed that his new book, "Inside Be-Bop," published by J. J. Robin & Sons, has sold over ten thousand copies already.

The beloved Burns are still getting the needle, what with Carl Purillo, Ralph Barone and Ery Pali having vocalized "The Kid's Dugger Jump" for Leslie Records. Compositions of the very commercial tune are maestro Joe Ricardel and Metronome's Geo. Simon.

Ted Granich's NBC video forum stanza may get a lifetime slot in the fall.

Auto outfit interested in bankrolling Dwight Welts's "Feat SELF Story." Page Morton held over at the King Edward's Blue Room.

FOR PROFITABLE SELLING—INVESTIGATE

WDEL WILMINGTON DELAWARE
WGAL LANCASTER PENNSYLVANIA
WEST EASTON PENNSYLVANIA
WORK YORK PENNSYLVANIA
WRAW READING PENNSYLVANIA
WGBK HARRISBURG PENNSYLVANIA

Represented By
ROBERT MEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

* Clair R. McCollough, Managing Director

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SOUTHWEST

A THREE-man panel of the National Labor Relations Board has directed that a San Antonio election be held among the transmitter and studio operators of KTSA and studio technicians of KMAC, KISS-FM and KCOI, to see if they desire to be represented by the International Brotherhood of Electrical Workers Local No. 60 of the American Federation of Labor. The order affirms a ruling of an NLRB examiner which was made here following a consolidated hearing on the case. The NLRB panel denied a request made by the Sunshine Broadcasting Co., licensee of KTSA that the outlet be excluded from the order on the grounds that it has contracted to sell the outlet stock and that it might be called upon to execute a collective bargaining agreement which would be a breach of contract sale.

The annual memorial services of the Texas Scottish Rite Hospital for Crippled Children was aired over WFAA and WFRAA-FM, Dallas, with Dr. T. S. Painter, president of the University of Texas as principal speaker.

Bob Whaley, former chief announcer for KMAC, San Antonio, and erstwhile candidate there for mayor in the recent city election has joined the staff of KPBC, Houston. Joe Allison will replace him at KMAC.

Horace Heidt wants yodelin' Cliff Warren, star of his own show here heard daily for a quarter-hour over WOAI, San Antonio, to make some recordings for Heidt's new Magnolia Record Co. He telephoned Warren from the West Coast, asked him to fly out to California to cut the records.

Heidt particularly wants Warren to record "Home in San Astone" which Warren sang when he appeared on the Heidt coast-to-coast Talent Search last fall when the program originated here at the Municipal Auditorium, and it registered big with Heidt. The ballad is a perfect showcase for Warren's famous yodel. If the deal goes through Warren will leave for California in about two weeks. He has been given a leave of absence by WOAI to make the trip.

1906
King
1949

CHENIERE CONFESSION

FRENCH RESTAURANT

LUNCHEON from $2.00
DINNER from $3.00

COCKTAIL BAR

Famous French Candies
15 East 32nd St.
AIR CONDITIONED

Mainly About Manhattan...!

- - - Since Eddie Cantor terminated a three-year contract with Pabst recently, various and sundry reports have hit the morning breeze regarding his past and future radio plans. Some of these rumors have been semi-factual and some of them pure guess work. Here are the facts as we understand them. It's no secret that Eddie bowed out of his contract with Pabst because latter insisted upon his doing a television series in conjunction with the radio stanza. Because of a recent check-up in which the medicos bluntly told him that he can no longer play 400 benefits a year (plus all of his other extra curricular public service activities), Cantor felt that to do both a radio and TV series at this time would have been a physical and artistic impossibility. Reason behind this paragraph is that the misconception has arisen that Cantor is silly and that his activities have been ordered curtailed. This is pure bunk. Cantor at 56 today has more health, more energy, more实务 than almost anybody you can point at in show biz. All he's been asked to do by the net is NOT to work 24 hours a day without a stop. (So now, instead of doing 400 benefits a year, he'll probably wind up doing only 299.) As a matter of fact, right at this moment Cantor is negotiating with two new sponsors for the fall season. He wants to do a radio show for next season so that he can keep in action and prepare for the fall season of 1950 when he'll be ready for a terrific musical TV show in keeping with the great things he's been known for in the glorified Ziegfeld era (Whoopee, Kid Boots, Folies, etc. In sum, one of the greatest entertainers and showmen of our time is available for one of the top merchandise buys of the coming radio season.

- - - NAB makes a rather extravagant claim in their "Member Service" bulletin this week. The bulletin reported as follows: "The NAB last week added another victory to the nine of the previous week when application was reported made to the FCC for change of the grant for station WPIR, in Puerto Rico, from commercial to educational." It appears that the NAB discounts the joint crusade of the Puerto Rican Broadcasters Ass'n and RACIO Daily to have the station's status changed. And maybe they've forgotten the magnificent Jose Ramon Quinones, of WAPA, San Juan, who first brought the issue to their attention.

- - - AROUND TOWN: Henny Youngman argues that his nose is perfect for television. "I can even turn the set on and twist the dials with it," he claims. . . . NBC planning to build a video series around the ex-CBS stanza, "mr. ace and JANE." . . . Paul Winchell renewed another year on the Bigelow show. . . . Erna Stone gets three-way billing (producer-director-writer) on the new Olsen & Johnson package. . . . BMI staffers proud of their Ike Diamond, head of the Logging Dep't. . . . Sidney Warner, station's director of news, is rejoicing over the fact that since he took over the new station's affairs five months ago he has, so far, found no real problems. . . . The TV Guide celebrated its first anniversary already (and with 100,000 circulation). Seems only yesterday when Joe Wiegens was telling us about the new publication and predicting big things for it. . . . CBS cooking up a new quarter-hour strip for Oscar Levant. . . . Herb Sheldon's description of H'wood: Where they time careers with a stop-watch.

- - - This Saturday, 9:30, Hear Livedreen. Test dips into classical literature for one of its tests when Leora Dana, of "Maidyman of C Converto," assisted by Margo, will appear in a ten-minute scene based on the legend of Antigone. Alton Alexander, scripter of the series, has made a translation from the Greek tale.

SOUTH STREET

Mainly About Manhattan...!

- - - Since Eddie Cantor terminated a three-year contract with Pabst recently, various and sundry reports have hit the morning breeze regarding his past and future radio plans. Some of these rumors have been semi-factual and some of them pure guess work. Here are the facts as we understand them. It's no secret that Eddie bowed out of his contract with Pabst because latter insisted upon his doing a television series in conjunction with the radio stanza. Because of a recent check-up in which the medicos bluntly told him that he can no longer play 400 benefits a year (plus all of his other extra curricular public service activities), Cantor felt that to do both a radio and TV series at this time would have been a physical and artistic impossibility. Reason behind this paragraph is that the misconception has arisen that Cantor is silly and that his activities have been ordered curtailed. This is pure bunk. Cantor at 56 today has more health, more energy, more实务 than almost everybody you can point at in show biz. All he's been asked to do by the net is NOT to work 24 hours a day without a stop. (So now, instead of doing 400 benefits a year, he'll probably wind up doing only 299.) As a matter of fact, right at this moment Cantor is negotiating with two new sponsors for the fall season. He wants to do a radio show for next season so that he can keep in action and prepare for the fall season of 1950 when he'll be ready for a terrific musical TV show in keeping with the great things he's been known for in the glorified Ziegfeld era (Whoopee, Kid Boots, Folies, etc. In sum, one of the greatest entertainers and showmen of our time is available for one of the top merchandise buys of the coming radio season.

- - - NAB makes a rather extravagant claim in their "Member Service" bulletin this week. The bulletin reported as follows: "The NAB last week added another victory to the nine of the previous week when application was reported made to the FCC for change of the grant for station WIPR, in Puerto Rico, from commercial to educational." It appears that the NAB discounts the joint crusade of the Puerto Rican Broadcasters Ass'n and RACIO Daily to have the station's status changed. And maybe they've forgotten the magnificent Jose Ramon Quinones, of WAPA, San Juan, who first brought the issue to their attention.

- - - AROUND TOWN: Henny Youngman argues that his nose is perfect for television. "I can even turn the set on and twist the dials with it," he claims. . . . NBC planning to build a video series around the ex-CBS stanza, "mr. ace and JANE." . . . Paul Winchell renewed another year on the Bigelow show. . . . Erna Stone gets three-way billing (producer-director-writer) on the new Olsen & Johnson package. . . . BMI staffers proud of their Ike Diamond, head of the Logging Dep't. . . . Sidney Warner, station's director of news, is rejoicing over the fact that since he took over the new station's affairs five months ago he has, so far, found no real problems. . . . The TV Guide celebrated its first anniversary already (and with 100,000 circulation). Seems only yesterday when Joe Wiegens was telling us about the new publication and predicting big things for it. . . . CBS cooking up a new quarter-hour strip for Oscar Levant. . . . Herb Sheldon's description of H'wood: Where they time careers with a stop-watch.

- - - This Saturday, 9:30, Hear Livedreen. Test dips into classical literature for one of its tests when Leora Dana, of "Maidyman of C Converto," assisted by Margo, will appear in a ten-minute scene based on the legend of Antigone. Alton Alexander, scripter of the series, has made a translation from the Greek tale.
IT CAN BE DONE
...but don't try it!

Sometimes it's possible to break all the rules—and get away with it.

The famous Tower of Pisa, for instance, has successfully defied both sound engineering practice and the law of gravity for over 800 years.

But for most of us, most of the time, the rules hold.

That is particularly true when it comes to saving money.

The first rule of successful saving is regularity... salting away part of every pay check, month after month.

Once in a blue moon, of course, you'll come across someone who can break that rule and get away with it. But the fact is that most of us cannot.

For most of us, the one and only way to accumulate a decent-size nest egg for the future and for emergencies is through regular, automatic saving.

In all history there's never been an easier, surer, more profitable way to save regularly than the U. S. Savings Bond way.

Those of us on a payroll are eligible to use the wonderful Payroll Savings Plan. The rest of us can use the equally wonderful Bond-A-Month Plan through our local bank.

Use whichever is best for you. But—use one of them!

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

This space contributed by RADIO DAILY
**NEW BUSINESS**

WGNT-TV, Chicago: Super-Whip Sales Co., Inc., Chicago, has contracted for a one-minute participation in the "Harold Ickbus" program, 7:30-8:00 p.m., Monday through Saturday, for 13 weeks. The contract, for the period June 10 through June 6 and September 9 through September 5, for a total of 26 weeks, includes two 12-second spots per week. The spots will be aired on the "Hopalong Cassidy" program. The order was placed through the Franklin Bruck Advertising Corp., representing NBC Spot Sales.

A 32-week contract for the 7:30 p.m. spot break on Sundays and the 7:45 p.m. spot break on Fridays has been signed by the Borden Company, Young & Rubicam is the agency with Richard Close representing the station.

Procter & Gamble has signed a 47-week contract for the 7:30 p.m. spot break on Sundays and the 7:45 p.m. spot break on Fridays to advertise Tiole, Benton & Bowles, Inc., is the agency, Richard Close is the station's representative.

The Ronson Art Metal Works, Inc., has contracted for a 26-week spot break schedule beginning for the 7:00 p.m. break on Sundays and the 9:00 p.m. break on Tuesdays. The order was placed through the Grey Advertising Agency, Inc., with William Buschigten representing NBC Spot Sales.

Additionally, a fifty-two-week contract for the 7:00 p.m. spot break on Sundays and the 7:45 p.m. spot break on Fridays has been signed by F. G. Vogt & Sons, Inc. for Thrive Dog Food. The order is for the 11:30 a.m. spot break on Sundays and was placed through The Clemmons Company of Philadelphia.

One minute announcements have been scheduled for the "Easy Does It!" program to sponsor Magneto-Rotor TV antenna. The 52-week contract was placed through the Levy Advertising Agency with William Rich representing WBNF.

**WEVD Releases Series Of Public Service Shows**

WEVD, New York, on July 1 will air a series of public affairs programs, including "Tele-Talk," "Blackboard," and "Straight Talk." The series will be heard Thursdays at 7:30 p.m. The series will be presented by the American Civil Liberties Union director and Congressman Emmanuel Celler, Edgar Ansel Mowrer, journalist; New York Times City editor, and others.

**Joining Public Relations Firm**

Thomas J. McNair, former radio network detective for WLKN, New York, Conn., has joined Leyte Peck Advertising. McNair will handle public relations for the Ivorony Playhouse, Connecticut, smoothie theater, during the current season.
PLANS SET FOR GARDEN FIGHTS

Walcott-Charles (TV) At Two N.Y. Theaters

(Continued from Page 1)

Cantor Signed

Chicago—Edie Cantor yesterday was signed to do three shows daily at the second annual National Television and Electrical Lighting Show to be held at the Chicago Coliseum September 30 through October 7. Cantor's stooges, the Mad Rugslut and Guffy, also have been signed. Cantor's salary alone will probably exceed $10,000.

The contract was signed by Arthur M. Holland of the McConnel-Howard Advertising Agency of Chicago, representing the firm for the show, and Lou Cohen of the William Morris Agency, acting for Cantor.

Camel Cigs Sign CBS For W'kly Half-Hour

R. J. Reynolds Tobacco Co., for Camelts, has signed with CBS for sponsorship of the 8:30-9 p.m. Friday period beginning October 7. Agency for Reynolds is William Edy.

Until the end of this year, time slot will be occupied by a mystery series, produced live from New York. Next year sponsor plans to inaugurate a series built around one of its radio properties, reportedly bundlehead Vaughn Monroe, whose Aki show is carried by CBS Saturday nights.

named to head production, formerly was associated with Ray Studios, Jerry Fairbanks, NBC and Brandon Brothers.

Press-Time Paragraphs

“One Man’s Family” Set For NBC-TV

“One Man’s Family,” dramatic radio serial of many years standing, will be brought to New York from Hollywood by its producer and writer, Carleton Morris, for a weekly series over NBC-TV beginning June 27, 9:30-10 p.m., EDT. The entire radio cast, with one exception, will be seen on the video version.

WNAC-TV to Debut First Daytimer

Boston—WNAC-TV, Yankee Network outlet here, air its first live studio show Monday with the inauguration of “Shopping-Vrees,” an across-the-board shopper's show featuring local New England merchants. Program will be aired from noon to 12:30 and will be the first daytimer in this area. Station went on the air officially October, 1948.

DuMont Names Merchandising Director

Jeroldine Cooper, recently with Paramount Pictures, has joined the DuMont web to direct specialized merchandise promotion. Before the war, Miss Cooper spent three years in Europe working as a stylist with leading fashion firms. She is planning a Fashion News Clinic to promote women's fashion and department store merchandise in TV.
KOJO's Standing Committees Include Special Tele Group

(Continued from Page 1)

R. G. Baker of GE; W. J. Barkley of Collins Radio Co.; Cedar Rapids, IA; H. C. Bonfig of Zenith; Dr. Allen B. DuPont of DuMont Laboratories; J. B. Elliott of RCA Victor Division; Paul V. Galvin of Motorola; W. J. Halligan of the Hallcrafters, and L. B. Hall of Philco.

Because of increasing new legislation, particularly state and municipal, affecting TV, a new legislative committee has been appointed by President Cosgrove, with the help of the general counsel, John W. Van Allen, as chairman and Frederick H. Hazen, attorney of the Crosley division, A.VCO Manufacturing Corp. at Washington, as vice-chairman. The committee will operate with the help of RMA division and committee chairman in handling legislative interference.

Other appointments made by President Cosgrove include the following chairs of RMA standing committees:

- Cathode ray safety committee—Chairman, R. A. C. Sprague of Sun-Lamp Co., Indianapolis,
- Excise tax committee—Chairman, R. A. C. Sprague of Sun-Lamp Co., Indianapolis,
- Export committee—V. S. Mameyff of Raytheon, chairman, and E. R. Lekous of Zenith reappointed as vice-chairman. Chairman Mameyff succeeds John E. Burke, of Stewart-Warner, who retired after two years of service. A. M. Menard of RCA Victor division, will continue as vice-chairman.
- Industrial relations committee—Director, G. W. Thompson of Noblit-Spark Industries, Inc., Columbus, Ind., reappointed chairman, and R. T. Borth, of GE continued as vice-chairman. This committee

WINX Changes Owners

Washington — Ownership of WINX has been transferred from The Washington Post to William A. Banks of Philadelphia and also from SURF, Philadelphia. According to Banks, Washington listeners will enjoy a much better signal due to a new signal booster system. Harry W. Philips, owner of Dolly Banks will be associated with WINX as assistant general manager, in which capacity she is connected with WHAT, Philadelphia.

NEW CBS Dramatic Series

CBS will launch a new five-week afternoon dramatic series "Make Believe Town," on Aug. 30, 4 p.m., the slot now occupied by the Robert Q. Lewis show. T. latter will pinch-hit for Art Godfrey, who vacations through August and September.
Zworykin Honored With Lamme Award

Swampscott, Mass. — Dr. Vladimir K. Zworykin, vice-president, and technical consultant of the RCA Laboratories Division, yesterday was awarded the Lamme Medal of the American Institute of Electrical Engineers, which is holding its annual meeting here. Dr. Zworykin was honored "for his outstanding contribution to the concept and design of electronic apparatus basic to modern television." He was introduced by Brig. Gen. David Sarnoff, RCA board chairman. (Continued on Page 5)

Fineshriber Honored At Columbia Luncheon

William H. Fineshriber, Jr., "Billy" to his associates at CBS—was tendered a luncheon by Columbia associates to Bots Shoe’s restaurant in New York yesterday. Fineshriber leaves CBS on July 15th to become vice-president and director of programs for Godfrey, who characterized the luncheon as a wake, paid personal tribute to Fineshriber for his counsel and guidance back in. (Continued on Page 2)

Brewery Spot Windfall Follows End Of Strike

Within minutes after siring news of the end of New York's beer strike Tuesday night, WOR, New York, had sold and programmed several spot announcements by brewers. These included the R. & H. Brewing Company’s “There’s good news tonight—the beer strike is over,” and other spot announce-. (Continued on Page 5)

Flag Raising

WOR-TV will hold flag-raising ceremonies today to dedicate completion of its 760-foot tower in north Bergen, N. J. Theodore C. Streibert, proxy, and other station officials will attend. Following the ceremonies, outlet’s antenna will be hoisted into place atop the tower.

Novik Heads Group Purchasing WLIB

Deal for the sale of WLIB, Brooklyn, to Mor-Nor, a radio consultant, and some New York business associate is practically closed, Rano Daily reported yesterday. The station is being purchased from Dorothy Thackeray of the New York Post.

Novik could not be reached for confirmation yesterday. His attorney, Cohn and Marks, in Washington indicated that the transaction was finalized by the time he received the confirmation. It is expected that the FCC will be notified of the transaction in the next few days.


Washington Bureau of RADIO DAILY

Washington—Sales aid materials to be issued by the new Broadcast Advertising Bureau will be copyrighted, with slide film presentations limited to NAB members, according to proposals adopted yesterday by the NAB board's BAB executive committee. The group met. (Continued on Page 5)

Both RCA, Columbia Report Pickup In LP Record Sales—78 rpm Discs Create Merchandising Problem

Spokesmen for the two leading U.S. record companies scoff at predictions that the industry is in for a blues cycle as far as sales are concerned. While admitting that manufacturers face a serious inventory problem in standard discs, company officials feel that the remarkable success... (Continued on Page 5)

FCC Amends Ruling On Virgin Is. Radio

Washington Bureau of RADIO DAILY

Washington. The FCC yesterday announced that it has abandoned its proposal to authorize low-powered commercial radio transmitters in the Virgin Islands. Use of local channels with power as low as 50 watts had been proposed, with the FCC at first looking favorably on the idea in the hope that it would bring radio service. (Continued on Page 5)

Lucas Gets Promotion With Associated Service

The appointment of James W. Lucas as Director of Programming for the Associated Program Service, was announced yesterday by Richard S. Testut, vice-president of Music Corporation and General Manager of Associated. Lucas, formerly. (Continued on Page 2)

Theater-Tele Scores Heavily

As N.Y. Sees Wcott-Charles

The big Brooklyn theater found it necessary to hang out the SBO sign at 8:50 p.m., more than an hour and a half before the start of the show. At 9:30, an hour before the opening bell, the doors were closed and admission refused to those still seeking admission.

The beat, telecast on the NBC network, was sent to the theater by WNYB via directional microphone. (Continued on Page 7)

Directs Himself

Fletcher Markle, director of the "Ford Theater" on CBS, tomorrow will double as an actor when he appears opposite Helen Hayes in "A Farewell to Arms." Miss Hayes starred in the movie version of the play a decade ago. At that time Gary Cooper had the role which Markle will play tomorrow. Program is broadcast on the web from 9:10 p.m. EDT.

Psychological

WNEW, New York, mindful of the weather, last night programmed a new weekly revue, a record five which are chosen for their psychological effect. As: "Baby It's Cold Outside," "I'm Gonna Wander," "Jingle Bells," "White Christmas,"

WALTER B. NELSON

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TEN CENTS

www.americanradiohistory.com
COMING AND GOING

ERNEST de la OSSA, director of personnel of NBC, has donated a two-week vacation to the NAB's Chicago personnel setup.

YORK EYNWAY, vice-president of the American network, will be NBC's first broadcast accountant in Chicago.

CHARLES SHAPIRO, of the sales department at NBC, is on the West Coast to promote the network's new television series.

JOHNNY LONG, the bass who left last year for a series of one-night stands in Ohio and Kentucky, is on tour with the NBC network.

BRADLEY MARVIN, one of the announcers of the new NBC television series, will be in Chicago this week.

J. L. VAN VELDENBURG, Columbia network vice-president, is on his way to New York to discuss the network's future plans.

BILL CONNINHAM, Mutual network commentator, will broadcast his program from Chicago.

DOUGLAS EDWARDS, Columbia network commentator, will be in New York to discuss the network's future plans.

GEORGES CROTHERS, assistant director of the network, will be in New York to discuss the network's future plans.

HARRY C. BUTCHER, owner of KSTO, Burbank, Calif., is in town for conferences at the headquarters of NBC.

Fineshriber Honored at Columbia Luncheon

The Columbia Luncheon was attended by a number of network executives and personalities.

Brazilian Executives Visit NBC Radio-TV Studios

The Brazilian executives visited the NBC radio and television studios to discuss future cooperation.

FINANCIAL

NEW YORK STOCK EXCHANGE

Judy Cortada To Radio Best

Special Broadcast To Honor Program

As a gesture of Godspeed to the staff of America's Town Meeting of the Air who will depart Saturday on a round-the-world tour, ABC will be in New York for a special farewell ceremony at 2 p.m., on Thursday.

Gordon Frazer, ABC commentator, will present George V. Denny, Jr., originator of radio's oldest audience participation forum, Sam Prior, vice-president of Pan American World Airways, ABC and civic officials in the departure ceremony at Idlewild airport.

During the special program Denny will explain the significance of the event and the network's future plans.

The first world tour program will be held on London and broadcast in the United States.

The program will include London, Paris, Berlin, Vienna, Rome, Ankara, Tel Aviv, Alexandria, Karachi, New Delhi, Manila, Tokyo and finally Honolulu and San Francisco.

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The program will include London, Paris, Berlin, Vienna, Rome, Ankara, Tel Aviv, Alexandria, Karachi, New Delhi, Manila, Tokyo and finally Honolulu and San Francisco.

"Ladies and Gentlemen..."

Here's the convention hall at Philadelphia before any of the "B'ways" showed up. Not a tidy place, but it makes a darn good spot.

It's useless to talk to an empty house. It takes audience to give meaning to any message.

If you remember that when you buy radio in Baltimore, you're bound to end up with W-T-I-H. W-T-I-H gives you audience — big, steady, interested audience, at rock bottom,

per-listener.

W-T-I-H is the big bargain because it produces more listeners-per-dollar than any other station in town.

So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W-T-I-H story.

AM

Baltimore, Md.

FM

Tom Tinsley, President · Represented by Headley-Reed
WBKB's new plant is 100% RCA-equipped

RCA TT-5A Transmitter of the type installed in WBKB's new plant. WBKB also uses RCA Field Equipment, RCA Microwave Equipment, RCA Studio Cameras, RCA Synchronizing Generators, RCA Film Equipment, and an RCA Turnstile Antenna.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
SWOUTH

Windy City Wordage...!

• • • What's this about a big local ad agency having two accounts, are ready to do a "switch job." ... Al Trase, currently knocking 'em dead at the BFG flagship—the Chicago Theater, has an answering, Gallup, Darling line up his "downy hearted." Tane is published by a local music publishing firm. Orton Music, owned by one of the nicest guys in this town—Maurice Wells. "Moe" is all smiles these days since he obtained his ASCAP license. ... Current gossip on radio row has Johnny Desmond replacing Jack Owens very soon on the "Breakfast Club." ... The top man of the American Association of American Railroads, president William T. Farcy (his headquarters are in Washington, D.C.) is in town huddling with Gordon MacRae on the front of ABC's "Railroad Hour" for the fall. The program will go on right through the summer with the hot-weather format calling for no guest stars with MacRae having Leatrice Joy as his regular feminine co-star.

• • • Irving Wagner, account executive with Ohan Advertising Agency here, has been ordered by his doctor to "take up a hobby" and forget about his ulcers. As a result Irrv has turned out some top tunes. One of them—"I Wanna Marry Mary"—was co-authored with Bill Anson, former Chicago disc jockey, who is now one of Hollywood's top songwriters doing his stuff over KFWD. The tune has been done on the Bob Crosby show by Crosby and the Modernaires, by "The King's Men" on the "Flibsber McGee" show by Arthur Godfrey and the Sportsmen. ... in collaboration with Jimmy Hilliard. "Wax" has authored "Panchu is a Fool" and it's been recorded by RCA-Victor for August release. Tropical twist here is that Hilliard is head of talent for Coral Records (Decca subsidiary) and latter firm still hasn't recorded tune. They're both great tunes and record companies will be smart to latch on to both songs.

Report Clark To Disavow Hume FCC-Bill Testimony

(Continued from Page 1)

Justice Department attorney, David H. Broder, against the McParran-Collins-Carl Clark has been under some pressure from Capitol Hill to disavow responsibility for the statement put into the record by Hume. Difficulty, it is reported, is that reputation would seem in some quarters to point to a shift in Justice Department views toward less rigid enforcement of the anti-trust laws. Since the department has in recent years been all-out in its anti-trust prosecutions, Clark is said to fear that any move repudiating the hastily devised Hume testimony would be misunderstood. The department does not favor any weakening of the anti-trust laws or of its position to consider the anti-trust records of applicants, it is said.

Privately, Clark is reported to be extremely incensed about the 16-week's performance, feeling that the department was put in the position of commenting upon a bill to which it had not given its official study. It is the evident miscon-

Michel Will Survey Radio in Germany

(Continued from Page 1)

son under American supervision. Reaction to this in mid-August, Mr. Michel will present an oral and written report to the Department of the Army on his observation of Berlin radio operations.

NARND Names Noble

Bud Noble has been named public relations chairman and bulletin editor of the National Assn. of Radio News Directors, replacing John H. Hogan, who resigned. Noble is news director for KFAB, Omaha.

On Active Duty

The KLZ Farm Reporter, Lowell Watts, is on a two-week tour of active duty with the United States Air Forces in lowery Field, Denver. Watts holds the rank of captain in the Air Force reserve, and was a B-17 pilot in the ETO during the war.

AGENCIES

MAURICE MAURER, vice-president of the Entertainment Corporation, which owns the Astor Theater, has announced that effective with the engagement of "Lost Boundaries," Donahue & Coe, Inc. will handle the Astor Theater account.

HARRY B. COHEN ADVERTISING CO. of New York is taking additional space in the One East 57th Street building, where its offices are now located. When the new offices are occupied next week, the Cohen agency will have twice the space of its original quarters. Executive and research department offices will be located on the 6th floor while art, production, media, time buying and accounting departments will be moved to the added offices on the 4th floor.

FEDERAL LIFE & CASUALTY CO. has engaged the William Warren Agency, Stevens P. Jackson is its new executive. Advertising plans call for sponsorship of the Drake program, WCBS, and television film spots planned for the Fall selling season.

DANCER—FITZGERALD—SALMAF has been appointed by Carter Products, Inc., to direct advertising for its new liquid deodorant, Per-Stop.

FOOTE, CONV & BELDING INTERNATIONAL CORP., completing its plans for the Caribbean area, announced the appointment of Alberto Ortega as director of the Caribbean Division, with headquarters in Havana. Ortega formerly was with Donahue & Coe. F. C. B has named Pubidid Gustafia, Cuba's largest agency, as its exclusive Cuban associate.
Recording Executives Optimistic Re Future

(Continued from Page 1) of long-playing records will more than offset any sales resistance in other divisions.

Columbia Records, in a report to distributors yesterday on the first anniversary of the introduction of its long-playing, high-fidelity records, said that sales have topped its "most optimistic" estimates. Columbia says it has sold more than 5,500,000 LP records and beyond 1,000,000 LP players and attachments.

A spokesman for RCA Victor declared yesterday that the firm's 45 rpm records, on the market less than three months, have sold with "phenomenal success." RCA Victor admits that current business in the record industry as a whole has fallen off this year and in 1945, but points out that 46 and 47 were the best years in the history of record making. The record business is not going to the wall, this official remarked, as long as "hot" records, such as " Riders in the Sky," can sell over 1,000,000 copies.

Confusion Period Over RCA Victor executive feels that the "confusion phase" dating from the introduction of the first long-playing records, with resultant buying indecision among potential customers, is definitely at an end. Record buyers who waited out the trend are now able to be buying more freely, but becoming more selective in their buying habits.

Old Records Present Problem

The only real merchandising problem facing record firms today, in the opinion of RCA Victor, is how to dispose of large backlogs of 78 rpm records, which become increasingly harder to sell as slower-speed records become more popular. Eventually, RCA Victor believes, all manufacturers are going to "take a beating" on the older-type discs before disposing of them at sharp markdowns.

The firm also notes less of a seasonal, summer slump this year in record sales than ever before. This it attributes to recent intensive advertising and publicity campaigns for older-speed discs and players, which has made the public more record-conscious than heretofore.

THE SHOW OF SHOWS WILL BE HERE SOON!

ADVT.

FCC Amends Ruling On Virgin Is. Radio

(Continued from Page 1) to the islands. In addition, it was proposed that operators holding lower grade licenses than ordinarily required for standard broadcast operation be permitted to work on such stations.

The proposal was advanced, the Commission said yesterday, because until then there had never been, any stations in the Virgin Islands. An application was filed asking for 50-watt operation, and the FCC:

"An examination of the population, culture, and economy of the Virgin Islands indicated that there was a definite need for a local broadcast service but that there was doubt whether the economy of the Islands would support a standard broadcast station operated in the manner of stations in the continental United States. It was therefore thought desirable to consider the advisability of permitting stations operating in the Virgin Islands to effect certain economies in their equipment and personnel in order to encourage the inauguration of broadcast services there.

Since then, the Commission has received two additional applications for construction permits for the Virgin Islands proposing stations which, both in construction and operation, will meet all the requirements of the Commission's rules. In view of these applications and the arguments advanced in opposition to the proposed rules, it does not appear that any further consideration of a relaxation of present requirements is necessary in connection with the establishment of broadcast service in the Virgin Islands, it explained yesterday.

Brewery Spot Windfall Follows End Of Strike

(Continued from Page 1) items tied in with the strike settlement for Trommer's and Pabst's beer.

WOR's sales department is also primed with special copy being held for release in connection with the bakers' strike, which is expected to end on Saturday. Bond Bakers, Ward, Purity and Continental have ordered special spots to follow the strike bulletin.

Zworykin Honored With Lamme Award

(Continued from Page 1) chairman, as the "scientist extraordinary of this age." Gen. Saristoff traced Dr. Zworykin's accomplishments in inventing the principles of the iconoscope tube and later the kinescope, and his outstanding service as a wartime member of the Scientific Advisory Board and other important groups advising the military establishment.

An accepting the medal, Dr. Zworykin reviewed the development of television, and declared that its growth seems to be limited only by the space available in the frequency spectrum. He also touched on the many opportunities for use of video apparatus and technique in business and industry.

Cuts WHAT Promotion

Annette O'Mrnnan, former assistant to the program director who has been promoted to the full capacity of program director at WHAT, Philadelphia, Pa.

Will Air Benefit Game

WMGM, New York, will air an exhibition baseball game between the Brooklyn Dodgers and the Cleveland Indians on Monday, June 27, starting at 9 p.m. Proceeds will benefit sandlot baseball teams.

Up to 42% Savings on your Recording Costs!

By The Sensational New COLUMBIA LP Microgroove Method

See How You Save!
*Substantially Lower Cost Per Record
*More Program Time Per 12" Disc Than On Present 16" Record
12" Record Plays 20 Minutes, each side
16" Plays 13 Minutes, each side
*Full Columbia Transcription Quality Maintained Throughout

CALL, WRITE, WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. QD

Trade Marks "Columbia" and QD Reg. U. S. Pat. Off. Marque Registrees Q Trade Mark

Los Angeles: 723 Alvarado Street
San Francisco: 928 Market Street
New York: 723 Alvarado Drive

Chicago: 728 North Michgian Avenue

Columbia Records of Canada Limited

Newark, New Jersey

WANTED: "ON THE SCENE" REPORTERS.

Send 3x5 card with your: name, address, age, etc. to:

Columbia Records

266 South Wabash Ave.

Chicago 4, Ill.

www.americanradiohistory.com
**WORDS AND MUSIC**

**By PINKY HERMAN**

- **TIN PAN ALLEY OOPS**—Robbins Music riding high with two numbers "Again," and "Forever and Ever" on the Lucky Strike Hit Parade. . . . Murray Baker and his staff now de concluding another winner in "Who Do You Know In Heaven?" to make you forget you are . . . . • Look for more MMB solos to stick over to Frank Wilde's Mutual network within the next fortunel. . . . • Norma Brokenshire, who NBC celebrates his 25th anniversary in Radio today, is credited with many "firsts," among which are, first to announce a horse race at Belmont Park; first to bring a microphone before the Congress; first to broadcast a Presidential Inauguration (Calvin Coolidge); first to broadcast a plane . . . . (and first to be satisfied when radio comedians insisted on talking about the mythical radio announcer "Norman Broken Bottle." . . . • When former WINSinger Paul Carley brought 'another Billie Eckstine' for an Arthur Godfrey audition, he was asked his own vacation . . . . he said, "Singer" so Godfrey insisted that he prove it . . . Paul did—and will appear as a contestant in September. . . . • Carolyn Scott Olman, sixteen-year-old daughter of Abe Olman (Mr. Gen. Mgr. of The Big Three Music Pub) has been signed for summer stock . . . she'll emote at the Nutmeg Playhouse located in Brookfield Center, Conn. . . . Now Tomer, former research assistant to the late Bob Riley, is the co-writer of the beautiful ballad, "Believe Me," published by Mutual Music. . . . • When Berta Porter, WDRB music librarian, asked a group of Nativity concerts in front of the Bull Building when she might find "Mademoiselle Hortensia," she was guided to the offices of Dema Bartlett (tobacco). . . . • Nationwide will honor Harvey Hudson with a party on the stage of the MGM Theater in Richmond, Va., tomorrow to celebrate their WLIEding Day's third anniversary. . . .

- Music publishers are chasing around like mad trying to locate and acquire a new Waltz, "Pretty Girl," ditty was recorded by Ken Griffin on Ondoro and sounds like a sure hit . . . number was written by Albert Reilly and published by Dial Music, located somewhere in Long Island. . . . • Louise Carlyle will be heard for three weeks on Tommy Tucker's "Sing for Your Supper" via WOR starting July 3. . . . • Metropolitan Association of Disk Jockeys will hold a "Midnite Cruise" at the Hotel Sutton in Go'ham Saturday June 4. . . . Headed by Prexy Paul Brenner, the deejays will play host to numerous radio and recording tasks and ye fourth easter. . . . • Tex Beneke and his ork booked into the Paramount for 4 weeks starting August 3. . . . • Radiolites have discovered and rave about 'Mom' Sard's culinary artistry at da Cintas on W. 46th st. . . . • Eden abber ("Nature Boy") has placed his latest composition, "Land of Love" with Feist . . . number is scheduled for a number one plug starting middle of August. . . . • Jean Traub, 19-year-old blind student at University of Rochester doing a fine disk jockey stint every Saturday afternoon at WGNR, New Rochelle, N. Y. . . . the hep youngster prepares his two-hour programs in braille but you'd never know he reads because his spiel sounds so ad libby. . . . • NBC is auditioning a new musical variety program, produced by Herb Moss and featuring Hank Ladd, Gordon Jenkins, and Betty Brewer. . . . • Carroll Lucas, former arranger for Sammy Kaye has formed his own orchestra and is handled by GAC. . . . • Ten years ago, Sam (you call Everybody Darlin') Martin and Red River Dave wrote a number titled "Stars Over Laredo" which Dave recorded for Decca . . . number was re-released last week on Coral and sounds like a click.

- **ON AND OFF THE RECORD**—MGM label brings Blue Barron & Osk back with another pair of waltzes. . . . Top side "Tiny-A-Ling" is ably vocalized by Clyde Burke assisted by a vocal ensemble while the flip has a clever vocal (ensemble) and instrumental version of "Love Is A Beautiful Thing" . . . good item for deejays and Jukes.
COLUMBIA UNIVERSITY'S 25 VIDEO COURSES

Study of video techniques will be incorporated in 25 professional training courses to be offered during the 1960-61 academic year by Columbia University School of General Studies in cooperation with NBC. Teaching staff will be comprised largely of professional NBC personnel, with the majority of courses to be given in the NBC studios.

CURRICULUM OUTLINED

Curriculum will cover basic radio and TV, as dramatic writing, news, promotion, publicity, speech, announcing, acting, use of equipment, sound effects, audience research, international relations, production and direction, music and the documentation.

NBC staff who will give courses are James Nelson, director of advertising-promotion; Hugh M. Bevillo, director of research; Patrick J. Kelly, chief announcer; Frederic G. Knoppfe, sound effects manager; Sydney H. Hays, professor of radio and TV; Fred Bate, executive editor.

Doris Corwin: Included

Also Ferdinand Wankel, TV engineering operations; Wade Arnold, special programs chief; James Harrell, news director; Frank F. King, producer-director; Doris Corwin, director of talks and religious broadcasts; Sterling Fisher, manager of public affairs and education.

"LITTLE SONGS" FILM

Prepared For Video

TV version of "Little Songs On Big Subjects," human relations jingles created by WNBK (AM) by the Institute For Democratic Education and will be tested for 11 weeks on the WPIX "Pilate Playtime" stanza beginning Tuesday. It is favorable to be made up by the I.D.E. for distribution to stations nationally.

For tele, Otto Soglow has drawn a series of cartoons illustrating each jingle. These have been made up in film strip form and will be aired with soundings of the jingles, which were written by Hertz and Leo Singer.

At the One-minute songs in the group, during the WPIX trial, one jingle will be aired daily for a week and the series will be the basis of a letter writing contest for children.

THEATER-TELE SCORES HEAVILY

As N.Y. Sees Walcott-Charless

(Continued from Page 1)

from which they drew much applause from the Walcott antiques.

At the Times Square Paramount Theater a near-capacity house gathered, also in response to widespread newspaper advertising. Here again, enthusiasm was high, the crowd enjoying both the show itself and the Walcott antics, with polite applause for the between-the-acts advertising. Reception, as in Brooklyn, was good, except for a few isolated spots, where the picture prompted momentarily, only to be cleared later.

Despite the fact that the show — as a light — was nothing to write home about, the crowd stayed around until it was through, having been promised victory. It was a greater victory for Theater television.

Service

Cincinnati — When Lou Smith of WTAM's "Dugout Dope" show, told his video audience that the Cincinnati Reds' new left field, George Lowery, was having housing trouble, the whole ball club's switchboard was deluged with calls about available apartments. Lowery is sitting the offer but his teammates, Harry Walker, snapped one up without waiting.

COLUMBUS GROWING AS TV CENTER

Number of network programs originating in Columbus has been growing steadily since the linking of the East and Mid-West last January, is expected to take a bigger turn this autumn, thus further boosting the Windy City's stock as a national TV center. Televize the 13 web shows originating in Chicago are on ABC and NBC — the two web owning stations there — with NBC to start two more in the fall

ABC has the lion's share of Chicago origination, 13 of which are commercial, Super Cities, Action Archives and Fun For The Money — and two are CBS-ops, Tomorrow's Champions and a Wednesday night wrestling pickup.

Columbus shows include: ABC, America, Dave Garroway, and Judy Splinters (subbing for the vacationing Kikka Fran and Olle, also a WNBN stanzas). The Quiz Kids, now on a limited mid-west hookup, probably will be expanded to fill the full network spot in the fall.

Neither CBS nor DuMont carries any CBS origination, although CBS plans several in the fall when WKBK becomes a member of the network. DuMont has no plans for regular program originations from the Windy City.

The reasons are advanced for the continuing growth of the network. These include cable availability, shortage of studio space in New York, even some cases, lower production costs.

Because of this, some programs now originating in New York may be moved to Chicago in the fall.

In addition to those named above, ABC Chicago stations are: ABC Colgate Theater, a N.Y. show.

Eight Outlets Sign

For WPIX Film Package

Eight stations have contracted with WPIX to date for the News outlet's package of 13 feature films that includes George Bernard Shaw's "Pygmalion" and "Major Barbara," both released for TV in the fall.

Stations are WGN-TV, Chicago, WBZ-TV, Boston, WJZ-TV, Detroit, WKBW, Los Angeles, WMAL-TV, Milwaukee, WSB-TV, Atlanta, WWHO, Dayton, W3TV, Charlotte.
WSB Sports Controversy

Atlanta, Ga.—During a special sports show held by WSB recently the topic under discussion was “To pay or not to pay college athletes.”

WSB’s sports director, Thad Horton, conducted a panel consisting of Chick Hosch, athletic publicist, and Jim Holwell, athletic publicist, at the University of Alabama, Alabama Hefnerman, sports editor of the Clarion-Ledger, Miss., and Jom Siler, sports ed of the Knoxville News-Sentinel who offered their views on the subject.

New Program On WDET-FM

Detroit, Mich.—Starting June 26, WDET-FM will inaugurate a new series of programs to be presented every Sunday afternoon, 3:30-4:00, called Editorial Edition. Program will feature editorial quotes from Metropolitan Detroit’s community newspapers. It is being arranged by Mel Jerome, WDET’s news editor.

Contestants On AM & TV

Buffalo, N. Y.—Voice of Tomorrow contest, sponsored by WBYN of Chicago, will be extended by WENB, WJZ, WJW, WRJN and WRSH, all programs in the Buffalo area.

WICH Program Changes

Norwich, Conn.—Homemakers Exchange, heard 12:30 to 12:45 p.m. daily on WDBN-FM, starting July 1, will move to a half hour daily program on Saturdays only.

WGL News Ed Joins WBC

Fort Wayne, Ind.—Tim Sulivan, new editor of WGL, and executive secretary for the Fort Wayne chapter of the American Federation of Radio Artists, is resigning to become night news editor at WIBC, Indianapolis, O’Sullivan is a charter member and head west membership director for the National Assn. of Radio News Directors.

I want a permanent job either in Dallas or Houston, but am soon to good offer elsewhere. I am a radio writer-director with 10 years’ experience in local station, regional, national and international television, have written for many top shows. Have written for TV, radio, newspaper, advertising and have written for many top shows. Have written for TV, radio, newspaper, advertising and have written for many top shows. Have written for TV, radio, newspaper, advertising and have written for many top shows.

Radio Daily

Thursday, June 23, 19

Behind the Mike

MAXINE KEITH, talented radio talent, has a birthday today. Allen Prescott, the authority on New York’s night life, now spends most of his time in a rustic manor building on the Jersey shore. Don’t ask. Ask the Currie family. They don’t know the secret of what it is that Sammy Kaye’s Victor plate of “Four Winds and Seven Seas” will do to the audience.

Mark Warnow’s return to the WJY parade almost 2,000 congratulatory wires from well-wishers. Ralph Edwards pulls over 7,000 letters a week even when no contest is running on his “Truth or Consequences.” (During a contest the mail rolls in hundreds of thousands weekly).

Marty Gould’s offer will be heated three times this minutes from Minnie, Carnival via Mutual starting next week. He’ll broadcast from midnight to 12:30.

Don Dunphy, Guy Lewow and Marty Glickman have been invited by Tamarack Lodge to set up a radio broadcast for annual Damon Runyon Cancer Fund basketball game there in the summer. The trip of sports is said to be hopeful that this year’s game will out-dos the 48 Fund check of 1948.

Wire services doing huge spread on WJZ radio and television—very much a worthy investment if you’re in the publicity involved.

Wherry St. Via, the Bop-A-Lyso, Casino de las disc jocks, sex reports that are Miss Liberty music score will give us all a Berlin A-Plus.

Enterprising radiohost could well study the talents of Alfr DeMott, WOR radio and television—has a wide following.

Jack Robbins conferring with Leonard Feather about a new tour similar to latter’s “Inside Be-Bop” this one can be tagged “Inside T-Town.”

ABC Chicago going all out with campaign to promote Nancy Donavan’s three-week stent on MCA’s “Breakfast Club” the month.

Wherry To Broadcast

ABC will carry a talk on the B-17 landing in 1944 broadcast by Sen. Kenneth S. Wherry (R., Neb.) from Washington on Tuesday, July 13, at 4:45 p.m.

Libel and Slander

Invasion of Privacy

Plagiarism-Plagiarism-Copyight

Insurance


For details & quotations write

EMPLOYERS REINSURANCE CORP.

Insurance Exchange Bldg., Kansas City, Mo.
VALUE OF LISTENER POLL QUESTIONED

NAB Code Committee Appointed By Miller

Washington Bureau of Radio Daily—W. L. (Pres.) Justin Miller yesterday named members of the NAB Standards of Practice committee together with appointments to vacancies on other committees previously announced. The Standards of Practice committee will study the problem of voluntary acceptance of the code adopted in May of 1948, at the Los Angeles NAB convention as “a guide to good programming.”

Members of the Standards of Practice committee follows: Medium Stations—Eugene Carr, WHBC, Canton, Ohio; WJJD, Louisville; WMMR, Philadelphia.

Freak Wind Wrecks WMAQ Transmitter In Ill.

Chicago—A sudden squall yesterday wrecked the transmitter of WMAQ at Bloomingdale, and after a short interruption the station resumed broadcasting on an emergency transmitter. Ward Lindsay, transmitter engineer, said the freak wind struck the tower without warning and it toppled over while the station was broadcasting. The accident happened during the noon hour.

Veale Leaves Lever Bros., Luckman in Full Charge

The resignation of William R. Veale, vice-president and manager of Lever Brothers Co. has been announced by Charles Luckman, president.

The paper said the separate post of general manager has been abol.

Use Of Television Test Patterns Limited By FCC

Stiff Competition Looms For Sale Of TV Projectors

Free TV Demonstrations In Homes Hypo Set Sales

Radio and television are expected to play an important part in a nation-wide sales promotion program aimed at stimulating sales of men’s wool clothing. The plan was announced Wednesday at a meeting in New York of leading clothing manufacturers and officials of the Wool Bureau.

Stiff competition for the sale of projection equipment to TV stations for the handling of commercial messages and news is developing with at least four companies making a bid for the station and sponsor business. Radio Daily learned yesterday. The projection of ticker tape news, weather forecasts, public service messages and other newsworthy matter has become an integral part of the programming of many new stations going on the air. This inexpensive programming has found almost immediate sponsorship and the merchandisers of the projection machines are in hot competition for the station installations. Basically, the purpose of the move.

Dedication

Morton Downey, radio-TV singer star, will inaugurate the first indoor radio station installed in a city hospital when he headlines the opening show at Godfrey Memorial Hospital on Welles Island next Tuesday afternoon at 2 o'clock. The inauguration of an indoor radio station marks an important step in recreation in New York City.

Indiana University Weighs Reliability Of Polls After Completion Of Its Own Radio Survey

New Webster Term Still Awaiting Okay

Crosley Sales Climb In New York Area

Free home demonstration of television receivers is the latest gimmick being used by TV retailers in the New York area to hype sales of receivers.

RWG Drafts Agreement Following Discussions

The value and reliability of radio listener poll is questioned by a survey group itself in a report issued this week by Indiana University on its annual Radio Listener Survey. The Indiana report, summarized by H. J. Skornia, director of radio for the university, said that while

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COMING AND GOING

THEODORE C. STREIBERT and JACK R. POPPEL, in town.

STANLEY HUBBARD, general manager of KSTP, Minneapolis affiliate of NBC, has joined the executive contingent currently in New York on business.

GEORGE D. COLEMAN, general manager of WGBI, Columbus network affiliate in Scran-
ton, Pa., is in town.

RELDA GARRETT, secretary to Joseph E. Baudino, general manager of KDKA, Pitts-
burgh, next Tuesday will go to Chicago for the convention of the National Secre-
etary, Terms (postal free) United States (other than California) $0.00 one year California, $1.00, Foreign $2.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6371, 7-6388. Cable address: Radiads, New York.

CHICAGO BUREAU

460 N. Michigan Ave.
Phone: Randolph 6-4850

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FINANCIAL

NEW YORK STOCK EXCHANGE

(June 23)

Net High Low Close

ABC 31 31 31 31

Admiral Corp. 18 17a 17a 17a -3

Am. Tel. & Tel. 110 110 110 110 -5

CBS A 17a 17a 17a 17a 17a

Philo 26 26 26 26 -5

RCA Common 10t 10t 10t 10t 10t

Stewart-Warner 10 10 10 10 -10

Westinghouse 22 22 22 22 -5

Westinghouse pfd. 92a 92a 92a 92a -5

Zenith Radio 21t 21t 21t 21t 21t -10

NEW YORK CURB EXCHANGE

Net Union Radio 21 21 21 21 -4

OVER THE COUNTER

DuMont Labs 13 13 13 13 -5

Stromberg-Carlson 94 94 94 94 -5

50,000 watts at 800Kc. Very Soon! A GREATER VOICE COMING— AND, BY FAR, A BETTER BUY!

5,000 WATTS AT 800 Kc.

in the Detroit Area

J. E. Campeau, President

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

Barrier

We've had that picture a long time. It was news when we first got it. But even if it's stale to you... even if you've seen it in the newspapers... it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness racers off to an even start. It was inven-
ted by Steve Phillips, veteran starter. After they start... the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio bar-
rier is—who listens to what station?

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!
NAB Code Committee Named By Miller

(Continued from Page 1) Robert T. Mason, WMWN, Marion, O.; Large Stations—G. Emerson Markham, WGY, Schenectady; FM—William B. Lane, KFPO, Bluffton, Iowa; TV—Eugene Thomas, WOIC, Washington, D. C.; Unaffiliated Stations—Lawrence W. McDowell, KFOX, Long Beach, Calif.; NAB Board—William B. Quarton, WMT, Cedar Rapids, Iowa.

Named as advisory members were: Station Representatives—George Brett, the Katz Agency, New York; Advertising Agencies—George Ogle, American Association of Advertising Agencies, New York; NAB staff members to serve are: Executive Secretary—Harold Fair, program department director; Legal Secretary—Richard Joacks, attorney; Public Relations—Robert K. Richards, public relations and publications department director.

A network representative and an advisory member to represent advertisers are yet to be named. Additional appointments to committees previously announced are: NAB-RMA Joint Liaison Committee—William F. Hames, WAXY, Cincinnati; N. Y.; L. E. Pettit, GE; FM Executive Committee—Ray A. Furr, WIST, Charlotte, N. C.; Public Relations Federation—Charles A. Berel, WBNS, Columbus, O.

Chicago Retailer Buys Time On 1,000 Watt Indie

Chicago—Marshall Field & Co. of Chicago, Oak Park, Evanston, and Lake Forest has signed for one-hour a day, seven days a week, for one year on WNMP, 1,000 watt independent broadcasting for Chicagoland from Evanston, Ill. The program—"Masterpieces of Music," instrumental master works of musical literature which has been a featured program on the station since its inception in September, 1947.

The Public Service Company of Northern Illinois has also begun a program on WNMP, "Hymns of Our Church," a 30-minute daily program over the board, Monday through Friday, 1:30 to 2 a.m.

South African Station Makes Commercial Claim

Johannesburg—The claim that Lourenco Marques Radio, Portuguese East Africa, "covers the Union of South Africa" has been repeated on the basis of a J. Walter Thompson survey of last October by Col. Richard L. Meyer of Devonport & Halvold, New York, representative of the Pan American Broadcasting Co., representing L.M.R.

In a letter to Radio Daily, Meyer took issue with Gideon Roos, director general of the South African Broadcasting Corp., who had declared in a similar letter that the claim by L.M.R. of coverage of the Union was "to say the least of it, very optimistic. Even in South Africa, they do not count as much as that," Roos’ letter, reported May 24, had said.

Meyer pointed out that L.M.R. has maintained this listener over, consistently and because of this, he added, "we are at all times in a position to know exactly what programs are on the air in the country and in each province of it tune to Lourenco Marques." In this connection, Meyer said the South African Broadcasting Corp. does not use listener research.

According to the Union-wide survey made by J. Walter Thompson last year, 63 per cent of all informants, including non-set owners, said they listened L.M.R. during September 1948. A breakdown of the survey into smaller areas indicated the following: Cape Province, 76 per cent, Natal, 68 per cent; Orange Free State, 78 per cent, and Transvaal, 64 per cent.

In commenting upon the results of the survey, Meyer said: "It is true, of course, that Lourenco Marques broadcasts in the 3, 60 and 85 metre bands only; but this is the only way that it is possible to provide an adequate service in South Africa with its large area and widely spaced regions. What is more, the S.A.B.C. also uses these same frequencies in order to cover the country areas and their relatively low-powered broadcast-band transmitters give a service only in the cities. Despite the fact that Lourenco Marques Radio transmissions on short waves have to compete with the S.A.B.C. broadcast band transmissions in the cities, 28 per cent of set owners in Johannesburg, for example, listen to Lourenco Marques Radio on any average weekday as against 58 per cent to the S.A.B.C. ‘A’ program; 49 per cent listen to Lourenco Marques on an average Sunday as against 50 per cent to the S.A.B.C. ‘A’ programs. Not bad for ‘shortwave against broadcast band, as I think you’ll agree," Meyer’s letter concluded.

Will Interview LaMotta

Sam Taub will interview middleweight champion Jake LaMotta on his "Hour of Champions" show over WABC on Tuesday at 12:30 p.m. Elwood Cooke, tennis and golf star, will also appear.

Canadian Radio Set Sales Show 1st Quarter Increase

(Continued from Page 1) exceeding even the frenetic figures of early 1947. Overall prices are lower and the bulk of sales are predominately in the lower price brackets. Sixty per cent of current sales are at list prices below $75 per unit.

In "straight" radios, table sets are selling consoles by 20 to one, and account for 55 per cent of the total April sales for this lower price bracket was 112,741 compared with 62,689 a year ago.

Record players and combination sets are necessarily in the higher priced brackets and a decline in sales this year was to be expected. Up to the end of April 5,000 had been sold against 6,204 a year ago.

Crosley Sales Climb In New York Area

(Continued from Page 1) entries to Crosley dealers in this area have exceeded one million dollars. Approximately one hundred employees of the New York branch sales office and executives of Crosley’s parent company, Avco Manufacturing Corporation, attended the dinner meeting, which was tenured to the Crosley sales organization by H. C. Crosgrove, executive vice-president of Avco and chairman of the Crosley Distributing Corporation.

Top Officers Attend

Among the other Avco officials present were Victor Emanuel, president; W. A. Morgen, vice-president and treasurer; R. S. Pruitt, vice-president and general counsel; George Allen, director; and J. W. Craig, vice-president and general manager of the Crosley Division. Mr. Crosgrove is also president of the Crosley sales organization.

Will Operate KOLN

Effective July 1, Emory Dahlgard, secretary-treasurer of the Inland Broadcasting Company, will move to Lincoln, Nebraska to assume executive direction of Radio Station KOLN.

Wedding Bells

Jack Lacey, WINS, New York, disc jockey, and Agnes Code, executive secretary at the station, are to be married July 21. A honeymoon cruise to Havana and Nassau is planned.

Vincent Rowe, show supervisor on the "Betty Crocker Magazine Hour of the Air" for Dance-Fitzgerald-Sample, will be married to Miss Harriette Gifford today, June 30th in Illin.

The Show of Shows Will Be Here Soon!

Jack Eisen is in his third successful year at the Copa. He entertains thousands upon thousands of listeners nightly on air channel 1010. What Eisen sells . . . They buy!

Here is your chance to coin "Jack" with Jack.

WINS has limited sponsorship availability on the Eisen show . . . midnite to 4:00 A. M.

Contact your nearest WINS-Crosley Sales Office.
Univ. Survey Doubts Listener-Poll Value

(Continued from Page 1)

an encouraging and useful information is collected in such surveys, such data is nearly qualified because the person questioned must be a decision or draw a distinction arbitrarily and on the spot. The result, according to Skornia, is that such decisions "can, in many cases, be only guesses."

The report continues: "Considerably different methods from those commonly practiced must be developed before radio stations have wholly reliable data, either on listening to the radio or the impact of radio on listeners."

"Until more reliable techniques are developed, competitive stations in the same town are likely to buy and use unreliable and possibly misleading survey data."

The report also says that the "comparability approach" to surveying is the only one that should be used, and that "the difference between the two methods is not always true..." 60 Students Participate

The Indiana survey was conducted by 60 of the university's students in their home towns during the last Christmas holiday. A total of 1,932 telephone interviews and personal calls were made to 39 American cities — mainly in Indiana — and one Canadian city.

Here are some of the survey findings:
- 75.6 per cent of the calls were made to home and free to listen to their radios. The evening voted least likely for listening was Saturday.
- Seven o'clock was the hour of the morning when the highest percentage first turned on their radios.

Get More News From Radio

An average of 85.6 per cent, in various occupational groups, said they got more news from their radios than from newspapers. An average of 75.5 per cent satisfied with the amount of local news on the air. An average of 87.7 per cent felt that radio was fair in its presentation of news.

An average of 85.7 per cent said they had a radio to listen to buy products in protest against bad commercials. On the other hand, an average of 87.3 per cent of those interviewed said there were some commercials they found enjoyable.

ABC Changes Opening

"Kate Smith's Music Room," originally slated to bow on ABC July 4, has been postponed until early fall "due to the press of her previous commitments," the network said yesterday. "Music Room" is a two-hour show featuring records chosen by Miss Smith and Ted Collins.

RWG Drafts Agreement Following Discussions

(Continued from Page 1)

Dramatic Series Set To Replace Ozzie-Harriet

"Yours Truly, Johnny Dollar," dramatic series will go into the 6:30-7:00 p.m. slot on the CBS network, Sundays, starting July 17. This is the time period which will be vacated by the broadcast of "Our Miss Brooks," starting on September 11 and Monday of the same week.

Starting September 9, the Sunday 6:30 spot will be occupied by "Our Miss Brooks." The series will continue its run at 9:30 p.m. Sunday night.

Wedding Bells

Malcolm Laing, assistant in the sales department at NBC, has been married to Barbara Griffith, daughter of the owner of the Pennsylvania Drug Co. They are now on a Caribbean cruise.

New Webster Term Still Awaiting okay

(Continued from Page 1)

ceiled himself. No serious opposition within the committee has been reported, and Webster is known to have the approval of most members.

Chairman Johnson has told Rasto Davis he believes Webster one of the best qualified men on the Commission, and Webster also has the reserved support of Chairman Wayne Cagney for reappointment. His term expires June 30, and if his reappointment is not confirmed by the Senate by that date he will automatically be out of the Commission, since the President cannot make an interim appointment while Congress is in session.

It was believed in some quarters that Johnson may move for committee okay early next week, but Johnson himself refused to indicate what his intentions are.

HERE IS WHAT PROJECTALL CAN PROGRAM FOR YOU, EITHER SINGLY OR IN COMBINATION:

- INS spot news photos
- INS pandown or tape news bulletins
- Advertising copy
- Electric clock time signals
- Weather slides
- Illustrated programs on paper roll-downs
- Advance program notes
- Station promotion
- All forms of opaque titling
- Three-dimensional objects on revolving stage.

Projectall is your answer for versatile, low-budget TV programming

For real economy in TV news programming - the kind that helps propel station operation figures into the black - it's hard to beat the new INS "Projectall."

Time-saving and economical, it eliminates the need for extensive studio facilities or personnel while projecting an endless variety of distinctive, revenue-producing TV shows. Projectall's single aperture presentation eliminates the critical adjustment associated with more complex equipment using several apertures. Its pedestal turntable is specially designed to accommodate a slide projector and multiplexer mirrors in addition to the Projectall. Thus, simple objects such as a wristwatch and test-patterned slides, or movie film can be projected directly into the camera pick-up.

We suggest you check NOW with INS - exclusive sales agents - for terms and literature.

Manufactured by Tresell Television Productions, Inc.

INS - INP TELEVISION DEPARTMENT
Robert H. Reid, Manager
235 E. 45th Street, New York 17, N. Y.
Competition Looms In TV Projector Sales

Built-In Phonographs For New Apartments

The "Musicornier," a new innovation in modern living was introduced by RCA at a press conference in their Johnny Victor Theater, RCA Exhibition Hall, N. Y. this week.

Feature of the "Musicornier" will be a built-in RCA Victor phonograph which will be standard equipment in the living rooms of 310 garden-type apartments now under construction in the Lockwood Village development, Roselle, N. J.

Idea for the "Musicornier" was conceived by Milton L. Ehrlich, builder of the apartments in conjunction with Kirch-Radico, RCA Victor's New Jersey distributors and Leo Kaplowitz, of the Music & Appliance Div. of Jersey Fire Co. In addition to the phonograph, the "Musicornier" will feature a front cut-out in which a foldable table top TV set may be installed.

Shea Appointed By Philco

Martin F. Shea has been appointed general manager of the Coleman Manufacturing Div. of Philco Corp. and will be in charge of the company's original equipment automobile business, it was announced by John M. Otter, vice-president and general manager.

Eleven Stations Using INS Projector: Multiscopc, Telop and WPIX Unit Are Among Those Offered

(Continued From Page 1)

machine is to project news printed on tape, on to the station's test pattern, thus enabling the home viewer to tune in his set and instead of viewing an immobile test pattern during non-scheduled broadcast hours, still see the usual test pattern on the TV screen, passing across the upper or lower portion of the test pattern.

One of the first machines developed was the Multiscopc, which was introduced by WBKB, Chicago. This machine is now being manufactured by Acme Telephonics for Sterling Television, Inc., a subsidiary of Babban & Katz, Chicago, and may be leased or purchased through the facilities of the United Press, anywhere throughout the country.

WBKB claims a total of 49 hours per week of Multiscopc time, 35 of which are sponsored by Philco and 14 hours by Pabst beer. Price of the machine and stations who have already installed it or have contracted to purchase it is not available at this time.

The second machine to make its appearance was the Projectall, shown for the first time at the Chicago International News Service at the NAB Convention held at Chicago in April. This machine is now in full production by Pressel Studio, Chicago, with exclusive distributorship rights for it owned by NIS. Projectall lists for $1,850.00 (complete with pedestal ($1,600.00 without pedestal) and may be leased for $300.00 per month for a period of 30 days. Rental charges for the unit may be applied towards its purchase price at the end of the 3-month period.

According to Robert H. Reid, manager of INS-UP TV Dept., the following stations have already installed the Projectall in addition to ABC, Baltimore; WJFK-TV, and WXYZ-TV, Detroit; WNBV-TV, Bingham-
ton; KTAL, Los Angeles; WAGL-TV, Lancaster; WMTV, Memphis; WFIL-TV, Philadelphia; KRON-TV, San Francisco; WNBQ, Chicago and WNTD, New York, with WTCH-TV, Birmingham and WSPD-TV, Toledo, contracting to purchase it.

INS further reports that a number of advertising agencies have expressed interest in Projectall as a means of displaying their clients' advertising messages on paper tape, a far less costly method than on film.

CBS engineers, working in conjunction with Gray Research & Development Co., Inc., Hartford, Conn., recently developed the Telop projector, of which the first model was used at WCBS-TV, N. Y. this month. The Telop is priced at $3,500.00 and Gray Research is now geared to produce so that additional Telop projectors will be made available in the near future.

The most recent project machine of these to be used is a specially devised projector, constructed by William Slat, assistant engineer of WPIX in New York, and was first put to test June 9, when the station inaugurated a "Teletape News" service, providing a continuous flow of up-to-the-minute news on the lower part of their test pattern. "Teletape News" is available to home viewers any time from 12:30 p.m. until scheduled program time, Monday through Friday.

With respect to the availability of this new machine, Robert L. Core, station manager, said, "As you know, WPIX is just beginning the tape on the air. When this new idea is perfected and legally protected, it will be available to other television stations." No price for the machine has as yet been set.

Color TV Studies Jets In 2000 Mph "Flight"

The practical application of color television for industrial purposes was given its initial test yesterday by the Wright Aeronautical Corp., engine building division of the Curtiss-Wright Corp., at their plant at Wood-Ridge, N. J.

In order to enable its engineers to get a "closeup view" of a ram jet situated under actual flight conditions of 2,000 mph, the TV camera, placed on the floor above where the jet was in operation, viewed the model shell of the jet and the roaring blue exhaust flame produced by it. The picture was projected on to the screen of a monitor console, and the equivalent of a 12-inch viewing screen, on which the image was seen in full color.

Under Direction of Dr. Goldman

The television test was under the direct supervision of Dr. Peter Goldman, director of the engineering research and development laboratory of CBS. Engineers of the Wright plant present at the test seemed favorably impressed, but cautioned that special cameras would have to be developed in order to view this type of supersonic jet at closer range, before accurate studies of their behavior could be obtained.

Selenium Rectifier Handbook

The Federal Telephone & Radio Corp., East Newark, N. J. has just published a 48-page handbook titled "The Selenium Rectifier Handbook" which embraces a wealth of information on selenium rectifiers. Booklet may be obtained for 00 cents by writing Federal Telephone & Radio Corp., 900 Passaic Ave., East Newark, N. J.

PRODUCTION PARADE

Portable Video Antenna

The Zaden Corp., Chicago, announces a new development in TV portable antenna design. With a center of gravity, new antenna is compact, standing only 15 inches high, yet extending to a 22-inch spread when needed. The Zaden 50 antenna is finished in brass, with golden plastic tips, and streamlined base.

McNARY & WRAITHALL INC.
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Member AFCCB

L. W. ANDREWS, INC.
219 WHITAKER BLDG.
Davenport, Iowa
Phone 2-7824

GEORGE P. ADAIR
Radio Engineering Consultants
Executive 1230
Executive 5581
1493 M Street, N. W., Washington 6, D. C.
LOS ANGELES

By AL STEIN

WARD INGHR, Mutual-Don Lee’s vice-president and sales chief, is back in town after a month’s Eastern tour.

Milton Berle arrived in Hollywood Monday for a film shoot with Warner, although he has completed his tele program for Texaco, the kinescope versions are still around. KNBH telecast one Tuesday night and the final program will be seen here next Tuesday.

J. Carroll Nash has mixed a film commitment in Europe and another in Cuba in order to portray Leilgi through the Summer for CBS. CBS’ Harry Ackerman returned Monday from New York.

Rexall Drug Co. starts sponsorship of “Bob McLaughlin Club Time” over KNX on July 4.

Leeda Music has published two compositions by Billy Mills, conductor on the Fisher McGee show for the last six years.

Bentoa & Bowles will handle the “Armechair Detective” for Whitehall Pharmaceutical Co. KTTL will video-transcribe the show for Anacon, Kynolos and Biridor. Program debuts here Wednesday and bows on the CBS Eastern outlets on July 6.

Television set sales have dropped off considerably in the last two months, according to a recent checkup. Price-cutting already has started.

Curt Massey is out to give help to the comic song-pluggers and has started a “Be Kind to Song-Pluggers Day.” Each Thursday he’ll hold open house for the pluggers and their new tunes.

Hate to be pessimistic, but there are rumors around that several station managers and program directors will do some heavy retrenching in the next few weeks, with some of them folding.

Jean Gray has been appointed woman’s editor of KMPC.

Teddy Steps Up Campaign

Teddy’s the House of Sea Food, packers of Teddy’s Frozen Fillets and Seafoods, have sponsored the Fitzgeralds over WJZ; Dorothy & Dick over WOR; and Martin Block over WNEW, to promote their products in this market. In addition, a strong newspaper campaign is backing up the promotion. This fall television spots and participations will be added. Tracy, Kent & Co., Inc. is the agency. Alfred S. Mass the account executive.

Pierre’s Engages Nola Luxford

Nola Luxford has been appointed fashion director of the Hotel Pierre. Miss Luxford, who has a background of radio, stage, screen and international travel lectures, is well known in the fashion world as a speaker, and also as MC of NBC’s “Fashion Show of the Air.”

MAIN STREET

Mainly About Manhattan...

- - - THE MORNING MAIL: “Dear Sid,” writes Don Rail, WCBS program director, “I read with interest the Singin’ Sam item in your column. Having worked with the late star over a period of years, I feel that he’d want to play it straight. Speaking for myself, for what it’s worth, I’d rather run the risk of ‘shattering a brilliant illusion’ than incur the far greater risk of compromising or understating public confidence in the integrity of my program operation. It seems to me that the average listener would appreciate being taken into confidence rather than simply being ‘told.’ For this reason, I’d suggest that Jim Ryall obey that impulse and prepare a letter explaining the story of Singin’ Sam, instead of provoking ill will, as he seems to fear. I firmly believe that such a letter would help establish a stronger bond of good-will between the station and the listener. Want’s more, I feel that Singin’ Sam himself would have wanted it that way.”

- - - And Edward Hochhauser, Jr., wheeepee of Transcription Sales, Inc., while naturally utterly elated over the tremendous mail pull of “Reminiscing With Singin’ Sam,” is of the opinion that Jim Ryall has no problem at all. “We’ve never hidden the fact that Sam has passed on,” he writes, “and I don’t think that Jim should either in his answers to questions which just can’t be answered any more. Yet, by the same token, I don’t think it good taste to blatantly answer every letter by pointing out Sam’s death, any more than any disc jock worth his kilowatts would introduce a Glenn Miller, Fats Waller or Hal Kemp platter with a reminder that that particular artist wasn’t around any longer.”

- - - AROUND TOWN: ABC’s “Step the Music” may be expanded an additional quarter-hour during the summer, becoming WW’s warm weather replacement at the same time. Bill Koblenzer resigned from Frederic W. Ziv Co. after two and a half years of hosting up the live program (which has just been dissolved). Responsible for bringing in We & Sada and setting up the deal for Colgate, Bill isn’t disclosing his future plans as yet but can be watched at his headquarters at 211 W. 57th St. Marry Goodman was taken Wn. (Pacific) Tabbert under his wing. Current Look mag., salutes Gordon MacRae, singing host of ABC’s “Railroad Hour” as “radio’s most versatile singer.” When they needed an expert on recordings made yester year’s greats for the “March of Time” documentary on the disc industry, they settled on Joe Franklin, the 23-year-old who wasn’t even born when those headlines thrilled at the Palace.


- - - SMALL TALK: Priscilla Kent, scripter of the “2nd Morn,” is taking a wire recorder and her typewriter to Europe next month to get some authentic local color for future script material. Ted Lewis has tagged his projected TV series “Home Town,” promptly by the click of his new Decca platter of the same name. Andre Baruch defends the male species on “Leave It To The Girls” Sunday. Sheldon Reynolds has sold the Faye Emerson show, “My Silent Partner” as a summer replacement for the Alhambra Family starting on the 39th.

SOUTHWEST

EARL FLETCHER has resigned as manager of WPA in Palm Beach, Florida. Fletcher recently became a part owner of WPA. Widely regarded as one of the best managers in the business, he formerley was associated with Z. T. Hoekney, who served as KGVI’s commercial manager the past year. Fletcher came here in 1945 to supervise the completion of an outlet and became its manager.

Walter T. McKay and Art Stelling have applied to the FCC for authority to sell a one-third interest in KXAF, Fredericksburg, to representatives of Clark Fisher of San Angelo. The proposed selling price is $1,500,000.

Beli Wells has been named program director for KORC, Houston, replacing Dick Heitken.

Bill Shomette, farm and ranch deta-visor for WQAI, San Antonio, vacations in California for ten weeks. Shomette will attend an NBC show while he is on the Coast.

The FCC has granted the FLC to J. C. Long, sole owner of Radio Enterprises, Inc., licensee of KVIC, Victoria, to sell the call for an estimated sum of $189,000 to KVIG Broadcasting Co., Inc., which will also retain an interest.

Paul Cortes, president of KORC, San Antonio, has been elected for another term as president of the League of United Latin-American Citizens at its 29th annual convention held last week in San Antonio. A one-hour-and-a-quarte special broadcast was originated through KORC of the convention proceedings. Program was handled by Marvin Byxoles, of KCOR.

John E. Mayberry, doing business as the Winter Garden Broadcasting Co., has made application to the FCC for a new standard broadcasting station at Bryan, Texas. City with a power of 290 watts 1460 kilocycles with full time.

KXAF, Fredericksburg, a professional model has been employed here by a KITX, San Antonio, as a “Goodwill Girl.” Miss Winston is casting her business men, city officials wearing the new “Man from Mars” super radio-telephone, which is a transistor portable concealed in a tropical helmet, but sporting a hoop and tena on top. As Miss Winston went from office to office she handed out special XPFE gifts and had the radio tuned to KITX.

Joins CBS Sales Dept.

Thomas Hamilton, formerly ABC account executive, has joined the network sales department of CBS as an account executive. He replaces A. E. Plante, who moved over to the CBS-TV sales staff.

Takes WQXR Post

Franklil Feinstein has been signed by WQXR, New York, as a summer replacement announcer. He previously announced shows for WOR and WNYE, New York, and the Voice of America, and has acted in radio, television, and summer stock.
**TEST PATTERNS LIMITED BY FCC**

**NEWS**

**Ascrap Pad By Aug. 1: Aim Of New Extension**

Ascrap yesterday extended again its agreement with the industry covering use of its members’ music on tele-pending final agreement... as to the rates of compensation. Agreement would have expired July 1 and was pushed ahead to August 1. The extension was de-ecided at a meeting of the Ascrap board yesterday.

It was reported that the network contractors had submitted to the Ascrap board and that the society decided to poll its membership in an attempt to obtain long-term rights which it does not now have and which were demanding by the broadcasters.

In announcing the extension, Fred E. Ahlert, Ascrap prexy, said, “It is my earnest belief that negotiations can be brought to a successful conclusion sometime in the future. The Society will continue to make all possible efforts to keep the extensive and varied Ascrap repertoire available to the American public on television.”

**“Offset Carrier” Aids Reception In Fringe**

Effective coverage areas of WCBSTV, New York, and WMAR-TV, Baltimore, have been extended ten miles more by the inaugurating of an “offset carrier” operation. It was announced yesterday by William B. Lodge, CBS TV. Involved in the operation, which was authorized by the FCC, was a slight frequency shift of 6,200 cycles which thwart the stations, both on channel 2, out of line and eliminated the interference in fringe areas. The shift is so slight, however, that it does not affect the tuning of receivers, Lodge said.

The system is seen as another step to help lick the problem of co-channel interference. NBC recently improved fringe reception of its WNBT, New York, and WNBK, Washington, through a carrier synchronization operation.

**Bout-Via-Tele Is Eye Opener To Movie-Exhibitor Skeptics**

Whatever doubts still remained in the minds of motion picture exhibitors regarding the potentialities of theater television was dispelled Wednesday night when the Brooklyn Fabian-Post Theater, playing its second week of a so-called double feature show, was shown to the raves with 2,500 persons watching the antics of the Walcott-Charles burlesque. Exhibitors who were present in the audience objected that presentation of special television events henceforth will be a major stimulant to motion picture trade.

After watching an overall audience enthusiastically demonstrating its approval of what was in reality a dull boxing exhibition, observers were unanimous in their conviction that video and films are headed for the marital altar.

Of significance in this connection is the statement made yesterday by Spyros P. Skouras, president of 20th Century-Fox in a letter to stockholders. Said Skouras: “It is my belief that the existing convictions that television development can go forward only as far as the motion picture field and that the great commercial success of television will come out through the theater, because all the theaters of the country some day will be equipped with large television screens.”

**Turnabout Philadelphia—The Philadelphia Eagles, NFL champs and the first pro grid team to put the kibosh on TV coverage of its home games, has turned to tele-promo ticket sales for the coming season. Station has signed with WCAU-TV for one-minute film upon featuring back Steve Van Buren in a pitch emphasizing the team’s new players and suggesting that fans buy their season tick early.”**

**Hits Separate Use Of Aural, Visual Transmitters**

Washington Bureau of RADIO DAILY Washington — The FCC yesterday clamped down on the excessive use of test patterns by TV stations as a means of operating economy. An interpretation of its Rule 9.06 (1) regarding separate use of aural and visual transmitters was issued to clarify.

It means, the Commission said, that TV channels should be used “only for simultaneous visual and aural purposes — either for educational experimental or test purposes, and not for separate aural broadcasts.”

The Commission is of the opinion, it said, “that to permit a television sound channel to be used in addition to allocate AM or FM aural broadcasts or even on TV aural broadcasts only, would not be an economical use of radio frequencies and would not be in the public interest.”

Text of the FCC’s interpretation follows:

(1) DETERMINATION OF AM OR FM PROGRAMS ON THE AURAL TRANSMITTER OF A TV STATION.

(a) While a test pattern is broadcast on the visual transmitters, the AM or FM transmitter is not consistent with section 9.06 (1).

(b) While a test pattern is broadcast or visual transmitters are broadcast on AM or FM transmitters, the AM or FM transmitter is not consistent with section 9.06 (1).

(2) BROADCAST OF THE AURAL TRANSMITTER WITHOUT VISUAL TRANSMITTERS OR TRANSMISSIONS ORIGINATED BY THE TV STATION.

(a) While a printed moving-test is broadcast on both the visual transmitter and the TV image, the AM or FM transmitter is not consistent with section 9.06 (1).

(b) While the sound of AM or FM transmitters is broadcast on visual transmitters, the AM or FM transmitter is not consistent with section 9.06 (1) except for the purpose of necessary test of station equipment, and except when the aural and visual transmissions are integrated parts of a program and the visual transmissions have a substantial relationship to the aural transmissions.

An example of the latter type of program would be a travel lecture in which the visual screen pictures the words of the narrator on a paper or slide. The sound is broadcast simultaneously with still pictures or slides of sections illustrating the lecture. Another example would be a newsreel in which the words of the narrator are broadcast simultaneously with still pictures or slides of scenes illustrating the news.

While a test pattern is broadcast on the visual transmitters, it must be consistent with section 9.06 (1) except for the purpose of necessary test of station equipment, and except for the purpose of the actual demonstration of TV program techniques on broadcast.

In such cases the aural transmissions are not meant as a broadcast of aural program material or signal composition but shall consist only of a single tone or series of variable tones.

**FCC Okays WX7Z-TV**

Detroit—WX7Z-TV, Detroit, got its regular operating license from the FCC on Monday, thus becoming the first regularly scheduled video station in Michigan.
WOR, New York: New contracts have been signed by Messrs. Halver and Bock, members of the Bock-Thomas Company, for a series of spots in “Luncheon At Sardi’s” and Standard Milk Institute and Pabst Blue Ribbon for spots on the NBC and CMQ programs of Compo & Co. handling contract details.

Stahl Meyer, Inc., for the company’s long-time participation in “Prince Charmin’,” through the Baker Advertising Agency, Inc. Richmond Chase Company, for Heart’s Delight canned fruit, has purchased a long term participation in “The McCaus At Home,” through Bresenich & H. Norden & Staff of San Francisco, Calif.

Taylor Provision Company, for Taylor hams, has purchased a long term participation in “Breakfast With Dorothy And Dick” Samuel Croft Co. placed the contract with B. Malinovich Company, for its food products, has signed for a long term spot series through A. B. Landau line.

General Foods Corporation, for Jello, has taken a participation in “Martha Deane,” Young & Rubicam, Inc. handled the contract details. Sweets Company of America, has signed for Tootsie Rolls. Meselle & Glazier, plans to place the spot.

Two airlines have renewed spot placements: Transcontinental and Western Airlines, Inc. on a long term basis through Batten, Barton, Durstine & Osborn, and Eastern Airlines through Fletcher D. Richards, Inc.

Other spot renewals include Willoughby Camera Store, Inc., through Sterling Advertising Agency; Manufactures Trust Company, for its bank service, is “Rambling With Gambling” through Pearson Advertising, New York; and the Selby & Selby Hearing Aid Company in “Rambling With Gambling,” the Chicago office of Ruthrauff & Ryan handling contract details.

WIND, Chicago: Aunt Mid Company, thru Schwimmer and Scott, have placed a heavy one half minute and one minute announcement schedule. The contract runs thru May 10, 1950. Manhattan Pickle Company has started a spot campaign. The agency is C. M. Lawrence, Spiegel’s, has picked up sponsor tag of the 11:45 to 12:00 noon show, “Songs by Sinatra.” The agency is thru Schwimmer and Scott. Home Carpet Cleaners has placed one minute announcements thru the Sidney Clayton and Associates Advertising Agency. The Anaco Film Company, thru Young and Rubicam, will carry one-minute spot announcements thru the week. Contract runs thru July 1st.

Will Substitute For McNell
Chicago: Tomorrow Fox will substitute for Don McNell as master of ABC’s “Breakfast Club” the week of July 4, while the latter vacations in Canada. The show is heard daily from 9 to 10 a.m.

New Program On WCBS
Amsterdam, N. Y.—A quarter-hour program titled “Homesh on the Land” has been added to the WCBS broadcast schedule. The program will be heard each Thursday at 9 p.m. and is the fifth in a series produced by the Farm Credit Bureau of the U.S. Department of Agriculture.

Warren Joins WFIL Staff
Philadelphia, Pa.—On June 13th, Jerome M. Warren joined the sales staff of ABC affiliate, WFIL. His assignments include duties in sales, sales service and business development. A Syracuse "U" graduate he studied a business course in radio and TV at the New York University evening school and later at the Television Workshop in N. Y.

WSPR Marks 13th Anniversary
Springfield, Mass.—June 3rd marked the thirteenth anniversary of broadcasting for WSPR. The station is affiliated with ABC and is one of the last 50 stations established in 1935, by this year WSPR now operates also an AM outlet with transmitting facilities in Wilbraham.

WCAE Gun Play
Pittsburgh, Pa.—Due to a heavy bullet shot through the curtains by an audience member of the station’s transmitter at Baldwin Township, WCAE was off the air for about eight minutes recently during which time WCAE’s musical show, the Tune Factory was interrupted.

Kennedy Gon; Mgr. WDKD
Camden, N. J.—The former national radio representative of Port & Co. Malcolm E. Kennedy has joined WDKD as general manager of the station. Kennedy served South Jersey from the Capital to the Cape” since October 31, 1948.

KWK Party for New Offices
St. Louis, Mo.—KWK entertained 1000 business people, business men, local and state dignitaries at a cocktail party and buffet dinner on the evening of June 16th. The party was to commemorate the formal opening of the station’s new offices and studios in the Globe-Democrat Tower Building. At 7 p.m. on the same evening a dedication broadcast included messages from the Mayors of Los Angeles, president of the chamber of commerce and from KWK’s president.

WSYR Promotes Portables
Syracuse, N. Y.—Endeavoring to boost summer radio listening, and at the same time aid radio dealers, S. Y. S. has launched a campaign, the theme of which is “take your portable with you on your vacation so you won’t miss your favorite shows.” In addition to the use of liberal air counts, catchy 61-line daily display advertisements urge the use of portable radios.

Finch Gen. Mgr. WJMJ
Lansing, Mich.—The promotion of Howard K. Finch to position of general manager at WJMJ has been announced. He was formerly vice-president in charge of production and the promotion comes shortly before the station’s fiftieth anniversary celebration. Howard Finch has been with WJMJ since it was established in 1924, with the exception of four years, during which time he served with the armed forces.

WNLK “Bible” Program
Norwalk, Conn.—WNLK in cooperation with the Norwalk Ministers’ Association is planning a series of full programs dealing with the Bible as Literature. The Ministers Association is working out an assignment of topics to their members, so that they can work on them during the summer months. The programs will be modeled on the style of college courses dealing with the Bible, will be half-hour programs once a week, with opportunity for audience participation.

KLZ Staffer Wins Award
Denver, Colo.—Ludelle Hastings, KLZ radio news staffer, has been awarded two first place certificates for radio writing in competition with the National Federation of Press Women meet held June 4th at Kansas City, Mo. She won the first place for a newscast in the radio division and one for a KLZ radio script “Colorado Speaks.” This is the fifth time that a KLZ newscast submitted by Miss Hastings was placed in national competition by the group.

KWB-FM New KGSF
San Francisco, Calif.—KWB-FM has been assigned new call letters by the FCC. Effective June 8th, the new call letters are KGSF-FM. Listeners now hear KGSP instead of the familiar KWB-FM when they dial 87.3 mc. on the FM band. The station is on the air from 3 to 11 p.m. daily from studios in San Francisco’s Twin Peaks area.

KTAR Indian Pow-Wow
Phoenix, Ariz.—J. Howard Pyle program director at KTAR will ounce the Annual Southwest All Indian Pow-Wow to be held at Flagstaff, Arizona, July 2, 3 and 4. Since 1937, KTAR originated a description of the ceremonies from Flagstaff in a one-hour wide world broadcast over NBC.

WIR Declares Dividend
Detroit, Mich.—The directors of WIR, The Goodwill Station, Inc. have voted a dividend of 10 cents per share to all stockholders of record as of June 10, 1949, to shareholders of record at the close of business as of June 20, 1949, according to George A. Richards, chairman of the board.

Columbia Catalogue
A new, fully cross-referenced page LP catalog, listing every LP recording, office, Children’s, a Folk Music LP record released through August, 1949 as well as available 7-inch Microgroove records, has been issued by Columbia Records.

The catalog contains more than 1,200 individual listings representing over 360 LP records and over 240 7-inch Microgroove records. Each listing is cross indexed by artist, composer, record title and dividual selection.

Special Thesaurus Brochure
NABC’s radio-recording division has released a six-page, two color brochure plugging services of manager and as board member. A transcribed Tex Beneke show will be offered in July.

Wedding Bells
Virginia Martel, chief secretary to Helen J. Sioussat, CBS Director of Talks, will be married to Mor A. Barrett, Assistant Supervisor, CBS Television Operations, in the chapel of St. Bartholomew’s Church, New York, on Saturday, June 14th. Couple will honeymoon at D. Hollow Road, Montauk, L. I.

Send Birthday Greetings To—

June 24
S. Kirby Nyez Lois Ravel
Frank Bostone Martin Plaue
Tom Wicke Jack Sterling
Harry M. Baldwin
June 25
Morin Gesc Bill Soulier
Whitley
June 28
June Marshall Arthur Fryor, Jr.
Robert J. Ross John M. Sayre
Fred Weber William Wyper
Ben Brillen
June 27
Seymour Heller Milton Mable
St. Mann
June 28
William A. Abemth
Aan Leaf
June 29
Jack Chase
J. Leonard Reisch
Richard Rodgers Richard Palge
Margaret Atlen Rosalie Allen
Delaney Frosty Buddy Benson
June 29
Nelson Edly Roy Post
R. N. Livingston
Ruth Varrick Jack Baker
Adrian Rollin Jim Nolan
Dorothy Gregory Loyal L. Nolan
June 30
Frank Gallop
t. H. R. Gross
John Magee
Harry Wimmer
Philip D. Wilson
L. H. Indian Home
George McCullough

www.americanradiohistory.com
NAB PROGRAM CLINIC OPENING TODAY

BMB Sets Deadline For New Subscribers

Broadcast Measurement Bureau has set an Aug. 15 deadline for subs-
scriptions to be included in its second nationwide study. Kenneth
Baker, BMB's selling president, warned that subscribers who miss the
deadline will go to the end of the list, getting their reports only after
all other data requests from subscribers, advertisers, and agen-
ties have been filled.

To date about 550 subscriptions have been received for the second
(Continued on Page 2)

NAB Group Will Continue Television Sub-Committee

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday released the regulations for
hearing examiner Leo Resnick that transfer of WJAS, Louisville, and
its FM and TV permits, from the Courier-Journal to Crosley Radio, be
denied. Price was to be $925,000. The negative finding was based on
evidence concerning overlap of service of WJAS and Crosley's
powerful WLW, Cincinnati. This
(Continued on Page 5)

Comm. Would Deny WHAS Sale To Crosby

Washington Bureau of RADIO DAILY
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powerful WLW, Cincinnati. This

Expect Five Hundred Program Heads To Participate In 3-Day Session At Northwestern University

New Giveaway Series Set For CBS Web

A new five-a-week, 45-minute giveaway quiz show, "Spin and Win," has been announced by CBS, starting July 4. The show will be
heard from 7 to 7:30 p.m. Monday through Friday. "Spin and Win," explained to CBS programs off for the summer.

"Spin and Win," a Mark Goodman-Bill Todman package, will feature Warren Hull as disc jockey-quiz-
master. Hull will telephone listeners.

(Continued on Page 4)

Standard Oil Co. To Drop Philanthropic Sponsorship

Standard Oil Co. of New Jersey probably will not renew sponsor-
ship of the New York Philharmonic Orchestra broadcasts on CBS this
fall, a spokesman for Standard Oil said on Friday.

The company has until Thursday
(Continued on Page 2)

Production Is Off, Except For Auto Sets. Portables

Tied of wading through masses of "releases" and unwarranted
requests for plugs under the guise of "public service," officials of
WTO, Hartford, Con., have gone on a defense against such free-time
sharks.

The station has drafted a form letter which is sent in reply to all
requests from concerns which deluge the poor radio stations
with all types of commer-
cial copy hidden under the guise of public service, news releases
and numerous other arguments peculiar to the character we class
as the free-time chiselers. This is by no means a problem of con-
cern to our station only, but to

Broadcasters Have Answer For Free Plug Fraternity

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cern to our station only, but to

(Continued on Page 5)

Topical?

ANC has scheduled three spe-
cial hall-pass programs for next
week on the theme, "How to
Meet the Recession." Under the
direction of Robert Sandek, vice-
president of the company, sold to
public affairs, leaders in government,
business, finance, and labor will
engage in informal discussion
Tuesday, Wednesday and Thurs-
day nights from 10 to 10:30.
COMING AND GOING

CARL HAVERLIN, president of BMI; ROBERT J. BURTON, vice-president in charge of public relations, and JOSEY HARLOW, director of station relations, leave tonight for Chicago where they will attend the program directors clinic of the NAB.

ROBERT MAGEE, president of WHUM, Rondout, Pa., is in New York for conferences with his national representatives.

WARREN CROMWELL, assistant features editor in the press department of NBC, is spending two weeks on the West Coast.

ZENA BIER, of the NBC press department, left Friday on her vacation, which she'll spend in Hollywood and San Francisco.

TRUDY GLASS, receptionist at WGBS, will be back at her desk following two weeks in Texas and Oklahoma.

Milton RACON, assistant to the manager of WOC, tomorrow will be in New Lenox to attend the Kiwanis Club of that city.

AL MORGAN, reporter on “This Is New York” over WCB, is spending a month at Lake Chuquauqua.

TED MALONE, the Americas network’s rating reporter, left with his family yesterday on a 16,000-mile tour of the United States and Canada, his first vacation in five years without interrupting his broadcast schedule.

ROBERT BRADSHAW, general manager of WTVN, Charleston, S. C., and ORANGE CUTHBERT, commercial manager of the station, paid a call Friday at the New York offices of their station reps.

DON MILLER, sales manager of WCC, leaves today for a three-week vacation in Maine.

BERT LOWIN, vice-president of Associated Press Service in charge of station relations, JAMES W. LUCAS, director of programming, and LESLIE F. BIEL, program promotion manager, are in Chicago for the NAB clinic.

Morenci Honored: Heads Hartford C of C

(Continued from Page 1)

Director for 11 years. Currently he is chairman of the New England Regional Network, and a director of the BMI and the Advertising Council.

Prominent for many years in Hartford civic affairs, he is a director of the Symphony Society of Greater Hartford, a trustee of the Southbury Training School for Boys, and a director of the Julius Hart School of Music. During the recent war he was awarded the Connecticut State Medal for extraordinary civilian service.

WNYC Renewes Petition For Full Time Service

(Continued from Page 1)

municipal stations, and he will ask the FCC for a hearing on the petition.

CBS is expected to object to the WNYC slot on the grounds of interference with the signal of its own-operated station, WCCO, Minneapolis, which shares the 830 kc frequency. According to Siegel, however, there has been no clash in signals in the seven years during which time WNYC has used that frequency.

BMB Sets Deadline For New Subscribers

(Continued from Page 1)

BMB study, according to Baker. The company serves about 780 subscribers by the first study, in 1940.

Baker stressed the importance of meeting the Aug. 15 deadline, pointing out that many subscribers have habitually put until the last minute, and that hundreds of thousands of dollars must be retained rapidly to deliver the report by fall.

Grove Labs To Sponsor 'The Shadow' On Mutual

(Continued from Page 1)

Barnes, MBS vice-president in charge of sales, announced Friday.

The Grove Laboratories sponsorship, in behalf of its Grove and F. W. Petch products, will be in addition to the commercial broadcasting of "The Shadow" over a network in the Eastern markets, by the D. L. and W. Coal Company for "Base Coal."

Station Editorizes On Transportation Issue

One of the first radio editorials sanctioned by the recent FCC decision was aired this week by WITI, Milwaukee. Written by WITI's editorial was cued by announcement of the Nassau County Transit Commission’s findings in its probe of the Long Island Railroad.

The station had taken a stand on that subject some time earlier, when it broadcast a "documentary" titled "Operation Sanauf" after the Long Island RR had broken down during the Big Snow of 1947.

Stork News

Martin Karl, a member of the Mariner's Quartette heard on the Arthur Godfrey show over CBS, is the father of a girl born Saturday to Mrs. Karl at the Women's Hospital, Baby, which weighed in at eight pounds, 10 ounces, will be named Alming Ann.

FINANCIAL

NEW YORK STOCK EXCHANGE

(Prices At Close, Wednesday, July 11)

Nct        High        Low        Chg.
ABC 44  44      44      +4
Admiral Corp.  1/3      1/3      +1/3
Am. Tel & Tel.  1 1/2       1 1/2      +1/2
CBS A  17  17      17      +1
CBS B  17  17      17      +1
Diehl     21/2     21/2      +1/2
Filene     25  25      25      +5
F. W. Woolworth  4  4      4      +1
Fleishman  16  16      16      +1
Frigidaire  23  23      23      +1
Germany  165  165      165      +5
Hampden  75  75      75      +5
Hillside  30  30      30      +2
Home Org.  16  16      16      +1
Household Org.  10  10      10      +1
Kraft  15  15      15      +1
Kraft Co.  43  43      43      +1
Kroger  20  20      20      +2
Laud  58  58      58      +1
Lenox  16  16      16      +1
Levi Strauss  22  22      22      +1
Locke  17  17      17      +1
McKesson & Robbins  14  14      14      +1
Mills  20  20      20      +2
Miller & Rhoads  20  20      20      +2
Mona  10  10      10      +1
Morse  23  23      23      +1
Nabisco  55  55      55      +2
Newport  25  25      25      +1
New York Curie Exchange  35  35      35      +1
Nab. Union  13  13      13      +1
Over the counter:

asked  123     123     123

DuMont Lab  86     86     86
Stembridge-Carson  81  81  81

‘Task Force’ Sales Meets In Chl., N. Y. For WLB

Cincinnati — New “task force” sales meetings to be held three times a year will replace WLW’s previous annual sales conferences in Cincinnati. Harry Mason Smith, vice-president and sales manager of the Crosley Broadcasting Corporation, has announced. Under the new arrangement, key headquarters sales, programming and promotion personnel will travel from Cincinnati thrice yearly to New York and Chicago for conferences with WLW sales managers in those cities. The meetings will be held in March, June and October.

Previously, WLW’s New York and Chicago sales offices were in conference with the Cincinnati staff at the home office for an extended conference each January.

“The new setup,” Smith said, “will make possible more individualized discussion of accounts processed out of Chicago and New

Beaten Beetle

That’s a picture, according to the New York Zoological Park authorities, of the end of a wrestling match. It was between two giant Hercules beetles. Nobody, or some things are fighting all the time, no matter where you look!

That goes for the accounts you have that are in the highly competitive fields. The way things are shaping up in the business arena, you just can’t buy time the way you did during the “soft touch” years.

Maybe you’re one of the alert fellows who saw the change coming and took closer looks at the call letters you put on a radio budget sheet.

If so, we’re sure of one thing. If you bought time in Baltimore, and produced sales at a low cost, you must have used W-I-T-H. W-I-T-H is the BIG independent that produces more listeners-dollar-spent than any other station in this big town.

Use W-I-T-H and nobody is going to “rasle” you to the ground!
Big Clinic Registration Reflects Wide Interest

The advance registration for the first annual NAB Program Clinic to be held at Thorne Hall, Northern Illinois University, today, is running far ahead of the pace set last year. The clinic is sponsored by the National Association of Broadcasters and is designed to present programming ideas that are practical and useful for the small station.

The registration follows:

- Adams, William F., WHEG, Rochester, N. Y.
- Adams, Dennis, WNAM, Kalamazoo, Mich.
- Alexander, John K., KOBY, North Charleston, S. C.
- Anderson, Leonard G., WKLH, La Crosse, Wis.
- Arends, George, KEXL, Honolulu, H. T.
- Arnold, Ted, WHBF, Rock Island, Ill.
- Arthur, Don, WDOU, Greens Bay, Wis.
- Baldwin, Lloyd W., WZIT, Covington, Ky.
- Barnes, W. G., WRC, Washington, D. C.
- Barna, Charles E., WMIB, Peoria, Ill.
- Basset, Alton, WSBN, Atlanta, Ga.
- Baxter, Leo, WVOD, Terre Haute, Ind.
- Bigner, John W., WSBT, South Bend, Ind.
- Berry, Ben, KSRB, Liberal, Kansas.
- Bignall, George W., WLS, Chicago.
- Boyd, A., WLS, Chicago.
- Broxson, J. E., Television, Kansas City, Mo.
- Brady, Murray, WOC, Dubuque, Iowa.
- Brady, Gwinn, WOC, Canton, Ohio.
- Brown, Elmore, WEDG, Athens, Ga.
- Broome, E., WDAY, Fargo, N. D.
- Brooks, George E., KDKA, Dickinson, N. D.
- Broyles, John, WTVN, Minneapolis, Minn.
- Byram, Howard E., WJIB, Columbus, Ohio.
- Callender, Sam S., WZWA, Richmond, Va.
- Carney, Virgil W., WJAC, Cincinnati, Ohio.
- Cason, John T., WKNR, W. Lafayette, Ind.
- Cashman, Sunny, WSFM, Charleston, S. C.
- Cawthorne, James B., WSAM, New York.
- Cawthorne, James B., WMIB, Chicago.
- Coleman, George D., WQFI, San Antonio, Tex.
- Coleman, Fred L., WDBM, Popoca, Ky.
- Cooper, Forest W., WBSF, Rock Island, Ill.
- Corbitt, Ken, WITR, Durham, N. C.
- Cremer, George, WJAX, Torrance, Calif.
- Curtis, Franklin L., WTRF, Beloit, Ohio.
- Davis, William C., KLIP, Oklahoma City, Okla.
- Dixon, W. H., KGTO, Missoula, Mont.
- Doane, Nat S., V. & E., MacGregor, New York.
- Doggett, Harold, KFGC, Columbus, Ohio.
- Doughty, Jack, KELO, Sioux Falls, S. D.
- Draine, Robert J., WYBT, South Bend, Ind.
- Edgell, A. Robert, WMBI, Marion, Indiana.
- English, Thomas A., WEEI, Buffalo, N. Y.
- Eshleman, Bates, WQRX, Houston, Tex.
- Ester, Robert, WANS, Winston-Salem, N. C.
- Fialkiewicz, Theodore J., WDBS, Jackson.
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A s the first move in a carefully planned program for introducing television to San Antonio and the Southwest, 23 representatives of WOAI invited Rotarians to attend a meeting in the Midland Hotel on the evening of June 21. Approximately 60 representatives of such manufacturers as the RCA, Zenith, and General Electric were present. The purpose of the meeting was to acquaint dealers and salesmen with WOAI’s plans for television and to discuss the problems involved in launching TV in a new area. WOAI-TV expects to be on the air by the end of 1949. An educational film on television, "Magic in the Air," was shown at the meeting.

Henry Howell, news editor for WOAI, San Antonio, spoke before the San Antonio Rotary Club and then was taken on a tour of farms and ranches in the area. Application to the FCC by the North Plains Broadcasting Corp. of Dumas, of which Lucian W. Spencer is president, licenved to KXDD, for changes in operating hours, from day time only to unlimited, and switch from present 900 kilocycle setting to 1240 kilocycles with 250 watts operating power day and night. Application is contingent on KICA, Clovis, N. M., changing its facilities.

Jerry Warren, WOAI, San Antonio, program and production manager, at one time was a singing star with his own program over WMAA and WNEW, New York, and also in Hollywood. When a swollen jaw last week caused WOAI singer Cliff Warren to miss a broadcast of his show, Lee stepped into the breach, demonstrating that he is still in very fine voice. He was billed as "George Gilbert" for last week’s one-timer.

Two special broadcasts were aired by WOAI, San Antonio, from the scene of a new gas well being blown in. For the first time it is believed the actual sound of a well being blown in has been broadcast. Interviews with the workers and others thereabouts were also made. It was believed that with the discovery of this well a new east Texas field has been uncovered.

New Giveaway Series
Set For CBS Web

(Continued from Page 1) at home with questions about records being played. If the listener
misses the question, a studio contestant tries. If the latter answers
correctly both he and the listener share the prize.

If the listener answers the first question he gets a crack at the
jackpot question. This, according to CBS, is a novelty that
has been played back-wards. If he fails, another studio contestant
tries, and both share the loot for a successful answer.

California Commentary . . .

Hollywood

• • • KMPC let out approximately a dozen of its personnel during
the last couple of weeks. Among the casualties was Betty Hudson,
publicity chief, and speaking of KMPC, Frank Mullen made his final
exit Saturday, heading East with his family for a summer in Connecticut. He says he’ll be back
here in the Fall, but he doesn’t know what he’s going to do yet . . . There’s a new video outfit on Sunset Blvd. which claims to have produced three quality short film subjects for $2,500 each—and using full color. And it cracked the most serious tele film problem, costs, that is . . . Thornton Chew, engineering supervisor of KTLA, has resigned to become vice-president in charge of engineering for Jack Gross’ KMIB-TV in San Diego . . . It’s another box for the Ivan Dimors. He’s the KNX staff engineer. . . Fred Mahlstedt, CBS’ manager of research for Radio Sales, is in town from New York . . . Recent honeymooners: Ruth Ashton, assistant director of public affairs for Columbia Pacific Network, and Ed Cookson, KNX news editor . . . John Reddy is putting the finishing touches on a film version of "Bride of a Groom," which will shortly be General Service Studies . . . Gag around ABC: Jack McPherson is in stitches, but not from laughter. The host of "Broadcast in Hollywood" jammed his right arm through a window on a fishing boat off San Diego, requiring 10 stitches . . .

• • • Television Recorders, Inc, has a new kine-
skoping system, has closed a deal with KLAC and has started installing equipment. Understood that the system will be available to other video outfits here. . . We received a very neat four-page newspaper which KROI in Odessa, Tex., has started to publish, teeing off with its third anniversary . . . Natalie Reiff, Dea Lee, log editor and assistant television promotion director, leaves this week for New York where she plans to enter the television network field. She is being succeeded here by Joyce James . . . Buddy Twiss, vice-president of Carlton E. Morse Productions, is resigning July 15 to take a two-year tour of the United States, Mexico, Canada and Europe with Mrs. Twiss. Twiss joined Morse in 1944 after serving with NBC as supervisor of announcers, newscasts and specials . . . Masterson, Nelson & Reddy has sold a new Western radio show to ABC which bows from Hollywood on July 11. The program takes over the noon eastern spot formerly held by "Welcome Traveler," which goes to NBC . . .

• • • The William Morris office is packaging a quarter-hour musical featuring Ben Gage, to be tagged "Ben and His Songs" with program slated for summer broadcast . . . Keith Heatherington and Steve Shoastaker are the newest additions to KFWB’s stable of disc jockeys . . . "Sandy Dreams" will take a vacation from July 9 to 16. Meanwhile, Producer Gladys Rubens has announced that she has no intention of taking the show off KTLA, despite reports to the contrary . . . John Wald, official Richfield Reporter of the airwaves, has been signed for a role in Celin Miller’s "A Kiss for Cookies," now in production at General Service . . . KTXV premiered its new show, "Hollywood Presents," last week. show-casting young talent for Hollywood writers, directors and producers . . . Another KTXV newcomer was "Playtime," a prize gimmick for kids, which Jackson Wheeler and Jack Rouge are producing . . . NBC has completed installation of a 60-foot-long Trans-Lux sign at Sunset and Vine. Operation of the sign, which will present program previews and network show programs, will set under way shortly . . . Academy of Television Arts and Sciences has set up its new headquarters in the Nasser Studios.
Comm. Would Deny WHAS Sale To Crosley

(Continued from Page 1)

overlap. Resnick found, is "substantial and significant." At the point of overlap there would be no overlap in the TV signals of the stations permitted the two companies. Resnick found an appreciable overlap of FM service.

The examiner's report becomes the Commission decision in 10 days unless exceptions are not filed, but it is assumed that exceptions will be filed in a case of such importance. Resnick pointed out that in the overlap area 2,014,947 people receive primary daytime service from both stations and 1,680,172 receive primary service at night from WHAS and WDFN. Resnick concluded that 67 per cent of the population with

in the 0.5 M/M contour daytime and 41 per cent of the population with

within the WLE 0.5 M/M contour. Corresponding night time figures are 54 and 41 per cent. Resnick pointed out that in the overlap area there are two powerful stations, which operate on the same frequency, and one of them is clearly the stronger. Resnick also pointed out that the two stations are used for considerable local programming, and which serve to considerable extend the same areas of population. Resnick concluded that the Commission's findings were not supported by the evidence adduced by the petitioner.

To prevent any confusion caused by overlap, Resnick recommended that one of the two stations be given a clear allocation of its own.

Production Is Off, Except For Auto Sets, Portables

(Continued from Page 1)

In AM-FM and in AM-FM sets were also reported with figures of 440,218 and 26,300, respectively to be compared with April totals of 508,300 and 37,563.

Of the AM-only sets, it was noted that May production of auto and portable sets was higher than in April—101,856 auto receivers and 132,051 portables. This meant only 133,234 regular home receivers—less than the 160,268 TV sets turned out. In the total output of TV sets, 38,154 included AM-FM bands.

Substituting For Heatter

John B. Kennedy will substitute for Gabriel Heatter from 7:30-7:45 p.m. daily, starting July 4 while the latter vacations. Heatter will return to his regular news slot two weeks later.

COAST-TO-COAST

Name Publicity Dir. WBT-WBTY

Charlotte, N. C.—Jean Carson Erskine has been named publicity and program promotion manager for WBT-WBTY, following the retirement of Walter Crutchfield, general manager of the station. Miss Brown has been connected with the station since 1947.

Color Chart For Molded Capacitors

The Duramite Decoder Chart Issue by Aeroxvo Corp. of New Bedford, Mass., now enables the user to compare the color-coded tubular with the units on the chart until the color bands match, whereupon values are read at a glance. Need for such decoding is that molded tubular paper capacitors used in radio and television equipment are RCA coded with color bands. Chart may be obtained from any Aeroxvo jobber.

WCP News Beat

Boston, Mass.—During the recent Eastern Journalists Street Railway Co-Strike, WCP issued a news beat on all other Boston stations when they aired two exclusive reports from Gov. George Crisler on the progress of the strike. By means of a telephone recorder, station recorded an interview with the Gov. and State Labor Com. The following evening, station obtained another exclusive statement from the Governor, after the union had rejected the compromise proposal.

Experimental News Program

Hartford, Conn.—A new experimental news program is being experimented with over WDRC. Announcer Bill Sheehan selects three major news stories of the week, developments briefly, and then reads editorial comment on these reports from the two Hartford newspapers, The Courant and The Times. First of Sheehan's experimental shows was aired on June 18. During a period of the station's schedule especially for the show.

WTOL-FM Now On Air

Toledo, Ohio—WTOL commenced their FM operation on June 10, according to an announcement by Thomas Brehmton, station manager. Equipment costing $250,000 was installed to make FM broadcasting possible. Station's regular AM programming is now duplicated on FM and is being powered by a 1000 watt transmitter.

Children's Quiz Programs

Syracuse, N. Y.—SYR, in cooperation with the municipal Park Dept., will present a special half-hour series of children's quiz programs every Sat., at 12:30 p.m. Called "Fun With Floyd," the special series is tape recorded in a different park or playground each Wed. Floyd Ottway is quizmaster of the ceremonies.

Merit Issues New Catalog

A new catalog, No. 4811, covering the very latest in receivers made by the Merit Coil & Transformer Corp., Chicago, has been published by Merit. New catalog is indexed both alphabetically by manufacturers and chronologically by manufacturers. The catalog contains an index of radio stations and prices of the various models and mountings listed on the page above. All TV replacement parts are heavily starred for quick identification.

Vacation Time Problems

Paterson, N. J.—WPAT'S "Youth Takes The Stand," which is a weekly feature presented under the auspices of the Newark & Bergen Counties PTA, aired a highly instructive program June 18, when parents and teachers and students joined in an endeavor to determine what children miss in educational and other vacation time when not sent to children's camp for summer months.

KDKR Drokes 12,000 Youngsters

Plantation, Oke.—Over 12,000 youngsters flocked to Jantzen Beach for "Uncle Bob's Day" on June 15, when KEX, over which the station's in radio broadcast, mailed out some 700 free admission tickets on mail requests to "Uncle Bob's Squirrel Cage" program—and a pass-word "Squirrel Cage" was given over the air during the last few days of the campaign. Those who knew the pass-word were issued free tickets at the amusement park.

Reports Lions' Club Meet

Yankton-Sioux City, Ia.—During the recent state convention of the Lions' Club here, WNAX newsman Bill Schell gave a scene interview with four visiting state Lions district governors. Program was piped over the station's facilities as well as fed direct to the convention floor through WNAX's permanent line to the Lions Lodge. The Lions International president, speaking the time, interrupted his speech for all to hear the 15 minute transcribed broadcast.

WEBR Appointments

Buffalo, N. Y.—E. Dykman, general manager of WEBR has announced the appointment of Preston L. Haplin as program director and Cliff Olson as news director of the station. Taplin served two years as radio correspondent for the Armed Forces Biological Warfare Dept. and was connected with WLIR, Elmira prior to joining WEBR. Allen is a veteran member of WEBR and director of a regularly scheduled sports program called "Outdoorsman," which is broadcast Mondays and Fridays.

Broadcaster Answer To Free-Plug Seeker

(Continued from Page 1)

a radio station! Brochures recently received from your local WCB, corn are interesting, but we at WTOP, and others in the radio industry, derive much more use and value from the information contained therein. Radio is an advertising medium. If they can spend more money on radio advertising then it is worth expanding their money on it. If you do not believe in this method of advertising, radio stations should be deleted from your mailing list.

Richard Kilbourn

Program Director

WTOF officials emphasize that local radio stations have a far greater potential for sales service announcements from reputable groups are always honored by the station.

NAB Group Will Continue TV Sub-Committee

(Continued from Page 1)

WOW, Omaha, of the SMAC, approved the appointment to the television sub-committee of a large number of station and network representatives, in order to provide a voice for TV in current problems in this regard.

Other sub-committees of the sales managers group were named in part as follows:

All Radio Presentation: Gordon Gray, WIP, Philadelphia, chairman; Eugene S. Thomas, WFC, Washington, and Simon Goldman, WJTN, Jamestown, N. Y., vice-chairs; and Stations: Simon Goldman, WJTN, Jamestown, N. Y., chairman, with two others, not members of the SMAC, to be appointed.

Television: Thomas, chairman, and others to be appointed.


Sister Practice: John M. Outler, WSB, Atlanta, Ga., chairman; Gerbel and Schloss.

The sales managers group also discussed, during its all meeting at NAB headquarters, the forthcoming series of NAB district meetings. It was unanimously agreed that sales problems and plans for meetings should be predominate in the programs at all meetings. Those will include a discussion of small market stations' problems, and specific programs which will sell, such as women's farm programs, others.

Wedding Bells

Frances Hackett, director of "Vanity Fair" of US Films, is married Saturday to William Buck, executive representative of AP Film Corporation.
Surprising though it seems, a fly—when it lands on a board—causes distinct vibrations. They can be detected by a remarkable new RCA electron tube.

Slimmer than a cigarette, and only half as long, RCA's tube picks up vibrations with a pin-sized shaft—and these vibrations may then be converted to visible or audible signals. More important, the new tube can be used to make measurements of the degree of vibration.

Scientists predict many practical uses for this electronic transducer. Airplane designers can hitch it to engines or whirling propellers and locate vibrations which might lead to trouble. Oil men can use it to measure the sound waves with which they scout for oil.

And your smooth-running automobile of the future may be an even better car when the facts gathered by RCA's new tube are put to work.

Another RCA "first": The electronic transducer, first of its kind, is one of many research achievements pioneered at RCA Laboratories. Such leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television and electronics can be seen at RCA Exhibition Hall, 36 West 49th St., N.Y. Admission is free. Radio Corporation of America, Radio City, N.Y. 20.
Burr Tillstrom's miteonic rise to national prominence is far from unique in a show business. And like most of the others he had many years of training, hard work and little or no compensation before he began to reach the top. But Tillstrom is unique because of the manner in which his wondrous show, "Kukla, Fran and Ollie," has captured hearts and imagination of those in the trade—reviewers, editors, artists and execs—supposedly the biggest audience in the world. When Mr. Tillstrom came to New York last March he was besieged by those who knew him in the show and wanted to meet him in person. Now Tillstrom is going through a similar whirlwind. He has been so hectic that he hopes to "disappear" on a secluded vacation this week.

TILLSTROM IS DIFFERENT from other performers in many ways. In his business dealings, he expects immediate gain in favor of personal freedom and long-range security. He feels that at the present time talent should not seek excessive fees while the industry is still losing large sums. While recognizing the value of publicity, he has no press agent and has avoided many of the usual forms of exploitation. "If a newspaperman sees the show, he may want to write about it, but he's going to say what he thinks about it," he said. "There's nothing we can do about it." Short, an artist in the true sense of the word, he has brought to radio his happiest program in show business . . . One of Tillstrom's delightful puppets is a slightly deat bag, Beulah Witch, named after Beulah Zachary, producer of the show, who is in town with Tillstrom. Miss Zachary is very fond of her namesake, who like all the other dolls, is very real to her and every KFO aficionado. "That Beulah is a character," Miss Z said the other day. "Don't let her kid you, though, she can hear anything she wants to hear."

LARRY RUDOLPH of ABC, like many others, thinks kiscope be replaced by another method of describing film transcriptions. To be more specific, Larry would like to have the industry adopt ABC's version—Radio Recording. He points out that in sales correspondence the service is referred to as "TV." What do you think?

CHICAGO SILENT LIGHTS: Metrolite Company makes TV receiver available for any hospitalized child of the community. The firm estimates that 26 of its 4,500 employees are hospitalized at a given time. . . First community concert to be televised in Chicago will be staged by the Grant Park Symphony orchestra on Sept. 7 at 8 p.m. . . . The program, 50-minute music, will get special event coverage from WBBK.

### Tele Topics

**Berle Tops In First Hooper Web Ratings**

Texas exec Thekeader, with a rating of 74.4, leads the first fifteen list of C. E. Hooper's first network tele-ratings survey. Study was made for the last quarter of May on TV home based-estimates.

Complete list of the fifteen follows:

- Texas exec Thekeader . . . . 74.4
- 24 NBC cities . . . . . . . . . 73.0
- Talent Scouts . . . . . . . . 60.6
- The Golfer . . . . . . . . . . 54.6
- The Captains . . . . . . . . 41.1
- Fred Waring . . . . . . . . . . 42.1
- Bigelow Show . . . . . . . . . . 41.6
- Sergeant Pepper . . . . . . 41.1
- Godfrey Palms . . . . . . . . 39.9
- Admiral Revue . . . . . . . . 35.1
- Bishop Elmer . . . . . . . . 35.1
- Your Show Time . . . . . . 34.3
- Amateur Hour . . . . . . . . 33.6
- 15 DuMont cities . . . . . . 32.9
- Stop the Music . . . . . . . . 31.5
- 14 NBC cities . . . . . . . . .

**Expansion**

Chicago—The Quiz Kids tele show, which has been seen in the midwest for the past six months, will be reviewed on the last for the first time Wednesday night, Sept 28 at 8:30 p.m. EDT.

**DuMont Mobile Unit In Dealer Promotion**

The Telecaster, DuMont's $100,000 mobile unit, will tour the New York area beginning today in an extensive promotion campaign designed to push sales of sets. Dealers will receive good show and sell-off the unit, described as a complete studio on wheels.

**Ten Pix Will Teach Better Operation Of Receivers**

Washington Bureau of RADIO DAILY

Washington—Production of a series of 10 one-minute films for television airine to tell TV set-owners how to care for their sets was voted last week by the RMA Town Meetings Committee. TBA will co-operate on production. A major purpose of the films will be to eliminate as many "nuisance calls" on service men from people who know absolutely nothing about the set.

Information developed at the six "Town Meetings," sponsored last year by RMA, indicated a need for an educational program for set owners. Service men reported that many of their calls come from set owners who did not understand the use of receiver controls and antenna equipment or who had improperly placed their receivers. Many of these minor troubles the service men said, could have been remedied by their owners without the aid of service technicians.

When prepared for early Fall broadcasting, the films will be made available to all television broadcasters for use as convenient. Many TV broadcasters already have indicated their interest in cooperating in this program to help TV set owners find the best possible television reception.

The RMA Town Meetings Committee also agreed to recommend that the RMA board of directors appropriate funds for a "Town Meeting" to be held next Fall in Washington. The event will be combined with the Washington Electric Institute.

**The Week In Television**

$7,350,000 For New Stations This Year

At least $7,350,000 for equipment and construction will be spent by the 49 holders of outstanding CP's whose stations are expected to go on the air during this fall and the early part of 1951. . . . New plans for coverage of Madison Square Garden contests will feature outdoor booth between NBC (Gillette) and CBS, with Garden originations going to Gillette and NBC, St. Nick's to CBS and Ballantine. . . . FCC clamped down on excessive use of set patterns as a means of operating economy, said that TV sound channel should not duplicate AM or FM programs. . . . TBA asked the Commission to lift the freeze in 11 areas comprising 22 channels on the grounds that the question of interference and station spacing are not factors. Chicago was seeing gains in new prominence at network origination point, with 16 web stations now on the air, two more to start this summer and another licensed for the fall. . . . Arko again extended its TV agreement, this time to Aug. 1951, pending final agreement. . . . As to the rates of compensation, . . . Walter-Charles boat was seen in two large N. Y. theaters, both of which plugged the pickup in advance and were capacity crowds. . . . Camel cigarette signs with CBS for a weekly half-hour show to begin in the fall.

**Three Daytimers Dropped By WCBS-TV For Summer**

WCBS-TV daytime schedule will go off the air for the summer after July 8. Ted Steele's daily half-hour stands will be cut to 15-minutes and aired at 7:15 p.m. across-the-board. Dorothy Doan, mentor of "Vanity Fair," will be retained on the CBS staff for the summer and will turn to the air in the fall. Jack Sterling will continue his other AM and TV work and probably will resume the daily show in the fall.

**Happy Birthday**

Washington—WNBC, NBC owned and operated, celebrated its second anniversary today. The first station built after the war, WNBW was the seventh outlet on the air in the country eligibility to receive a commercial license.
WAPA
"The Voice of the Caribbean"
10,000 Watts—660 k. c.
SAN JUAN, PUERTO RICO

June 22nd, 1949.

Mr. Frank Burke,
THE RADIO DAILY,
1501 Broadway,
New York, N. Y.

Dear Mr. Burke:

From my coffee plantation in the mountains of Puerto Rico, far from the continuous pressure of my office and radio station and where everything seems so near to nature, I am writing this letter to you and to "RADIO DAILY" to express my admiration and appreciation for the splendid and vigorous cooperation and leadership which you accepted in fighting for the principle of free radio, which was challenged by the creation of radio station WIPR, owned and controlled by the Insular Government of the territory of Puerto Rico, authorized specifically by the FCC through a franchise to operate commercially in open competition with private radio stations.

It is easy to defend the strong and powerful, but to fight for the little fellow and a principle without the hope of material reward, is only done by those whose ideals come before personal gain.

I cannot forget that once we explained to you what WIPR meant to the principle of free enterprise and freedom of speech and submitted to you the evidence which convinced your allegation, you came out with the American fighting spirit to see that justice be done to those who were striving towards the observance of a fundamental principle. Without your full cooperation, I sincerely believe we would never have reached first base.

Allow me to congratulate "RADIO DAILY" and you personally for your vigorous and continued campaign in our behalf. May God keep you in a position to fight wrong against right, wherever and whenever it appears, for it is that spirit of fairness and fair play which makes America what it is today.

Sincerely Yours,
Jose Ramon Quinones
President.
Radio Ban Lifted
By House Committee

Washington Bureau of RADIO DAILY
Washington—An NBC wire re-
corder yesterday signed the end of
the ban on broadcasting facilities
in hearing rooms of the U.h.-American
Activities Committee. As the
committee opened an investigation of
Communism in the District of
Columbia, Rep. Francis D. Walter
of Pennsylvania, ranking Democrat,
called for a vote on the question of
permitting a microphone in the
hearing room.
It was thought almost certain that
(Continued on Page 2)

Sauter Heads Committee
For ‘Night Of Stars’

James Sauter has been appointed
chairman of the producing com-
mittee for the 16th annual “Night
of Stars,” United Jewish Appeal
benefit, which will be held at Mad-
sion Square Garden on Monday
evening, November 14th, it was
announced by Nathan Straus, over-
all chairman of the committee.
Mr. Sauter, who was Wartime
Executive Director of the United
Theatrical War Activities Com-
(Continued on Page 1)

Gildersleeve Renewal
Announced in Chicago

Chicago—The 32-week renewal of
The Great Gildersleeve program on
the full NBC network by the Kraft
Feeds Company was announced by
Fred McClure, manager of the NBC
Central Division network sales de-
partment.
The renewal contract is effective
Wednesday, Sept. 7, when the pro-
(Continued on Page 2)

Irate Listener
Louisville—Power failure at
WAVE transmitter caused the
station to go off the air for sev-
eral minutes Saturday morning.
During the interval an irate lis-
tener called in, saying that “in
the future stations should please
announce when it is off the air.”

Radio News Problems
Discussed At Contab

Kent, O.—Ways and means of im-
proving the presentation of radio
news were the main subject of a
workshop on radio news that was
sponsored by the Ohio Associa-
tion of Radio News Editors in
cooperation with the National
American Activities Commit-
tee of the United States.
NAB’s Arthur Stringer, keynote
speaker, congratulated radio
management for the progress made
in station-sponsored programs.
(Continued on Page 8)

Coe Gets Promotion
With NBC Tele Dept.

Frederick H. Coe, NBC video pro-
ducer-director, yesterday was named
manager of new program develop-
ment for the network’s Television
Program Dept.
Coe, who is credited with guiding
“Philco Television Playhouse” to the
status of top spot among television dramatic
(Continued on Page 2)

CBS-TV Completes Deal
For Boxing Coverage

Completion of arrangements with
Madison Square Garden corporation
which gives CBS radio and TV
rights to a new series of boxing
events from St. Nicholas arena
(Continued on Page 4)

Movie Co. Enters ET Field
With Commercial Recordings

Metro-Goldwyn-Mayer will offer
eight taped programs featuring
big-name performers for local
radio sponsorship throughout
the U. S., Canada, and other
English-speaking countries, starting
about Sept. 1. This was announced
yesterday by Bertram Lebhar Jr.,
sales director of WMGM, New York,
and head of the newly formed MGM
Radio Attractions.
WMGM, owned by the film com-
pany, will be the New York outlet
for the series. Lebhar said that
MGM’s original aim, in using its
story properties and stars in open-
end transcriptions, “was to provide
exclusive programming for WMGM
to rival network offerings in the
New York market.” It was later de-
cided, however, to offer the pro-
grams for sponsorship elsewhere.
The transcriptions themselves,
(Continued on Page 2)

FCC Chairman Expected To Accept TBA Presidency

Turn to page 7.

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NAB Counsel Clarifies Editorializing
And ‘Controversial’ Broadcasting;
Farm Shows, News Scanned

HAL TATE
(Chicago Rep. RADIO DAILY)
Chicago—Don Petty, NAB
general counsel, highlighted the
second day’s sessions of the
three-day NAB program
directors clinic here yesterday
by clarifying editorializing
and controversial subjects to
the more than 300 direc-
tors and executives assembled
here. Petty pointed out that
(Continued on Page 6)

Five More Outlets
Joining Yankee Web

Boston—Five Massachusetts sta-
tions, WNNH, New Bedford, WCOB,
Hyannis, their associated FM sta-
tions, WFMX and WCOB-FM, and
WBLH, Fall River, was added to
the MBS-Yankee Network on
August 1, it was announced by Basil
Brewer of the Bristol Broadcasting
Corp., who offers the first full
package.
The Bristol Broadcasting Co., Il-
(Continued on Page 6)

Paramount Buys Spots
For ‘Sorrowful Jones’ Pix

Paramount Pictures has bought
one of its heaviest radio explo-
ation schedules in support of “Sorrowful
Jones.” the new Bob Hope starrer.
An estimated $10,000 worth of spot
announcements has been placed through
the Paramount agency,
(Continued on Page 2)

17 Subscribers Sign
For TV-Hooperatings

Seventeen agencies and advertis-
ers have been signed as the first
charter subscribers to the Network
Television Hooperatings Report, C.
F. Hooper announced yesterday at a
subscriber conference in the Bilt-
more Hotel, New York.
The following firms were listed as
subscribers starting with Hooper’s
June report, the first to be released
on a commercial basis: the current
(Continued on Page 7)

New Dramatic Series
Announced For CBS

A dramatic serial dealing with
the family life of a poorly-paid
miner in a small town, “The
Brighter Day,” will preem on CBS
(Continued on Page 4)

Video Spark Plug
“Trigan,” a Salt Lake City
horse who put in his appearance
on a TV program over KDUL-TV
was easily led up the stairs to
the studio, but at program’s end,
refused to budge down the stairs
until a man, from the top of the
first flight to the first landing,
finally induced him to make the
trip. Total elapsed time before
he’d move—2 hours.

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COMING AND GOING

RAYMOND GUY, manager of radio and television engineering for WBC, is in Chicago to make personal presentations of order sales material. He'll be back next Tuesday.

QUINCY A. BRACKETT, president of WSPR, Springfield, Mass., is in Iowa for conferences with ABC, with which the station is affiliated.

FRED MARILSTEDT, manager of research for CBS Radio Sales, has arrived in Hollywood on a short vacation, leaving today for a vacation of one month in Europe. He will be accompanied by his wife, ALICE FROST, and 18-month-old daughter, THEIR VISIT WILL TAKE THEM TO ENGLAND, SCOTLAND, SWEDEN, SWITZERLAND, AND FRANCE.

RALPH BARUCH, sales representative in the firm of the Senate Interests for New England, where he'll spend 10 days visiting subsidiaries.

CRAIG BARTON, talent coach for WFAA, Dallas, Texas, is on the last leg of a two-week vacation.

EDDIE BUCKS, national affairs editor of "Voice of the Exiled" on NBC, is in Washington, in New York for the Alger Miss trial.

R. C. MADDOX, vice-president of WOR in charge of sales, is in Chicago to make personal presentations of order sales material. He'll be back next Tuesday.

HARRY WISMER, American network sports commentator, has arrived in Detroit. On Friday he'll leave for Washington to broadcast the Capital Golf Tournament as a feature of his Saturday sports program over ABC.

F. P. RICE, of Allen B. DuMont Laboratories, Inc., today is in Urban, Ill., where he'll address a luncheon meeting of the Seminar on Educational Radio sponsored by the Rockefeller Foundation and held at the University of Illinois. His topic will be "Some Possible Uses of Television in Education."

GEORGE CROTHERS, assistant director of education and opinion broadcasts for CBS, has returned from St. Louis, where he addressed the members of the KMOX-University of Missouri Radio Workshop.

H. R. BAUKHAG, American network commentator, will vacation from the program starting July 4. Earl Godwin will substitute during his absence.

BETT LOW, JIM LUCAS, and LES BIEBIE of Associated Program Service, left for Chicago over the weekend to attend the NAB Directors Clinic.

Gildersleeve Renewed
Announced In Chicago

(Continued from Page 1) Gram returns to 7:30-8:00 p.m. CDT time spot. Could listeners, who will hear the program for the first time, for the new contract orders the full Dominion network of the American Broadcasting Corporation. The Great Gildersleeve stars Hal Peary in the title role. Nedham, Louis and Braby, Inc., Chicago, is the Kraft agency, and Jack Galbraith is the NBC Chicago account executive.

Paramount Buys Spots For 'Sorrowful Jones' Pix

(Continued from Page 1) Buchanan & Co. on local and network stations in key cities.

This booking is in addition to innumerable free plugs on disc jockey shows. Guest appearances by the film's stars on local and network programs, and television trailers.

No Action On Webster

Washington—No action has been taken by the Senate Interstate Commerce Committee yet on the re-appointment of Commissioner Edward M. Webster to a full seven year term on the FCC. Webster's term expires Thursday night and he will leave his office unless the Senate has acted or the nomination is put on the calendar. Opposition to Webster's appointment is underground, and based upon considerations of power politics rather than merit.

Kelner Bells

Secret marriage of Hal Tate, Chicago's director of Radio Disney, to Lucille Schall, formerly a nurse at Hennepin Hospital, Chicago, last December, was revealed by Mr. and Mrs. Tate in Chicago yesterday.

65 MILES UP

That's a view of earth ... about 65 miles up. But who went up there to take the picture? Nobody.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities ... but if it's Baltimore you're trying to picture ... the way to do it is list the call letters W-1-T.

It's Baltimore's successful independent station. The station in this sixth largest city, that delivers more listeners-per-dollar-spent than any other station in town!

Coe Gets Promotion
With NBC Tele Dept.

(Continued from Page 1) programs, will continue to supervise the Philco series. He also produces the American National Theater and Academy and "Teater Guild video programs.

Coe came to NBC in 1945 from WSM, Nashville.
WJBK DETROIT
...Now No. 1 Independent
IN THE U.S.A

WJBK now ranks first in the U.S., in afternoons, among the 1100 " Independents" in cities served by the four major networks—with an average share of audience of 18.3!

How Come!...Well, WJBK's "Jack The Bellboy" (America's No. 1 Disc Jockey, according to Billboard Mag.) chalks up a Hooper of 8.4 against his network competition and on Sunday afternoons, WJBK gets an amazing 44.4 of listening audience. No wonder WJBK was selected as key station for all Detroit Tiger baseball broadcasts and carries more local business than any other Detroit radio station!

Cash in...Call Katz for availabilities

HOOPER STATION AUDIENCE INDEX

City Zone

Total Coincidental Calls—This Period 16,392

<table>
<thead>
<tr>
<th>TIME</th>
<th>HOME USING SETS</th>
<th>A Netw</th>
<th>B Netw</th>
<th>C Netw</th>
<th>D Netw</th>
<th>E Netw</th>
<th>F Netw</th>
<th>G Netw</th>
<th>FM, TV &amp; OTHERS</th>
<th>HOMES CALLED</th>
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<tbody>
<tr>
<td>Weekday Morning</td>
<td>16.7</td>
<td>5.0</td>
<td>1.1</td>
<td>7.2</td>
<td>1.9</td>
<td>37.3</td>
<td>1.3</td>
<td>23.5</td>
<td>20.8</td>
<td>1.0</td>
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<tr>
<td>Mon. thru Fri. 6:00 A.M.—12:00 Noon</td>
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<tr>
<td>Weekday Afternoon</td>
<td>22.5</td>
<td>4.1</td>
<td>1.6</td>
<td>21.3</td>
<td>1.3</td>
<td>34.6</td>
<td>6.8</td>
<td>16.6</td>
<td>18.2</td>
<td>3.5</td>
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<tr>
<td>Mon. thru Fri. 12:00 Noon—6:00 P.M.</td>
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<tr>
<td>Evening</td>
<td>28.8</td>
<td>5.7</td>
<td>0.8</td>
<td>10.5</td>
<td>2.6</td>
<td>28.7</td>
<td>3.8</td>
<td>22.9</td>
<td>13.7</td>
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<td>Sun., Thu., Sat. 6:00 P.M.—10:30 P.M.</td>
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<tr>
<td>Sunday Afternoon</td>
<td>27.2</td>
<td>8.7</td>
<td>1.7</td>
<td>44.4</td>
<td>1.1</td>
<td>5.0</td>
<td>8.9</td>
<td>15.4</td>
<td>9.5</td>
<td>5.3</td>
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<td>12:00 Noon—6:00 P.M.</td>
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<td>Saturday Daytime</td>
<td>17.7</td>
<td>7.2</td>
<td>3.1</td>
<td>28.6</td>
<td>2.0</td>
<td>27.6</td>
<td>8.2</td>
<td>7.2</td>
<td>10.2</td>
<td>5.0</td>
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<td>8:00 A.M.—6:00 P.M.</td>
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<tr>
<td>Total* Rated Time Periods</td>
<td>23.0</td>
<td>15.6</td>
<td>1.3</td>
<td>17.1</td>
<td>1.9</td>
<td>27.0</td>
<td>5.1</td>
<td>19.9</td>
<td>15.5</td>
<td>6.6</td>
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</table>

WJBK
DETOIT, MICHIGAN
OWNED AND OPERATED BY THE FORI INDUSTRY COMPANY
NATIONAL SALES HEADQUARTERS: 527 LEXINGTON AVE., NEW YORK 17, ELDORADO 5-2455

www.americanradiohistory.com
SAN FRANCISCO

By NOEL CORBETT

KEN LANGLEY, head of the local AFRA office, is arranging a night yacht cruise of the Bay for the entertainment highlight of the AFRA Convention to be held in San Francisco August 25 to 28. Local delegates for the meeting to be held at the Palace Hotel are Ira Dine, Bill Gavin, Henry Lefi, Clancy Leisure, Pede Worth and president Bert Buzzini.

Monty Masters writes and produces the new KNBC Thursday night woodymanit, "Cindy Matson, Detective." His wife, Natalie Masters, is the star.

Ruth Anderson, the Bay Area's only gal disc jockey, is catching on with her new KVBC show. Female spinner has two more programs in the fire.

Alice Marino and her "Aunt Lilly's Story Telling Time" on KSFO, has been picked up by E. A. Wright's Jams and Jellies for 13 more weeks.

Dick Bertrandias has resigned from KNBC to accept a job with the military government in Japan. He will serve as a Public Service Specialist. Bertrandias started NBC in Press in 1937, then switched to Program. During the war he was a Navy ensign.

Dean Borba stars in the new KF4S-TV program, "Barbary Benton's Burlesque." Show is on Friday nights featuring atmosphere of old San Francisco.

Here 'N There... Jack Wasm, KNBC's page got his "break" when he sang on "Light and Mellow"... Newsreader Robertson Grant leaves the KNBC staff to become assistant general manager in KGW, Portland, Oregon... Everett Zeiger has rejoined the Weller Thompson Company as supervisor of the media and research department, assisting Lovell Mainland.

Mainly About Manhattan...!

- You can practically always count on Hal Davis and Herb London, the adroit press lads at Kenyon & Eckhardt, to come up with an out-of-the-world stunt and liven up the front pages. Among other things, they had at a recent affair that was something on "Countess Fair" and then there was the punch-you-right-in-the-paper-bag stunt on the same stars, plus others too numerous to list here. But the one they're working on now takes the cake with all the lingo. This one's a hula, and how they do those things in this hot weather we'll never pretend to understand. It seems that down in peaceful W. Va., they discovered a sleepy little hamlet tagged Mole Hill (population last census 83). You'd think they'd be content to let geography stand as it is in the books, but let these lads. Practically right away they wondered if it wasn't possible to make a Mountain out of a Mole Hill. Well, to make a long story short, Herb hit out for the place and spent some six weeks wrangling with Senators, Congressmen, P.C. Dept officials, road commissioners, judges, sheriffs and the like, not to mention the Gov. of W. Va., hist... What's more, he had to get the residents of the town to sign a petition requesting the same change. Result: On "Count Fair" July 8th, the celebration takes place, proving, as every advertising agency exec. already knows, that it is possible to make a Mountain out of a Mole Hill.

- Nan Coburn (formerly Jo Ranson's Gal Friday at WQM) dropped at this desk to say hello after being in Calif. the past year or two. Among other bits of info she imparted was the fact that the W.wood housing shortage has definitely been licked. Houses are still tough to find, she admits, but apartments are a dime a dozen and what's more, landlords are once again coming up with one-month concessions (one of the loveliest words in the English language). ⭐⭐⭐

- AROUND TOWN: Signing of Sinatra by American Tobacco ended his negotiations with Mutual regarding a disc jockey series... Peter Lind Hayes looks set as the permanent lead in "Inside USA," which alternates with the Jack Benny TV series... Ed Wynn and a sponsor for his TV show are operatically at the signing stage... Don Quinn has penned a new show tagged "Halls of Ivy," which is attracting agency interest already... When Don Buget returns from his tennis matches in England in Sept., he'll take a sportscaster's berth with NBC-TV on the coast... Wm. Gargon looking for a top-flight writer for his TV mystery series... Gordon MacRae may replace Bob Crosby next fall in "Club 15..." Bob Hope offered a tint to do a video series for God's Motors... NBC greenlighting a new comic... Jack Douglas—on the road... Y & T's Tom Slater, up in Canada for the Broadcaster Conventions, planning a week in Nova Scotia with his missus... Dusty Bruce cables from Paris: "I love the place but still can't believe they've never heard of disc jocks over here..."

- Ted Cronin's television forum on NBC gets a new time slot starting July 3rd at 4:30 p.m... The Peter Donalds flying to Bermuda for a 4-week stay... Columbia Records have signed Ted Steele to an exclusive recording contract guaranteeing eight sides per year... CBS has cut network personnel 10 per cent in an economy move... cut affects about 175 employees. ⭐⭐⭐

- CRACKING THE QUIP: Jack Perls wonders howmen that marrying granddop never got on the "Bride & Groom" alter. He could've become a permanent member of the cast... Goo Wright sez it seems like there's only 6 days in a week now. Berle took Tuesdays with him... Winnie Garrett notes that on B-way, triumph is 50 per cent 'ivery' and 50 per cent 'umph'.

NEW DRAMATIC SERIES

(Continued from Page 1)

network July 11, 2:45-3 p.m., EDT.
The program, which is written by Orin Tovrov and sponsored by the Procter & Gamble Co., will be aired Mondays through Fridays.

1906
1949
HENRI
CONFISEUR

FRENCH RESTAURANT
LUNCHEN from $2.00
DINNER from $3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

SOUTHWEST

A N account of training activities at Texas National Guard encampment at Camp Hood, Tex, was broadcast recently over KABC San Antonio, and members stations of the Texas State Network. Ker McClure, KABC newsman, transmitted events at the encampment. An account of the events, along with a known novelist and radio writer will open the Alma Sioux Starberry School of Creative Writing in San Antonio with the first term set to run 12 sessions for 12 weeks. Training will offer radio staff writing, among other subjects, with members of the school to create and produce their own series of radio shows.

Two new transmitted shows have made their appearance over KABC, San Antonio, and will be heard thereafter each Saturday, Front Page News and a "Jungle Jim" on the two shows and are sponsored by San Antonio Light.

The Raynaud Trophy, sportscaster for KCOR, San Antonio, is sporting a new hat these days and he hopes that it will be a "lucky hat." It seems that every time San Antonio Missions lost a game he was wearing his hat, several of the players went up to the booth and requested the hat prior to the start of their current home series and set fire to the hat in ceremonies at home plate.

Sauters Heads Committee
For "Night Of Stars"

(Continued from Page 1)

mittee, Inc. from 1942 to 1946, is a holder of the Presidential Certificate of Merit for Civilian War Service and is Deputy Commissioner of the Department of Commerce, City of New York. He was chairman of the New York State Radio and Television Division of the 1946 Red Cross Fund of Greater New York, is chairman of the Mayor's Entertainment Committee of City of New York, and chairman of the Stage, Screen, Radio and Television Division of the Democratic National Committee. He is also a member of the Boards of Directors of the U.S.O., the Veterans Hospital Camp Shows, Inc., the American Theater Wing, Inc. and the Police Athletic League of New York.

CBS-TV Completes Deal
For Boxing Coverage

(Continued from Page 1)

ing next fall, was announced by Lawrence Lowman, network vice-president, yesterday.

The agreement also gives CBS rights to pick any fights promoted by the Garden in other key cities on nights when no Nick's card is scheduled. In addition, the network may now broadcast outdoor championship fights promoted by the Garden.

www.americanradiohistory.com
Send me the 1949 RADIO ANNUAL and the next 260 issues of Radio Daily (full year's subscription).

U. S. and Canada, $10 per year. Foreign, $15 per year. California Special Service Subscription $15 per year.

NAME ..........................................................
TITLE ..........................................................
COMPANY ....................................................
STREET ADDRESS .......................................... 
CITY AND STATE ...........................................
Promote FM Station

More than 680 columns of newspaper advertising will be used in two months by WPJB, the FM station of the Providence Journal Broadcasting Corporation. It is further explained that sales of FM advertising are climbing and more stations are being added to the list.

"Radio authorities say you need FM for the best in radio," is the theme around which WPJB has built its extensive campaign. Newspaper, bus cards, window streamers, counter displays, and truck posters carry this theme throughout the WPJB listening area.

Pictures of more than 150 distribution dealers and promotion by the WPJB newspaper ads. Each advertisement proclaims some special feature of FM reception in an endorsement by the dealer whose picture is used. The WPJB signature cut provides the station tie-in. All copy is aimed at selling FM as the superior listening medium.

Several dealers have used their own ads to boost set sales and these ads have been run in conjunction with endorsement ads scheduled by WPJB.

As a further service to FM and the listener, a display has been advertised in the Journal Building lobby for the duration of the campaign. One of the sets on display is tuned constantly to WPJB to demonstrate the clarity of FM reception. All sets carry price tags. Sales are changing weekly to give each of the major manufacturers of receivers a share in the lobby promotion.

"When our survey of more than 2,000 homes showed that 70 per cent of those not owning FM were planning to buy, we felt that it was time to help these people make up their minds about FM," H. William Foster, manager of WPJB, said in explaining the origin of the campaign.

WPJB promotion of FM had already increased nearly five times as good as the national average increase in FM set sales. During 1948, FM sales increased some 75 per cent for the United States as a whole, but in Rhode Island the increase was 102 per cent. Constant promotion through the WPJB through columns of the Providence Journal, Sunday Journal and WBNH has been credited for this difference.

Five Additional Outlets Joining Yankee Network

(Continued from Page 1)

A G E N C I E S

T H R E E N E W O F F I C E R S and three new members have been named to the Advertising Council's Business Paper Advisory Committee. These are: Edwin E. White, advertising director for McGraw-Hill, who was elected chairman, Kingsley Rice, president of the New England Newspaper Advertising Council, and John H. Whalen, secretary and general manager, Haire Publishing Co., who were named vice chairmen. New members are Thomas W. Aisley, publisher of "Export Trade & Shipper," Reginald Clough, president and editor of "Tide," and J. H. Van Deventer, former publisher of "Iron Age." Bond and Whalen are also serving on the committee for the first time.

DAVID B. WILLIAMS has been elected vice-president of Erwin, Wasey & Company, effective July 1, 1949. He has been associated with Erwin, Wasey since his release from the Army in 1946. He has served in advertising departments in Los Angeles, New York, San Francisco and St. Louis.

BOB BRIGHT has joined the Emil Mogul Co., New York, as director of radio and television. He formerly operated his own video package firm.

BOBLEY ADVERTISING AGENCY, for Boley Clothes, which sponsors wrestling over WPXJ-TV from the Queensboro Arena each Wednesday, will shortly launch a few series of promotional spots on video titled "The Art of Wrestling," with telecaster Guy Lebow and Gene Stanley, "Mr. America."

FREDERICK A. MITCHELL has been added to the agency's account executive staff and Richard T. McLaughry to the copy staff, it has been announced by Needham, Louis and Brody, Chicago and Hollywood advertising agency. Mitchell has been in charge of marketing research and sales analysis for Marathion Corporation, Menasha, Wis., for the past two years.

McLaughry was with the copy department of the Morris F. Swaney agency before joining NL&B.

Wednesday, June 29, 1949

RADIO DAILY

Petty's Legalistic Treatise Feature Of Program Clinic

(Continued from Page 1)

of WHP, Harrisburg, Pa., who suggested that the primary consideration in the situation was a clear statement on the interpretation of the FCC's decision, which permitted advertisers to sponsor such a show. Applying the practice used at WHT in inserting introductions to musical shows in the newspaper, the station did natural sales and builds rather than timing vocal introductions by the clock.

Tennea Discusses Desays

(Continued from Page 1)

News Service Officials' Hearings

Representatives of three news services were scheduled to testify before the House Agriculture Committee to discuss railroad rate issues. Maritime Press; John Cooper, International News Service, and Charles Ahrens, United Press, were expected to testify. The Hearing was expected to discuss the newspaper and the motion picture industry's view of the rate situation.

Frederick Angus, general manager of the FXXJ, Grand Junction, Colo., opened the afternoon session with "The Why and How of Public Interest Programs," but that it is impossible to have good public service programs without good programming. He went on to say that the broadcast must give his audience the level of entertainment it wants, if public service shows are to be successful. He also referred to the belief that if a station builds a reputation of being the community's friend, the community will listen to it.

Emite Brevik, public interest director of WDAY, Fargo, N. D., presented his views on the "Art of Public Service." WDAY has had its "Parade of Penny" campaign for "CARB," offering station personnel all materi-
TELE TOPICS

ACTING ON THE PREMISE that every night should be New Year's Eve in television, a popular singing group introduced a new series of shows, and the NBC TV network introduced a new series of comedians, the ABC network introduced a new series of adventure series, and the CBS network introduced a new series of soap operas, all of which were successful in attracting new viewers.

TODAY IS THE DAY that all the top networks are scheduled to announce their plans for the coming year. The network executives are all optimistic about the future of television, and they expect to be able to attract new viewers and increase their advertising revenues. The networks will also be announcing new programs, new stars, and new formats, all designed to attract new audiences.

THE COMEDY STRENGTH of Jack Benny and Fred Allen continues to grow, as they both attract large audiences for their weekly shows. The networks are also planning to introduce new comedy series, such as the one starring Bob Hope, which is expected to be a major hit.

DON GIESER, DuMont TV network public relations executive, and his assistant, Louise Pollet, resigned their posts. Gieser will open his own public relations office on July 5th... Gerald Lyon, formerly of USO Camp Shows, will succeed him at the DuMont... Nominations for a word to replace "teletype" in the "television" field are now open. Herb Hobler of Mutual Network sales, who has worked with the "teletype" while E. T. D. comes up with the following suggestions: vidop, televip, televerb, and telekine...

Wynn Signs With CBS
For Coast TV Show
Levis Buy Interest
In TV-Film Company

Signing of Ed Wynn to an exclusive contract for television appearances on CBS was announced yesterday by Leonard Levy, vice president and director of television operations for the network. Wynn will star in his own TV show, which will be originated in California, and is expected to be a major hit.

Aaron Katz, president of Official Films, Inc., and Official Television, New York, yesterday announced that Ed Wynn, formerly general manager of WCBS, Philadelphia, and member of the board of CBS, and his brother, Isaac Levy, CBS board member, have acquired an interest in both Official Films and Official Television, and will serve as members of the board of the two corporations. Official Television, Inc., is distributors and producers of live and TV shows.

17 Subscribers Announced
For Web-TV Hooperatings

(Continued from Page 1)

May network TV Hooperatings
be issued "complimentary."

Britten, Barton, Durstine & Osborn; Campbell-Ewald; Chrysler Corp.; Electric Auto-Lite Corp.; Wex, Esty; Firestone Tire & Rubber Co.; Foote, Cone & Belding; General Mills; Geyer, Newell & Ganger; Household Finance Corp.; C. S. Johnson & Son; Knudsen Agency; Lever Bros.; P. Lorillard & Co.; Marshall & Pratt; Sullivant, Stauffer, Colwell & Byblyes; Transamerician Broadcasting & Television Corp. Agencies already listed as Hooper subscribers will be furnished network video Hooperatings at a basic charge of $800 monthly for Part 1 of the report. Advertiser subscribers wanting network TV data will be billed at the rate of $1000 monthly per program.

The July network report on television will include data on 37 cities covered in the May report. On the basis of subscriptions sold for the July TV Hooperatings, television station owners have been given a 5% per cent of the station's total income, so far as the remaining 95% per cent derived from network and local radio studies.
Attend News Meet

The attendance at the first annual Radio News Editors Conference at Kent State University, Kent, Ohio, on last Saturday included the following:
Max Plancher, news director, WHK, Akron.
Robert R., Horn, news editor, WRPD, Waltham, Boston.
Al Perlin, news editor, WOR, New York.
John Bohan, news editor, WHCR, Cletonus.
F','=',$value='234x-0')

(Continued from Page 1)

period," he declared, "only a few minutes after the news will be relayed to you and I without delay. "We do not let the news be relayed to you and I in this manner, "he continued, "but we do not delay a moment in the news's news." "If we do not relay the news in this manner, "he said, "we will not relay the news in this manner. "We do not let the news be relayed to you and I in this manner.," he continued, "but we do not delay a moment in the news's news."

Newsmen should have a keen interest in the cash register, he said, urging "acceptable sponsorship of news programs."

Charles Day, news director at WQAR, Cleveland, and president of the Ohio Association of Radio News Editors, spoke on "How to Use Your Newsroom."

Most stations need to show more effort in their news coverage by making use of what facilities they already have, he explained. This means cultivating local contacts writing stories, using the telephone for covering local stories, and making effective use of the wire services, he said.

"All news associations have one big challenge on their hands," Day pointed out. "They need to convince more radio station managers that news will sell a job, a full-time one, and an important one." TV News Problems Discussed

Douglas Edwards, CBS-TV newscaster, was principal speaker at the conference dinner. He outlined the past, present, and "some projection of the future" of television news. "The future," he said, "will be better in all respects and mobile field equipment comes along."

"In the future," he said, "we will be able to switch to the scene of a fire, an air show, a flood, a feature story, an election booth, or the floor of the Senate at the time when major news is actually being made," he said.

"It will always be necessary," he declared, "to capsule events into regular news stanzas. Film will be the answer to the problem of picturing developments which take place over the span of the afternoon."

"Edwards said he could see, "not too far away," a TV news picture service similar to the present wirephoto networks. Film radio of an event will be delayed by cable or microwave to a central news office where a kinescope or TV recording can be made and then distributed to the stations and fits into the body of a news show.

No. 1 Program Preference

Robert Mason, manager of WMRN, Marion, Ohio, emphasized the importance of news in radio programming.

"News is number one in audience preference," he declared, "It has the greatest immediate appeal. It has the broadcast basic interest. It can build into a station an individual personality and character." Also, he pointed out, "news is one of the most salable products of the program department."

Other speakers included Paul Genger, Columbus, O., who discussed "Legal Aspects of News Broadcasting," and Floyd Weidman of WEWS-TV, Cleveland, who presented a television film story.

More than 50 radio news directors from Ohio and Pennsylvania attended the conference. Robert R. Horn, general manager of WYKO, Columbus, O., served as conference director. Prof. Carleton J. Smyth, of the KSU radio-journalism sequence, was executive secretary.

Some Pumpkin!

The modern magic pumpkin that whisked girls to a princely party is WBZ and WBZA's new "Cinderella Weekend" program, 9:00 to 9:30 AM, Monday through Friday. Each morning, 300 New England women vie to participate in this fascinating quiz show, conducted by Fun-Master Verne Williams. And each week's winner gets a weekend for two in New York, all expenses paid. "Cinderella Weekend" is a golden opportunity for its many, many listeners ... and—by the way—this potential gold mine is available to some alert sponsor! Get the facts from Herb Massé at WBZ, or from Free & Peters.

Publicity Committee

Of Pioneers Announced

The personnel of the Publicity Committee of Radio Pioneers was announced Friday by NBC's William S. Hedges, president, Dorothy Gordon, executive secretary; The New York Times is chairman. The other members of the committee are Ben Gross, New York Times; assistently News E. L. Bragdon, Radio Corporation of America; Charles Butterfield, Associated Press; Martin Codel, editor of Television Digest; M. H. Shapiro, Broadcast Music, Inc.; Dan Short, New York Journal-American; Sol Talerman, Newsweek.

WNBC Staging Exams For Five Radio Posts

Competitive written examinations have been held by WNBC, the city station, for five posts under regulations of the municipal civil service commissions. The York titles are assistant program director, continuity writer, radio operation assistant, radio traffic assistant, and radio dramatic assistant.

radio.
INDUSTRY LEADERS AT PROGRAM CLINIC

Jurisdiction, Issue
In SBS-WGST Matter

Washington Bureau of RADIO DAILY
Washington — Southern Broadcasting Stations, Inc., told the Supreme Court yesterday that there is no occasion for that body to take jurisdiction in the matter whether it should be paid damages for breach of contract by WGST, Atlanta. WGST terminated a contract with Southern Broadcasting Stations, Inc., in response to an FCC demand that it either assume the responsibilities of a licensee or surrender the license.

Yesterday's answer was filed for (Continued on Page 6)

NBC Series To Originate From Europe, Asia Cities

A 13-week series of roundtable-discussion programs, "Americans Abroad," with representatives of American organizations, currently on a round-the-world tour of foreign capitals, will be broadcast by NBC, beginning July 9, 12:15-12:30 p.m., EDT.

Recordings, which will be made in the various cities after the group has met with foreign leaders, will be flown to this country for (Continued on Page 2)

Interest In Music
Reported Increasing

Fort Wayne, Ind.—Inventories of The Magnavox Company have been reduced in excess of one million dollars since the close of its fiscal year ended February 28, 1949. Frank Freimann, executive vice-president of The Magnavox Company, reported.

Freimann, just returned from an (Continued on Page 2)

Unanswered

TBX's request to the FCC for a part of any of the TV licensees as yet has not been answered by the Commission. The letter to the Commission pointed out that the freeze might be ended in 11 market areas, comprising 22 channels, where, because of station scarcity, problems of station interference and spacing does not exist.

Crosley To Oppose FCC Report On WHAS

Cincinnati—Indications that the Crosley Broadcasting Corporation will take exceptions to the FCC examiner's report denying the company the right to purchase WHAS, Inc., Louisville, is contained in a statement issued by James D. Shouse, chairman of the board and president of the Crosley Broadcasting Corporation. The Shouse statement followed the release of the findings by Examiner Leo Resnick.

(Continued on Page 2)

94.2 of U.S. Families Have Own Radios

A total of 94.2 per cent of all families in the United States own radios, and 63.0 have home telephone service, according to the 1949 edition of "A Basic Marketing Chart of the United States" published by the Research Co. of America in New York.

The income of Americans, according to the chart, jumped from $76 billion ($579 per capita) in 1940 to $130 billion ($817 per capita) in 1947, an increase of 150 per cent. The greatest gains in income occurred in the East South Central, West South Central, Mountain and Pacific Divisions, with an increase ranging from 194 to 197 per cent. The smallest gains during this period were reflected in the New England Division (116 per cent), Middle Atlantic Division (112 per cent) and the East North Central Division (147 per cent).

Programming 'Keystone,' Says Miller; Weaver Hits Measuring Devices; Confabs May Become Regional

Radio Industry Active
Says Emerson Exec.

A reassuring note on radio's future was voiced yesterday by executives of the Emerson Radio & Phonograph Corp. at a luncheon meeting of Emerson distributors attending a two-day conclave at the Waldorf-Astoria, New York.

Radio is "not a dead duck," or even an ailing duck, in the opinion of Emerson's executive vice-president, Dorman Israel. "Believe me, (Continued on Page 2)

Spot Radio Included
In Grape Juice Drive

San Francisco—Spot radio is reported included in the advertising plan of Cell Vineyards in a drive to popularize Betsy Rose grape juice this year. Company, owned by J. C. Cells, has plans to market a million cases in the California made grape juice this year.

D. of J. Anti-Trust Unit
Studying Web Operations

Washington Bureau of RADIO DAILY
Washington—A study of network operations is under way by the Department of Justice anti-trust unit, a top official of that unit admitted.

(Continued on Page 8)

Advertising Of Applications, '90-Day Cut-Off' Hit At FCC

Washington Bureau of RADIO DAILY
Washington—Strong opposition to the FCC's proposals for public advertising of applications for new permits, modifications, renewals and transfers was voiced yesterday by the industry, although while a number of others who had been expected to appear failed to testify before the Commission, among those that did were the four networks and TBA. Opposition to the advertising proposals was registered by the FCC Bar Association, NAB, and Attorneys Avernum Wilkinson and George S. Smith.

Guilford Jameson, Bar Association president, said that there is no need for these requirements, which "will place additional burdens upon applicants and licensees without communication by any benefits" (Continued on Page 8)

New High
A prize of $5,000 in merchandise and $1,200 paid by CBS to radio's biggest jackpot, was won on the net's "Sing It Again" telephone quiz, June 25, by a sales engineer of Rochester, N. Y. The scoreboard 2'-date for other nets follows: ABC's "Stop the Music," $35,550; MBS' "Queen for a Day," $55,000, and NBC's "Truth or Consequences," $35,000.
Radio Industry Active
Says Emerson Exec.

(Continued from Page 1)
we still have a radio industry, and it's anything but small," he de-clared. "Radio set makers and equip-
ment manufacturers have nothing to fear from the future, he said.

Emerson predicted more innovations in radio set construction, and large-
scale production of such items as the "shirt-pocket" radio, opening a
"radio-on-every-person" market.

Yesterday's meeting marked the first public showing of Emerson's 1949
radio and television line. This is highlighted by the firm's Model
621, described as the industry's first four-in-one table model combining
TV, FM, AM, and record player
adapter unit. This set, with a 61
square inch picture screen, will
retail for $269.50.

Emerson's president, Benjamin
Abrams, announced details of the
firm's "price protection policy,
aimed at cushioning dealers and

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Radio Daily
Tuesday, June 28, 1949

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4625 Hollywood Blvd., Phone: DeSoto 4838
560 N. Michigan Ave., Phone: Randolph 6-6050

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

FINANCIAL

(June 27)

NEW YORK STOCK EXCHANGE


High Low Close Change
ARC 53 5 + 4 + 5
Admiral Corp. 171/2 171/2 16 3/8 1/8
Am. Tel. & Tel. 1391/8 1391/8 1391/8 1/8
Philo 131/2 131/2 127/8 1/4
Philco 12 1/8 12 1/8 12 1/8 1/8
Westinghouse 217/8 217/8 217/8 1/8
Zenith Radio 41 41 41 1/8


NEW YORK CUB EXCHANGE

Haaeeel Corporation 12 1/8 12 1/8 12 1/8 1/8

OVER THE COUNTER

DuMont Labs 11 1/2 12 1/2 12 1/2
Strumth-Carlson 9 10

Interest In Music Reported Increasing

(Continued from Page 1)

extensive coast-to-coast business
trip, declared that he found a re-

ceived interest in good music. He

confidently expects because of this

interest, that there will be a further
acclerated reduction of the com-
pany's inventory of radio-phono-
graph combination sets.

Key Magnavox dealers also re-
ported to Mr. Freedman that May
sales of radio-phonograph combina-
tion sets have greatly exceeded those
in months of March and April.

Based on monthly reporting, this con-
tinued trend is expected to be general among
Magnavox dealers.

The company is making plans for
the private sale to its dealers of a large.

number of models at the Music
Merchants Show starting the week of
July 26th and which will be held in
New York City.

Crosley To Oppose
FCC Report On WHAS

(Continued from Page 1)

of the FCC in which technical ob-
jections to the transaction were re-

leased.

Test of Statement

The House statement follows:

"The recommendation of Mr. Ros-
nick was in the form of an initial
report which was sent simultaneously with its filing with the
FCC.

"The Commission has not acted
under said report or the recom-
nendation. The Crosley Broadcasting
Corporation will take exceptions to the
examiner's report and oral
arguments will be requested.

"I have not had an opportunity to
study the examiner's report. But
I understand that the report
was based upon a strict inter-
pretation of the multiple own-
ership rule of the Commission
which forrest Crosley Broadcasting
some years ago to sell WSIN in Cai
to the Marshall Field Inter-

"Relates Only To Overlays

The multiple ownership rule relates
only to an overlay in the areas
served by the stations
WHAS and WVL, and does not
apply to the AM and television
facilities involved between Cross-
ly and WVL, Inc.

"To deny a transfer involving all
the properties concerned because
of a technical problem pertaining only
to the amplitude service indicates
that the examiner's report con-
cerned itself primarily with an
interpretation of the Commission's
rule which I do not believe as in-
tended at the time the rule was
formulated some years ago."

Announce Avco Earnings

Consolidated net income of Avco
Manufacturing Corporation for the
six months ended May 31, 1949,


announced Friday. This compa-

ny, with consolidated net income of
$3,141,607, or 43 cents a common
share, in the first half of the 1949
fiscal year.

Earnings in the second quarter of
the current fiscal year amounted to
21 cents a share, which is the same
amount as in the second quarter of
1948. Earnings in the first quarter
of 1949 amounted to 14 cents per
common share.

Net sales for the first half of 1949
 amounted to $71,084,688, as com-

pared with $62,237,000 during the
same period last year.

Guts New Sponsor

Philip Morris and Co. will as-
sume sponsorship of CBS' Crime
Photographer' effective Thursday,
9:00-9:30 p.m. EDT. This

Show now sponsored by Toni
Company will air its final broad-
cast under its new sponsor on July
DuMont has only one "baby."

With the DuMont Television Network, it's television and nothing but television. When you talk television advertising to a DuMont representative you will talk only television—he has nothing else to sell. And over the DuMont Television Network, your message can reach 99% of all the television receivers in America.

Dumont Television Network

Dumont

515 Madison Avenue, New York 22, N.Y.
Mainly About Manhattan...

• • • Before the week is out, Eddie Cantor tells us, he'll have signed with Tilles Trammell for an air show for this season and a TV era the following year. . . . Bill Sletzer asked Money Amsterdam, on the Sardi show, whether he'd ever been to his home town of Parkersburg, West Virginia. "I don't know," cracked Money, "'Wait'll I run home and go through my towels!' . . . Nat Hiken scripting the Tallulah Bankhead aster next fall. . . . N. W. Ayer has a keen interest in the 'showtime' film series recently bankrolled by American Tobacco. . . . ABC reading a new show, "Audacity Quiz," along the lines of "Into, Please," with name film stars on the panel. . . . Herb Palese starts his 5th year with "20 Questions" next month. . . . That second Sammy Edgar Bergen is working into his act will specialize in imitating Chas. McCarthy. (We'd still love to match master: Charles with Jerry Mahoney). . . . George Jessel spent the week-end on a H'woodie's half-million dollar yacht. When he left it, the owner asked him how he liked it. "It's terrific," said Geo., "Anyone who doesn't own a boat like this is crazy."

• • • Starting July 4th, the Tremaynes (Les and Alice Reinhart) are going on WOR daily, Mon. thru Fri., at 3 p.m. and Sat. at noon, as usual. Les and Alice started their half-hour gab session weekly on WOR not long ago and quickly demonstrated their right to be heard daily. Meanwhile, Alice will do the female lead on Wylis Cooper's TV show on ABC this Thursday. As for Les, he's still doing "Detective Story." "The Falcon" plus the Drew Pearson zine.

• • • AROUND TOWN: Allen Prescott makes his 6th sub appearance on the "Breakfast Club" the week of July 4th. . . . Postcard from Alan Courtney informs he's doing a nightly strophe from the Continental Hotel to Miami Beach via WIND. (The youngest, Harold, incidentally, just enlisted in the army and is stationed at Ft. Jackson, S. Carolina). . . . CBS "Sing It Again" does a one-time simulcast on July 9th. Show is slated to become full-time simulcast shortly after that. . . . Movie director-producer, Art Leonard, who opened a nitey in Kew Gardens a month ago, is making a semi-weekly interview and show his gab session via WWRL. And Guy Lombardo is doing the same thing from his restaurant in Freest, L. I. with a daily luncheon show emceed by Ted Lawrence. . . . Illinois Jacquet, the Bop City jazz master, signed for his 2nd appearance on Ed Sullivan's "Toast of the Town" this Sunday. . . . Sonny Howard, currently at the Strand, who imitates every known singing star from Bing to Piazzolla, is the latest Godfrey guest to hit the bigtime. . . . Leo De Lyon off on a 4-month tour of the nation's elite clubs and theaters. . . . "What's happiness?" scoffs John Conte. "You can't buy money with it."

• • • TODAY'S QUOTE: "Television is the kind of radio which lets people at home see what the studio audience is not laughing at." - Fred Allen.

• • • Interviewed by Nat Shoebatler after WCTC. Tallulah Bankhead asserted that she wouldn't appear on television 'until her face were lifted.' "Someone once offered me a large sum of money to appear on TV," she said, "and I replied I'd rather be dead. If I were seen on television, I would be dead because anyone who saw me would never come to see me again."
INDUSTRY LEADERS AT PROGRAM CLINIC

Avery, Baker and NAB's Mitchell Are Heard

(Continued from Page 1)

the three-day NAB program directors clinic, held at the University of North-\nwestern's downtown campus, that the radio industry has to put up with more measuring\ntests than any other medium.

Weaver, who emphasized he was speaking personally and not as a spokesperson for the agency, carried out the "let-the-hair-down" theme which is characterizing the entire three-day clinic, by lashing out at the Broadcast Measurement Bureau, which he claimed is not going into the figures of how many people are being reached per dollar spent in radio. Weaver unequivocally stated that the number one advertising medium the past year has been radio. However, he added, that this "number one" status of radio will not prevail indefinitely and that he personally feels that television will eventually take over radio's position. He pointed out that already in New York radio's position is only three times better than television.

"No Apologies." Says Miller

Judge Justin Miller, president of NAB, led off the three-day clinic, by emphasizing that programming is the keystone of the entire broadcasting structure. He said that broadcast directors need more time to take care of the American system of broadcasting. He lashed out at Great Britain's system of broadcasting and noted government regulated systems where radio is in the hands of a dictatorial few.

In addressing the program directors, Judge Miller said he sympathized with their problems and realized that their task was undoubtedly the most difficult in radio and that they must make many compromises, but that life itself was a compromise. He said the program directors' problem is to select and pattern programs to fit the audience. He said NAB can give the tools with which to do the job. He also predicted that television personnel of the future will come from the AM and FM fields and not from outsiders who have been trained specifically for television.

The theme of Maurice B. Mitchell's Monday morning talk was that the program director and sales department must work closer together than they have in the past. Mitchell, who is director of the NAB broadcasting advertising bureau, together with Lewis B. Avery and Pat Weaver, formed the three-man panel discussing "The Program Director as a Business Man." Mitchell emphasized that the station with the best programming will have the best sales.

Avery, head of Avery-Knode, took the rep's side of the panel discussion and brought out what the reps needed to sell their stations local programs. Minimum facts needed, Avery said, are title of program, type of program it is, format of the program, personalities on program, what time show is broadcast, cost of program. "Your program rating or some other concrete evidence of listenership and a simple electrical transcription. He lauded radio advertising as the best of all media because no other advertising is as convincing, no other advertising has the authority which a personalized message conveys over the air. "Commercial copy can be tailored to the audience," said Avery.

The entire three-day season is being chaired by Harold Fair, NAB program director. Ben Miller, Fair's assistant, is also doing commendable work. So successful has this program directors clinic been already, that plans are now afoot to set up regional meetings throughout the country. The University of Oklahoma has already offered to abandon its own radio sessions in favor of an NAB program directors clinic in the Texas-Oklahoma area. It is possible that regional program directors clinics may even supplant current Ohio State University's panels as well as that now going on at the University of Illinois.

Lee Little Talks Promotion

Lee Little, program director of KTUC, Tucson, Ariz., started off the Monday afternoon sessions discussing the successful promotion of programs to the audience and the advertiser. He said "good promotion can make people listen once but bad promotion can kill good programs." He emphasized that the simpler the promotion idea the more effective it would be. Little said that audiences could be built even with so called "silly" promotion ideas and that stations should never overlook any idea, but should watch that good taste is in force. Specifically he said when "Ford The-
system" was on his station he literally moved a Ford theater in front of his station.

In a nutshell Little said the more listeners you have the more sales you have.

Honlon, Lindsay Close Session

Kenneth H. Baker, acting president of BMB and director of research for NAB, discussed practical and inexpensive ways to determine audience reaction. He said the sample system could be used effectively and that technical knowledge was not necessary. He warned that the complete census could not be used but that only a sampling system could be utilized.

Winding up the first day's sessions were: Jim Hanlon, director of public relations and special events for WGN; Chicago, who discussed his phase of broadcasting, and Merrill Lindsay, general manager of WSOY and a member of the NAB board of directors, who discussed sport broadcasts.

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Busy Miller

Chicago—Busiest man in Chicago is Judge Justin Miller, NAB, who is giving five talks in two days. In addition to launching the three-day NAB program directors clinic at the University of Illinois Monday morning, the judge is also one of the featured speakers at the National Retail Grocers Association today and was a featured speaker at the University of Illinois co-nab Monday night. He's leaving for the University of Northwestern University summer radio institute tonight.

Fair Is Chairman, With Ben Miller As Assistant

overlook any idea, but should watch that good taste is in force. Specifically he said when "Ford The-
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14.3 Hooper rating on WHAM

ROCHESTER, N.Y.

"WHO'S TALKING?"

Listeners actually hear celebrities give dues about themselves plus A MERCHANDISING "HOOK" THAT GUARANTEES TRAFFIC TO THE SPONSOR

Now available in a few markets—Wire or Phone

HAL TATE RADIO PRODUCTIONS
360 NO. MICHIGAN AVE. · CHICAGO, ILL. · Phone Randolph 6-6650

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Listener Ratings High In New York Area

(Continued from Page 1)

am.-midnight, compared to 24.9 per cent in May, 1949, to 25.3 per cent in June, 1949, and to 21.2 per cent in July of last year.

For radio alone, the Pulse poll indicated a rise in listening this month over May, 1949 from 22.6 per cent to 23.6 per cent. This compares to the June, 1949, figure of 23.1 per cent when the television audiences were considered negligible in Pulse surveys.

Sunday Eve Falls Off

The current report pointed out that the "only period of the week which showed a decline in listening was Sunday evening. In general, the report continued, "the network stations maintained their share of the total audience during the day, but lost a slight percentage in the evenings. A corresponding increase occurred among the sport fans, the amount of increase depending on how many baseball games they attended." The top ten evening and daytime shows, as indicated in the current Pulse report, were:

**Daytime — a Week**

- Arthur Godfrey: 9.1
- Helen Trent: 8.8
- Four Girls of the Air: 8.0
- My Three Sons: 7.3
- Grand Slam: 7.3
- Big Six: 7.3
- Mme Perkins: 7.3
- Young Dr. Nelson: 6.7
- Guiding Light: 6.5

**Evening**

- Lux Radio Theater: 19.9
- Suspense: 14.9
- Wally Winchell: 14.9
- My Friend Irma: 13.7
- Gypsy Rose Lee: 12.8
- Inner Sanctum: 12.8
- The Music: 11.9
- Ben Hecht: 15.5
- Gangbusters: 10.3
- Break the Bank: 10.1

**Saturday and Sunday Daytime**

- Dodger vs Pittsburgh (Sat.): 6.5
- Junior Miss: 6.4
- Children's Hour: 6.4
- Yankees vs St. Louis (Sat.): 6.3
- Dodgers vs Pittsburgh (Sat.): 6.3
- Let's Pretend: 6.3
- Make Bellow Ballroom: 6.2
- Grand Central Station: 5.9
- Yankees vs St. Louis (Sun.): 5.7
- The Shadow: 5.7

**Second Group**

**Title**

- A Million Miles Away: 
- Always True To You In My Fashion: 
- Baby It's Cold Outside: 
- Because You Love Me: 
- Dreamy Old New England: 
- Everytime I Meet You: 
- Everywhere You Go: 
- Four Winds And The Seven Seas: 
- Girl From Jones Beach: 
- Huckle Buck: 
- Hurry Hurry Hurry: 
- It's A Big Wide Wonderful World: 
- Just For Me: 
- Look At Me: 
- Lover's Gold: 
- My Dream Is Yours: 
- Out Of Love: 
- Swiss Lullaby: 
- Three Wishes: 
- While We're Young: 
- Younger Than Springtime: 

**Publisher**

- Foxon
- T. B. Harms
- E. H. Morris
- Remick
- Leeds
- Feist
- Lombardo
- Haras
- United
- Drayer
- Broadcast Music
- Melody Lane
- Jawul
- Oxford
- Witmark
- Henry Spitter
- Southern
- Herbert Music
- Regent
- Chappell
- Chappell

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. Pettanek, Director.

**Survey Week of June 17-23, 1949**

**Title**

- A Wonderful Guy: 
- "A" — You're Adorable: 
- Ballhal: 
- Beautiful Blonde From Bashful Bend: 
- Candy Kisses: 
- Careless Hands: 
- Como Ci Comme Ca: 
- Cruising Down The River: 
- Don't Cry, Cry Baby: 
- Five Foot Two, Eyes Of Blue: 
- Forever And Ever: 
- Havin' A Wonderful Time: 
- How It Lies, How It Lies, How It Lies: 
- I Don't See Me In Your Eyes Anymore: 
- In The Good Old Summertime: 
- Just One Way To Say I Love You: 
- Kiss Me Sweet: 
- Lora Belle Lee: 
- Maybe It's Because: 
- Merry Go-Round Waltz: 
- My One And Only Highland Fling: 
- Need You: 
- Portrait Of Jennie: 
- Put Your Shoes On Lucy: 
- Riders In The Sky: 
- So In Love: 
- T. B. Harms
- Someone To Love: 
- There's Yes Yes Yes In Your Eyes: 
- Weddin' Day: 

**Publisher**

- Chappell
- Bregman-Vaccaro-Conn
- Shapira-Bernstein
- Chappell
- Choice Music
- Bregman-Vaccaro-Conn
- Bregman-Vaccaro-Conn
- Chappell
- Advanced
- Santoy-Joy
- Bregman-Vaccaro-Conn
- Shapira-Bernstein
- Famous

Jurisdiction, Issue In SBS-WGST Matter

(Continued from Page 11)

W. E. O'Neal, of Calhoun, Mrs. Emma B. Moore, Mrs. Hatlie J. Pickard and Sam Pickard, Jr., filed a brief last month with Attorney General Eugene Cook on behalf of WGST, which is owned by the owners of the University System of Georgia, had named Pickard as trustee for Sam Pickard, Jr., who was named in his own right in the reply. (Sam Pickard is a former Federal Radio Commission and former CBS vice-president. It was because of the concealment of his ownership of a quarter interest in WROK, Albany, N. Y. that the WROK license was revoked.)

Georgia courts have ordered payment of legal fees to thedigests ($56,000) to SBS by the WGST licensees on a breach of contract charge. They have turned down the state plea that observance of the contract would have meant the revocation of the WGST license.

The contention advanced is that there is no evidence pointed out here, since the state courts have all necessary jurisdiction to adjudicate private rights parties in cases of this nature so long as such contracts do not deal with licenses for the operation of radio broadcasting stations.

Summer Institute Group Gathered At NBC Studios

Chicago — An informal open house was held Sunday, at the NBC Chicago Merchandise Mart studios for students attending the NBC-Northwestern University Summer Radio Institute, which began a six-week session in professional radio training on June 27.

Following orientation tours of NBC facilities, the 91 students enrolled in the institute were addressed by Jules Herbeaux, television director of the NBC Central Division, in the first of a series of Sunday evening lectures on television.

The institute program for the week included visits to the National Association of Broadcasters program clinic meetings being held on the campus of Northwestern University June 27, 28, and 29.

Stock News

Portsmouth, Ohio — Harold Lohnes, salesman at WPAY and FM, is the father of a daughter, Rhonda Kay, born June 3 to Mrs. Lohnes. The Lohnes have another daughter, Connie Sue.
SUGGESTIONS for a substitute word for "kinescope" continue to arrive at the desk of Tele-Topics with almost everyone agreeing that the present word fails to describe the function of TV film recording. . . . Marie Kenney, radio-televiewer, would adopt either "Tele-scripts" or "Film-scripts" while P. Farrell of B.R.D. G. Pittsburgh, coaxes with suggestions "Kinescope". Howard A. Chodl, chief Audio-Video engineer at CBS, writes "Why not call them by their proper name—TV Recordings or TVR? Whether the industry uses this term or not, the Institute of Radio Engineers probably will adopt it as standard terminology." -- What coin word would you use for film recordings or transcriptions?

OREL Olsen AND CHICK JOHNSON, who have been taking openings in stride these many years, are a little bit jittery about their TV debut tonight on WNB-TV for Buick. The Scandinavians funsters are jittery because they know they are following Milton Berle, the nation's top rating TV comic, and anything they do will be on a comparison basis. . . . Orel and Chic, we think, will measure up to tonight's assignment . . . they have the background of showmanship, playing to live audiences in vaudeville, upper clubs and revues, and enough reserve comedy material to support a three-hour-long "Funtopia" revue which opens Thursday at Madison Square Garden.

BOB CAMPBELL, CBS-TV producer-director, will speak at a meeting tonight of the American Television Guild at the Johnny Victor Theater, RCA Exhibition hall. . . . WTMJ-TV, Milwaukee, claims 1,239 sales following demonstration of a plastic whisk broom on the "What Now In The Kitchen Show." . . . John Derr has been named assistant sports director for CBS-TV . . . he formerly was in the AM sports department of the web . . . John A. Fitpatrick, Video Production and Distributors, left New York the last week in May, bound for Chicago and Hollywood . . . Preliminary construction work on the antenna system of WOAI-TV, San Antonio, has started and it is hoped to be in operation in the late fall.

TPA in Washington yesterday asked the FCC to stay the application of its interpretation of last work regarding the rule on separate operation of audio and video transmitters of TV stations. A 10-day stay pending an informal conference on the problem was asked in a wire to the acting FCC chairman, Rosel H. Hyde.

Westinghouse Cuts Price On Receivers

The Westinghouse Home Radio Division yesterday announced price cuts ranging from $30 to $100 on four television products, including a transistor set, immediately at all Westinghouse dealers.

Reductions Noted

Console Model 216 with 16-inch picture tube is now priced at $499.95, instead of $599.95. Table Model 223 with 10-inch tube is now $249.95, and formerly was $299.95. Consolette Model 228 with 10-inch tube is now $299.95, instead of $399.95. Consolette Model 226 with 14-inch tube is now $399.95 instead of $449.95, and $379.95 in blonde finish instead of $499.95.

TPA Would Regulate Through Code Medium

West Coast Bureau of RADIO DAILY

Los Angeles—Setting up a censorship which will enable television producers to operate without pressure from outside the industry will be undertaken early next month in Hollywood by the Television Producers Association. President Mal Boyd has called a meeting of the Code of Ethics Committee, headed by Frank Dantzig and John Nelson, to draw up basic components of the code, TPA General Counsel Max Giifford will participate in the sections outlining self-censorship plans taken by various producers segments of the motion picture industry. A meeting will be held at the Hollywood Athletic Club at noon Wednesday.

Tie With TPA Sought

Closer liaison with the Independent Network of New York in setting up a TV Code of Practices will be stressed by the TPA's board of directors, effective immediately. John Stott has been named chairman of this committee with instructions to coordinate all of his activities with the New York organization.

Freak Distance Reception

Salt Lake City—KSL-TV, with an effective radiated power of 18,600 watts, apparently doesn't know its own strength. This was proved when letters were received last week from persons at distant points reporting they had picked up the KSL-TV test pattern and musical interlude. The letters were from Saginaw, Michigan, Marquette, Minnesota, New Ulm, Minn., Brookfield, Mo., Quincy, Ill., Kansas City, Mo., and Gaylord, Minn.

Hooper's Top Ten (N.Y.C.—June)

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<th>Station</th>
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<td>WINS</td>
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<td>WINS-AM</td>
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Too Many Services Cause Confusion, Boost Costs

Growing number and expansion of television audience measurement services is bringing new wrinkles to the already crowded brows of network and agency research exes. Without exception they would like to see development of a measurement service whose methods, coverage, accuracy and integrity are beyond reproach—a service that would be acceptable to all, thus eliminating the expense and confusion caused by competing ratings.

The researchers are generally agreed that no such service exists today. Each of the firms measuring the TV audience has certain faults, well-known or not, and at the same time each has certain advantages—a service or points of credit over its competitors. But do get this information, one has to buy three or more services. The one item of information offered in common by all services, program ratings, are likely to differ widely as they have on any given day or period, and thus confuse their subscribers.

Now in TV audience measurement are Hooper, The Pulse and Ray and General. Hooper uses a telephone coindicidental method. Pulse uses aids in a personnel interview and now covers New York, Chicago and Cincinnati. Jay and Graham employs a diary study, has been going in Chicago for some time and recently completed its first N. Y. survey. By October, the firm plans to be operating in about a dozen cities. A. P. Nielsen has been experimenting with his Audimeter in N. Y. TV homes during recent months and plans to make its first study in August, with the report due in September. Sindiciner's radio has been in experimental operation on a small scale in Philadelphia for almost a year, and has hopes of expanding to other cities.

To further complicate the matter, there have been reports that various other business research organizations, not now in radio or television, plan to enter the field.

In addition to those firms concerned with quantitative measurement, several organizations have been in the field for many years and two that purport to show tele's effects on other media and living habits. Methods of most of these are questionable and many of these reports are regarded as nothing more than crystal gazing.

WGN-TV To Dedicate New Transmitter

Chicago—WGN-TV, the Chicago Tribune video station, will dedicate its first transmitters and antenna in a special teletest on July 5, starting at 9:15 p.m., featuring a talk by Col. Robert R. McCormick, editor and publisher of the Tribune.

The new antenna is an RCA superturnstile, erected atop Tribune Tower and extending 610 feet above ground level. It is 180 feet higher than the old WGN-TV antenna on the Daily News Building.

The new transmitter is a General Electric 5 kw model, installed on the 29th floor of Tribune Tower, along with the WGNB-FM transmitter.

Four Leaders Remain At Top Of Nielsen Ratings


www.americanradiohistory.com
Advertising of Applications
‘90-Day Cut-Off’ Hit At FCC

(Continued from Page 1)

the Commission or the public may receive therefrom." He also objected to the 90-day cut-off proposal of the Commission, which limit to 90 days from the original filing the filing of mutually exclusive applications. He declared that filing of the mutually exclusive application at the end of the 90-day period meant 90 days more during which another competing application might be filed, starting another 90-day period, and so on.

Instead, the Bar Association offered its own proposal. Said Jameson:

"We do not believe this proposal based upon the time elapsing from the filing of an application is logical or necessary, and it is our opinion that it would unduly postpone what would otherwise be the filing of competing applications as well as cause unnecessary delays in the processing of applications on file. The Supreme Court has repeatedly held that there should be no priorities in the consideration of applications for radio facilities and that, regardless of the date of filing of competing applications, it is the Commission’s duty to determine which of the applications presents the most meritorious case and the grant of which will accord with a fair and equitable distribution of radio facilities.

"We therefore feel that the door for competing applications should be closed with reluctance and left open as long as it possibly can consistent with the needs for promptly processing applications on file. Accordingly we have recommended a postponement of the cut-off date for filing applications until the time when it is manifest that the Commission is ready to proceed. Our substitute proposal is as follows:

"When an application is initially considered by the Commission and designated for hearing, no application, or an amendment to an application, conflicting with such application will be considered unless filed within 90 days of the initial action taken by the Commission designating such application for hearing."

"This proposal, we respectfully submit, will completely eliminate the complexities of the Commission’s proposed rule which the ‘chain reaction’ involves and even without the advertising requirements proposed by the Commission will give all parties ample time within which to bring forward competing applications to be made a part of a consolidated proceeding. Under the Commission’s proposal it is possible that, after a period of time has elapsed from the date of filing an original application, all other competing applications will be barred from applying for the use of the facility involved, regardless of how long it may take the Commission to reach the pending application for consideration.

"During the months and even years wherein the status of the particular applications may be more than a number on a processing line, we submit that freezing the use of that facility places undue emphasis on the time of filing of application. We do not believe the end, whatever it may be, to be justified such a drastic statute of limitation on the filing of applications. The paramount vice in this rule is the proposition to cut off competitive applications during a time when absolutely nothing may be done with those on file."

BEHIND THE MIKE

The Three Suns will do four television shows on CBS next month.

When Harvey Stone’s video screen presented a flock of lions and tigers, he flipped: "Look, Glass Menagerie!"

With "Candid Camera" clicking on TV, its sister show, "Candid Mike" is being eyed for a return to the key nets in the Fall.

Meet the Press" celebrating its 84th anniversary this week.

Comic Jack Gilford tells of the dumb chorine who entered a spelling bee contest. Seems she knew how to spell "B."

The Senator Hotel and RCA Victor are sponsoring a contest based on Irving Fields’ plat of "The Wedding Song," with contestants writing in how they proposed Art "Panczo" Raymond, WNYC disc jock, is now airing his Rhumba Rendevous program direct from the three million dollar, 30-acre Shorehaven Beach Club in the Bronx Monday through Saturday from 10 to 8 p.m.

D. of J. Anti-Trust Unit
Studying Web Operations

(Continued from Page 1)
yesterday, although there is no clear indication now that anything will be done in terms of court action. Assistant Attorney General Herbert A. Herzog admitted that network operations were under scrutiny, but he was inclined to shrug off the matter as something the antitrust division has been interested in for years without taking any definite steps since 1943.

Bergson did not foresee any department action repudiating testimony earlier this month by Attorney David P. Dellum, head of the antitrust division on antitrust sections of the McFarland bill. Despite industry and Senate objection to the testimony, it will probably stand.
**RADIO ACTIVITIES OF U. N. EXPANDING**

Advises Retail Stores To Use Radio And TV

Chicago—There is a world of opportunity today as never before for retailers to use both radio and television at low cost, Walter L. Dennis, radio and television director of Allied Stores Corp., New York City, told the joint sales promotion and visual merchandising group convention of the National Retail Dry Goods Association at the Hotel Stevens this week.

In pointing out that "most sales promotion people will quickly admit some doubt as to how to use radio and, because of its newness, television," Dennis said that his company has 

(Continued on Page 8)

Goodrich Celebrity Time Expanding On ABC-TV

ABC-TV's Sunday feature, "Celebrity Time," sponsored by B. F. Goodrich Co., will be televised at 10 p.m. EDT, instead of at 8:30 p.m., beginning on July 3, and will be carried on July 17 when it will be carried in Boston. Starting with the July 3 telecast, the show will be seen live in New York, Baltimore, Washington, Phil.

(Continued on Page 4)

Major Airlines Install RCA-Victor 45rpm Music

Two major airlines are experimenting recorded music as an added diversion for flight passengers. R.S.V. has installed a 45-rpm phonograph aboard its July 3 New York to London Strato-cruiser for a 30-day test. Eastern Airlines is making a similar test.

(Continued on Page 2)

*Catch As Catch Can*

The fourth annual Califish Derby for underprivileged tenement kids, with prizes and cream cones, and the community sing, sponsored by Lanny Ross, will be tape-recorded for broadcast on his KBS network show, July 11, 12:30-1:00 p.m., EDT. The 50 young guests will be allowed one hour to catch as many fish as they can on the Ross farm.

NAB Program Clinic To Be Yearly Affair

Chicago—At the conclusion of the first annual program director's clinic held in Chicago this week, members voted unanimously to make the clinic a yearly affair. At the same time, Donley Fedderson, chairman of the radio department of Northwestern University, extended an invitation for the meetings to be held annually at Thorne Hall, Northwestern University's Chicago campus.

The last day of this successful 

(Continued on Page 3)

Norman Corwin Returns With Script For CBS

Norman Corwin's first radio script in two years, "Citizen of the World," will be presented by the CBS Documentary Unit in a special full-hour broadcast July 10, 10 p.m. EDT.

Lee J. Cobb will act as narrator of the story of a new kind of specialist who works in remote areas of the world to improve mankind's material well-being.

Sees TV Not As Competition, But As Spur To Other Media

Cohen Praises United Nations Support Given By American Radio; Fall Programs Set

Willard Urges FCC To Defer TV Ruling

Washington—The NAB executive vice-president, Jess Willard, yesterday asked the FCC to delay for 30 days effectuating last week's interpretation regarding the use of patterns by TV stations. He requested the FCC to delay for a try out. Both organizations seek time to discuss the matter with the FCC.

Ma Perkins' To CBS As Exclusive Program

Daytime drama, "Ma Perkins," heard over both NBC and CBS for the past 16 years, will be aired by CBS exclusively, beginning July 11. The Monday-through-Friday series, sponsored by Procter & Gamble Co. for Oxydol, will be heard.

(Continued on Page 4)

WFMY-TV Joining NBC As 46th Member Of Web

WFMY-TV, Greensboro, N. C., effective Sept. 1, will join the NBC television network on a non-interconnected basis, it will become the 46th member of the video network.

The station is owned by the Greensboro News Company.

Recapitulating the progress made by United Nations radio on the domestic scene the past two years, Benjamin Cohen, assistant secretary general of UN and director of the Department of Public Information, yesterday paid tribute to the radio industry's support and its great vitality as a

(Continued on Page 2)

Lever Promotions Announced In Boston

Boston—Four promotions and the establishment of a planning committee were announced yesterday by Charles Luckman, president of Lever Bros., in an executive reorganization.

James A. Barnett, vice-president and general manager of the Pennsylvania Division, was named vice-

(Continued on Page 4)

Safety Campaign Set By Stamford Stations

Stamford, Conn. — WSTC and WSTC-FM tomorrow will launch an intensive safety campaign with the theme, "Let's Live," to continue through July and August. The stations are inaugurating the drive as a public service, in collaboration with state and local safety agencies. Mayor George T. Barrett will de-

(Continued on Page 4)

*Name* Guests

John Hancock, Thomas Jefferson and Benjamin Franklin are among the personalities who will record special station breaks for broadcast by WNEW, New York, on July 4. Not the founding fathers themselves but New Yorkers with the same names are co-operating in WNEW's patriotic observance of Independence Day.

(Continued on Page 7)
RADIO DAILY

United Nations Planning Heavy Program Schedule

Thursday, June 30, 1949

Vol. 47, No. 64 Thu., June 30, 1949 16 Cts.

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FRANK BURKE : Editor

MARVIN KIRCH : Business Manager

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6425 Hollywood Blvd., Hollywood 4043
WASHINGTON BUREAU
Andrew H. Veeder, Dir., 2017 F Street NW.
Peguy: Wisconsin 3791
Chicago, Ill.
Hall Tate
386 N. Michigan Ave.
Phone: Randolph 6-6560
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FINANCIAL

JUNE 29

NEW YORK STOCK EXCHANGE

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OVER THE COUNTRY

Duluth Lab.  245  245  245  245  245
Stromberg-Carlton  915  915

Special ET Series

Quentin Reynolds, an opens in a new edition of the transcribed radio program called "The Pledge to Life," played this stanza produced by Ted Hudes, for free distribution to radio stations. Quentin Reynolds tells of his experiences in the displaced persons camps of Germany, Italy and Austria. The program will be presented over 400 stations from coast to coast.

RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers a specialize-radio and Television training to the Broadcast Industry. Our graduates have 1,000 U. S. Telephone Licenses. We select and train for positions in the broadcast field.

Address Placement Manager.
112 S. State St., Chicago, Illinois.
850 W. 4th Street, New York 14, N. Y.

COMING and GOING

WILLIAM H. STREETER and GEORGE W. ZACHARY of "Kukk, From On and Off" on NBC-TV, are now on vacation, at home in Seattle, after a successful tour through the Northwest.

HENRY KUDDO, creator-producer of "The Famous and the Mysterious" and "The Famous and the Mysterious," is back again to NBC, with his "Ralph Crap," which will be heard on the NBC network.

CARL HAVELIN, president of BMI, and ROBERT H. BURTON, vice-president in charge of publisher relations, return home from Chicago, where they attended the BMI program directors clinic.

JOHN SINN, vice-president of BMI, and FRANCIS C. WATKINS, president of BMI, return home from Chicago, where they attended the BMI program directors clinic.

GEORGE W. DOWDY, president of the American Broadcasting Company, and MORRIS KIRSCH, executive producer of "The Lone Ranger," return home from Chicago, where they attended the BMI program directors clinic.

TEXAS ENKE and his band are back from Philadelphia to do some recording sessions.

Major Airlines Install RCA-Visitor 45 rpm Music

(Continued from Page 1)

(Cohen from Page 1)

U. N. radio, Mr. Cohen released a resume of coverage in the United States. The coverage includes:

170 stations carry daily program "U. N. Today"—in 34 states.
90 CBS stations have carried "Memo From Lake Success" since Dec. 1945.
200 ABC stations have carried "Two Billion Strong" since April 1948.
29 stations (several 50,000 watt) carry "U. N. Story" since Dec. 1945.
1,000 stations have carried "Little Songs About U. N. and Its Achievements".
2,500 Women Broadcasters and lake leaders receive new weekly bulletin.
200 Radio News Directors receive new weekly bulletin.

THE SONG "MEMO FROM LAKE SUCCESS" has been recorded on RCA-Visitors 45 rpm music, which is being distributed to all U. N. radio stations.

Too wet for the duck

The water in this tank has been treated chemically to make it "wetter," more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-L-T-H to produce low-cost sales.

You can do so much with so little money on W-L-T-H. It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call your W-L-T-H man and get the full W-L-T-H story.

Stork News

Mr. and Mrs. Gordon M. Day (Carl Bailey) announce the birth of a daughter, Katharine Langdon, on June 13, 1949. Father heads the production firm bearing his name.
Program Clinic Made Yearly Event; Music To Fore At Closing Session

(Continued from Page 1) The clinic extended the program director as a showman, and opened with a session on music. Herman Finkelman, resident counsel of SESAC, New York, made the first address, dwelling upon the radio industry's responsibilities to the public, and commenting upon the satisfactory temporary arrangements that have been made for the use of music in television.

ASCAP's sales manager, Jules Collins, followed Finkelman in suggesting several means of using ASCAP music to fullest advantage. Among others, he mentioned that radio has missed a fine piece of entertainment in not using music libraries to build shows around the lives of musical composers, as does the movie industry.

Next on the agenda was David Milsten, SESAC's western counsel, speaking on how a station may make full use of its music license. He outlined for his audience the history of copyright laws, and mentioned that good programming demands above all else a varied musical diet.

Robert Burton, vice-president in charge of public relations of BMI, followed Milsten, giving some suggestions on the use of copyrighted musical material. Burton suggested that no program director should think copyright laws cannot be comprehended. Rather than assume anything about copyright, he advised clinic members to investigate and be certain just how they can use material.

Roy Harlow, director of BMI's station relations department, used colored slides to illustrate his comments on the most efficient way to organize a music library. He emphasized the necessity of maintaining a master file as well as cross indices. Burton closed his remarks by saying that a well organized music library produces better programs on the air, and better programs produce happier audiences.

Royal V. Howard, director of the NAB's engineering department, in speaking on "Making the Most of Your Engineer's Know-How," demonstrated the use of the tape recorder, and gave suggestions to members on the proper care of recording equipment. In closing his talk, Howard reminded NAB members that NAB permits manufacturers to label approved equipment, and suggested that stations buying new equipment purchase material so approved.

Opening the afternoon session, Robert Friedheim of World Broadcasting System's New York office warned the assembled program directors not to allow anyone to minimize the value and acceptability of transmitted programs. He maintained that with but one possible exception, the major source of program service designed for radio at a local level is the transcription service, and went on to say that only one out of 10 stations makes the maximum use of its transcription service.

Continuing this discussion of transcription libraries, C. O. Langfords, president of Lang-Worth Productions, stated that program managers would be wise to realize that their own pet likes and dislikes are not always the likes and dislikes of their audiences, and added that a 20 Hooper, while fine, may prove wrong if a station is to get a 60 per cent rating.

Walter Davidson, manager, Capitol Transcriptions, Hollywood, concluded the section on transcription libraries, mentioning the value of recorded themes, and cautioning his audience never to forget the emotional effect of music, easily adaptable to nearly any type of show or commercial. He went on to outline some of the services offered by all of the transcription companies, giving information on copyright, timing of records and pacing. He summed his remarks up by suggesting that program directors should know their equipment and use it for good programs.

Charles A. Setson, editor of the NAB Television Report and assistant director, Broadcast Advertising Bureau, was the only speaker on television. He reviewed some of the Government's requirements concerning television for those NAB members anticipating television operation, and said that television probably needs a counterpart of radio's musical library more than any other.

(Continued on Page 4)

any time is good time—on WOR

JIM PLATT over at the Infra Agency wouldn't touch 6:00 AM if WOR gave it to him. He's an early evening boy. The fellows at Dunn, Doane & Debbé think that 6:00 AM is just pure platinum.

But WOR has proved and proved and proved that any time is good time on this station.

We haven't proved this with ratings only — though we've got a king's ransom worth of good sound statistical props: We've proved it with hard, cold, cash facts based on sales, sales, sales... at all hours.

For instance, a 9:25 PM Sunday announcement — announcement, mind you! — cascaded in 13,032 dimes and requests. Sunday, at 8:00 AM — when all people are supposed to be punching the pillow — pulled 6,522 cash requests.

It goes this way — Somebody's always listening to WOR. Not that we don't think that some times and some audiences aren't better for some products. Gosh, no! But every small minute on WOR can bring big returns. We can prove this, emphatically and convincingly.

our address is —

that power-full station at 1440 Broadway, in New York

mutual
Lever Promotions Announced in Boston

(Continued from Page 1) president in charge of advertising for Lever Bros. Co., the parent firm. William H. Bartlett, director of manufacture, was promoted to vice-president in charge of manufacturing and traffic. Dr. Theodore H. Rider was appointed associate director to direct research. John W. Bodman, who had been director of research, was appointed to the new post of chief development consultant.

Three Lever vice-presidents—Robert F. Elder, Arthur P. Macintyre, and Alexander B. Stewart—were named for the planning committee, now responsible for long-range company projects.

Safety Campaign Set By Stamford Stations

(Continued from Page 1) the keynote talk tomorrow in the first of a series of broadcasts to be heard at 4:05 p.m., Monday through Friday, for nine weeks. Other speakers will include the state police and highway commissioners, Stamford and Greenwich police chiefs, school superintendent, health commissioner, and recreation director. In addition, 24 local firms associated with the automotive industry are cooperating with the stations in promoting the safety theme.

Ma Perkins’ To CBS As Exclusive Program

(Continued from Page 1) time to be carried "live" by CBS at 1:15 p.m., EDT. The program was carried transmitted by NBC in the 3:15-3:30 p.m., EDT, segment.

Goodrich Celebrity Time Expanding On ABC-TV

(Continued from Page 1) adelphi, Chicago, Detroit, Cleveland, New Haven, Buffalo, St. Louis and Pittsburgh. It will be made available to viewers in Milwaukee via kinescope recording.

WINDY CITY WORDAGE . . . !

* * *

The first annaul NAB Program Directors Clinic which wound up its three-day session last night, proved to be an outstanding success and will now set the pattern for annual meetings. In addition, regional meetings will now be held throughout the year.

Chicago

The meeting blossomed into a miniature NAB convention with transcription producers, news services and other interested in doing business with stations setting up headquarters at the Drake Hotel. . . . One of the first to throw out the red carpet was the NBC Thesaurus crowd, with the head of Wade Barnes, Thesaurus sales manager, prominent both at the Drake Hotel headquarters in Room 715 and at the Clinic Sessions at Thorne Hall. . . . Wade unveiled his new Tex Beneke transcriptions which feature personal introductions by the noted band-leader. The entire library of the late famed Glenn Miller, also now owned by NBC, was also included in the latest NBC Thesaurus program.

* * *

Wade also introduced a new gimmick by presenting an actual sales success story on the reverse of the Beneke transcriptions which were signed by the late Glenn Miller.

* * *

Bill Reilly of NBC-Thesaurus' Chicago office also glad-handed customers and prospects during the three-day meet.

* * *

Si Langlois and J. D. Langlois of the Lang-Worth firm were hosts at a dinner given Monday night at the Drake Hotel for Lang-Worth subscribers. . . . Alex Sherwood of Standard Radio in New York was on hands on behalf of the King-Blink firm. . . . The publicity given the meeting by Radio Daily attracted many executives who originally hadn’t intended coming to the meeting. Late Tuesday arrivals included: Jane Barton of the New York State Radio, Albany, New York; a BMI contingent headed by President Carl Haverlin, Robert Burton, vice-president; Roy Harlow, station relations director, and Jimmy Carr, head of BMI's Chicago office; Royal Howard, director of engineering for NAB, Washington, D. C.; Harry Lebovitz of WRB, Racine, Wis.; Bredahl, head of the Southern California Broadcasters Association; Lindsay Merritt of WSOY, Decatur, III.; Doa Petty, NAB general counsel; Joseph Tarranto of WLPO, La Salle, Ill.; John Timnea of KWK, St. Louis; C. H. Topmiller, general manager of WCKY, Cincinnati; Ed Wheeler of WWJ, Detroit and Charles Worcester of WMT, Cedar Rapids, Iowa.

* * *

Sad note of the meeting occurred Tuesday afternoon at three o’clock when Joyce Arnold of the NAB Program Department Staff in Washington, D. C. received a long-distance call from the capital city that her father had suffered a heart attack. Miss Arnold caught a four o’clock plane back to Washington. . . . Program directors attending the clinic cast buoyant glances at the cool sparkling waters of Lake Thorne which was just across the street from Thorne Hall—scene of the three-day sessions. . . . It was literally a shirt-sleeve session with everyone—from Judge Justin Miller on down abandoning coats in favor of comfort and shirt sleeves. . . . John Mitchell, general manager of Television Station WBEZ, Chicago, and "Red Quinlan," promotion and publicity director of the station, acted as master of ceremonies for the several hundred program directors visiting the station Monday and Tuesday night. . . . Harold Fair and Ben Miller had the easiest recalled room number of any clinic attendees. It was Room 444 at the Drake Hotel. . . . The Clinic Crowd had banished the street from Abbott Hall—at Northwestern University’s Abbott Hall—the same place where many of the program directors who became networkers took their training during war-time.

NAB Program Clinic Will Be Yearly Affair

(Continued from Page 3) other single factor. He commented upon the future of television, saying that we may see programs from coast to coast, and Los Angeles to be connected by the American Telephone and Telegraph Co., by 1953, and Chicago to Des Moines to the Twin Cities by 1950.

After thanking the NAB members at the clinic for their attendance and asking them for written suggestions for next year’s show, Harold Fair, director of the program department, asked the NAB directors in a three-day clinic with a few suggestions. He warned that the only way a program manager can program intelligently is to have his audience and to know his and his staff’s abilities and limitations. He further suggested that stations reserve some time to try new leads and people.

In conclusion, Fair remarked that with twice as many stations on the air as there were five years ago, and with the advent of television, competition is stronger today in radio than it ever has been before. Audiences can be garnered only through good programming, he said, and good programming can be effected only through the work of radio’s key personnel, the program directors.

The delegates requested unanimously that the entire proceedings be printed and made available to the whole radio industry.

The NAB program directors attending the clinic went on record as commending Judge Justin Miller, NAB president, and Dan Petty, NAB general counsel, for their efforts in securing a reversal of the FCC’s May 13 decision and at the same time went on record as recognizing the obligation of stations in presenting educational and entertaining programs fairly and accurately and at the same time to provide adequate time for opposing views.
IT CAN BE DONE
...but don’t try it!

Sometimes it's possible to break all the rules—and get away with it.

The famous Tower of Pisa, for instance, has successfully defied both sound engineering practice and the law of gravity for over 800 years.

But for most of us, most of the time, the rules hold.

That is particularly true when it comes to saving money.

The first rule of successful saving is regularity... salting away part of every pay check, month after month.

Once in a blue moon, of course, you'll come across someone who can break that rule and get away with it. But the fact is that most of us cannot.

For most of us, the one and only way to accumulate a decent-size nest egg for the future and for emergencies is through regular, automatic saving.

In all history there’s never been an easier, surer, more profitable way to save regularly than the U. S. Savings Bond way.

Those of us on a payroll are eligible to use the wonderful Payroll Savings Plan. The rest of us can use the equally wonderful Bond-A-Month Plan through our local bank.

Use whichever is best for you. But—use one of them!

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

This space contributed by RADIO DAILY
PLUG TUNES
On Records and Transcriptions
TELL ME WHY
RYTOC, Inc.
1585 Broadway
New York 19, N. Y.

You'll LUV this novelty!
IT MUST BE LUV
MANOR MUSIC COMPANY
1619 Broadway
New York City

"A Hit Since..."
SAME OLD MOON
FORSTER MUSIC PUBL., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

Terrific in England!
"IN A SHADY NOOK"
(By A Babbling Brook)
STASNY MUSIC CO.
1619 BROADWAY NEW YORK CITY

The Novelty of the Year!
Come Wet Your Mustache with Me
Records
Capt. Stubby's Bucaneers (Decca)
Bottom: Up Quartet (20th Century)

1650 BROADWAY NEW YORK CITY

EVERY TIME I MEET YOU
from 20th Century-Fox's
"THE BEAUTIFUL ILONHEE FROM BASKET FEED"
Starring BETTY GRABLE
Written, Produced and Directed by PAUL STURGES
Recorded by
MARGARET WHITING ..........Capitol
PERCY COMO . RCA Victor
BUDDY CLARK ..........Columbia
DICK HAYMES ..........Decca
ART LUNO . .........M-G-M
GLORIA CARROLL, Dance-Tone
LEO TELST, INC.

PLUG TUNES

WORDS AND MUSIC
By PINKY HERMAN

- • • TIN PAN ALLEY OOPS—The Big Three, in a move to consolidate its music firms in one building, have moved the professional offices of Feis, Miller and Harry Warren Music to 798 Seventh Ave., where Robbins Music is located... The entire second floor will house promotion and exploitation for the four publishers. • • • Kearney Publishing Company started work on "Ooh! That's What I Like," written by Benjie Benjamin and George Weiss. • • • Bob Houston replaces Jack Kitty on the new "Jane Pickens Show" which starts July 4 on NBC. • • • Bob's warbling on "Sallie Maris" has been renewed for the third N.C. consecutive year. • • • Tallest Disk Jockey in Radio is Bob Murphy heard on WJRE, Detroit, the almost sevenfooter doesn't do a bad voicing job either. • • • Considered one of the stem's best pickers of Latin tunes is Fernando Castro, who in 18 years of association with Ralph Peer, was responsible for hits like "Amor, Amor, Amor," "Besame Mucho," "Patricia," "Tres Amigos" and "Maria Elena." • • • Featured disc jockey on the new "Twilight" is Barry Krue, who tells his WPA listeners the Anne Shelton London disk is 1946. • • • Gersh Garee, author of the tune, "Bat Boy of the Giants," is the son of ace arranger-coach Claude Garee. • • • Ernie Brewer, who wrote "Oh Gee Oh Gosh Oh Golly I'm In Love," is wowning the cash customer sitters with his 'in pan alley's' at the Gas Lite Room of the Sail Inn alley down in Biache... • • • It happened at the Metropolitan Disk Jockey Party last Saturday night at the Hotel Sutton... Red Benson, star of "Take A Number" MBSponsored by United States Tobacco, felt like a smoke... Larry Kay Starr, who summer-replaced Percy Como on the NBC's Chesterfield Supper Club, proffered a ciggie that they claim 'satisfies'... Bill Harrington, who succeeded Frank Sinatra on the 'Hit Parade,' was billy-on-the-spot with a 'jerky'... however, Banana was non-plussed, filled his corn cob pipe and puffin away after getting a light from Johnny Desmond's Ronson Lighter. • • • Edwin H. Morris & Co. have a commercial little number in a ballad, "Two Little Little Blue Little Eyes," clefted by Cliff Friend and Teddy Powell... which, incidentally could be used to introduce Deejay Johnny Clarke's newest hit, nine-pound Christopher MacFarland Clarke, born last week. • • • Greenwood Music has just published two new numbers, "My Flower's Yae" and "Let The Sunshine In," both penned by Larry Greenway. • • • Mickey Rooney... • • • Ork Pilot Jack Gart and Larry Blyden, for a thousand-dollar advance, placed their western novelty, "Woman In Wyoming" with Famous Music. • • • Our vote for the best-looking TV exec. goes to Muriel Campbell, head of Campbell Television Productions. • • • Originally introduced by Shirley Temple, the song, "On The Good Ship Lollypop," will be sung by the new child star Shari Robinson in the forthcoming flicker, "You're My Everything," scheduled to be released in August... Sam Fox Music Pub. is readying a national campaign on the dirty... Biltmore Music started on a ballad by Don Reid and David Allen, titled, "If You Could Only Learn To Love Me..."

- • • On and Off the Record—In our book the naming of Joe Colombo to succeed Jack Hallstrom as Artist and Repertoire Chief at Victor is a smart move. • • • Joe's knowledge of music ranging from the writer of songs to the artist who must 'sell' them plus his years of experience in reviewing and charting trends in recorded music, augers well for the company. • • • Making her solo debut on Columbia, Marjorie Hughes does well with two ballads, "You Told A Lie" (Believed You) and "You're Mine." Hugo Winterhalter's orchestra provides velvety background support... good item for disc jockeys and juke ops... • • • Winnie Garrett opines that a disk jockey's most important asset is the ability to exercise mind over matter (ouch).
TELE TOPICS

CONSENSUS OF OPINION among NBC executives is that the network now has two top ranking comedy shows for fall. The success of Olsen and Johnson on the Buick Hour Tuesday night and the accomplishments of one Milton Berle on the program at 8 p.m. Ed Walker are the reasons for the NBC rejoicing.

NILES TRAMMELL, president of NBC, hit the nail right on the head when he evaluated the two comedy shows at the Buick Stork Club shindig Tuesday night, where Trammell sees no conflict between the O & J comedy and that of Berle's. He points out that the NBC team go in more for fast paced visual situations while Berle relies on gags and skits. Carlton Smith, NBC TV head, goes along with the Trammell thinking and adds: "After all the comedy that Olsen & Johnson has been doing there is now a generation of kids growing up and they are the variety fans of today's TV audience.

BUICK REALLY TOSSS A TV coming out party for Ole and Clara on Tuesday night at the Stork Club. The guest list read like a roster of who's who in show business. Jack Benny and Mary Livingstone dropped in to pay their respects. Abe Saperstein, old friend of the show, sat with Catherin Johnson and Lillian win the comics, and Mike Todd of the Minneapolis Tombs glowed with satisfaction as he complimented the boys. Syd Nibbi signed and chatted with others as well as Lido Olsen and John well wishers from out of town. Billy Burke, the Chicago Stadium promoter, and Arthur Witz of the same operation greeted friends and friends loudly on the opening of the Olsen and Johnson revue at Madison Square Garden tonight.

WPXJ HAS OBTAINED 20 western and adventure films for showing on "Six Gun Playhouse," the daily one-hour film feature at 8 a.m. Ed Evans, station film program director, closed the deal for the features and two serials. "The Night of Robin Hood's hideout will come in life Sunday, July 3, when CBS televises "Mr. 1. Matinette," reviewing the romantic life of the famed champion of the poor." Bob Reid, ING TV Dept. Mgr., reports another sale of their Tele news service by WSB-Atlanta, Ga., and KOMO, Seattle, Wash. A hootful but factual series, "Science Circus," featuring Bob Brown as "an ab- sincent-minded lecturer who conducts strange operations based upon scientific phenomena," will premiere on ASC-TV in the spot previously occupied by the "ABC Dance Program" July 4, 8:30 p.m. EDT. The dance program will shift to the 9:30 p.m., EDT, segment, beginning the same evening.

42 Tube Receiver Feature in New Line

Stromberg-Carlson's latest video line, featuring a new chassis with 42 tubes in addition to the picture tube, was introduced to New York area dealers at a showing on Tuesday.

The new chassis design is said by the makers to provide greater sensitivity and power, finer picture definition, and improved tone. It is also said to ensure better reception in fringe areas beyond the ideal signal area.

The lowest priced receiver in the new Stromberg-Carlson line is a ten-inch picture tube table model retaining for $179.50, which does not have the new chassis. This set, however, features a device by means of which the image may automatically be magnified to twice normal size. The quality of the image is just as good as the quality market, with models priced to $940.


Allen B. DuMont Laboratories, Inc. has named Walter L. Stickel as national sales manager for the receiver division, according to an announcement by Ernest A. Marx, general manager. Stickel, who already has new duties immediately, was formerly manager in charge of the RCA-Victor Div. of the Leo Meyberg Co., Los Angeles. With the Meyberg organization since 1937, he had full charge of all television, radio and appliance sales in the Southern Cal. area.

Press-Time Paragraphs

Brewery Buys Sports Series

The Jacob Ruppert Brewery has produced a five-minute film program, "On the Sports Page with Ruppert Beer," over WJS-TV during the intermission period of the wrestling matches, aired Wednesdays, 9:35 p.m.

TV Debut On July 4th

Monday night, July 4th, the mystery thriller, "Mr. and Mrs. North," makes its debut to television audiences via the Colgate Theater on WNBK at 9 p.m. The stars are Joseph Allen Jr. as Terry North and Mary Lou Taylor as Pam North.

Plan TV Station In Tacoma Area

Tacoma—Carl E. Hayden, owner of KMO, Tacoma, Wash. and KIT, Yakima, revealed plans for the operation of a television station in Tacoma. An application for a TV channel in the area was filed recently for the FCC on June 3, according to Hayden. The announcement of contemplated plans to build a TV station calls for an investment of approximately $300,000 by the company.

TV Not Considered Competitive With Other Media

(Continued from Page 1)

and that when same offers are made in newspapers, we get another X amount of returns. But when we use both media at the same time, in collaboration with each other, we find we get 3X amount of returns." Jones declared. And he continued: "I have reason to believe that the same thing will be true of television with respect to newspaper advertising. . . ."

The agency head also divulged for the first time results of a survey by Duane Jones aimed at weighing the effect of television viewing on newspaper habits. This study confirmed, among other things, the importance of the "novelty factor" which to date has been one of the most unmeasurable in advertising research.

The survey showed that, while at one point 34 per cent of the television set owners sprayed their sets were doing less time to their newspapers, six months later only 16 per cent were reducing their newspaper reading time. A total of 25 per cent said their interest in newspaper sports pages had increased since they bought TV sets, and 65 per cent admitted they were in the habit of referring to newspaper articles and diagrams of a particular event after seeing it on television.

"In other words," Jones declared, "there is no question that these responsive television families, who have had their television sets a relatively long time, are steady newspaper readers. And if an advertiser wants to get the combined impact of television and newspapers, all he has to do is advertise in both."

Summing up, he reemphasized his contention that television is not a threat but an asset to other advertising media, and can multiply results if used intelligently. "We feel that each medium is a day time radio, evening radio, car cards, outdoor, direct mail, television, or periodical—but has its particular advantage, for particular purposes and problems," he said. "We always try to measure each one impartially and accurately in terms of its selling power for a particular job to be done."

WJBF-TV Sells Film Seg Detrol—Krasneck Buick Sales has signed a 32-week contract with WJBF-TV for sponsorship of "KB Corral," a 32-week program of western serial films, 9:30 p.m. Roy Advertising Agency handled the deal.
URGES RETAILERS TO USE BOTH RADIO-TV IN SALES

Debates on WOCF

Boston, Mass.—Boston's only nighttime audience participation program made its debut June 22 over WOCF, 9:30 p.m. after the court. "The Courtroom" was aired Judge Nelson Bragg, prosecuting attorney Ken Mayer, and attorney for the defense, Jack Donahue were featured on the new comedy court show. Each week they will "try" the couple who submit the best letter describing the most difficulty as "nagging wives" and "back seat drivers."

Four Stations Pool B.Cast.

Mobile, Ala.—A broadcast of "That They Might Live," in recognition of the opening of an ABC regional blood bank in Mobile, was aired by the city's four broadcasting stations—WABE, WALA, WAKR and WXY. They pooled in producing the show with special features originating in the areas served by each of the four stations. The show was written by Guy Harris and produced by Tony Leighton. It was the first time all stations in Mobile co-operated for a single broadcast.

Cover Circus On WTAG

Worcester, Mass.—Lyndy Flanders, home economist for the BFG and MCR, has joined the setting-up of the Ringling Bros. Barnum & Bailey Circus last week. She ate in the mess tent, talked with chief cook and then reported her eye-view visit on her 9:15 a.m. "Modern Kitchen" broadcast. She gave listeners a colorful account of how the circus served 4800 handcut biscuits to its hungry crew of 1400, and passed on a few time-saving tips as well.

Newsester To WHMA

Anniston, Ala.—Bob Sanders has joined the staff of WHMA and WAMA-FM as special events coordinator and newsester. He will also do a stint as a disc-jockey. Sanders formerly worked at WSBN, Birmingham, and WMTF. Florence, joining the latter staff after graduating from the University of Alabama with a radio arts major.

To Produce KEX Staff's Script

Portland, Ore.—Ben Hunter, KEX announcer-producer, received notification this week that his original radio script, "Cradle to the Sea" has been adopted by the Hollywood Theater, and is slated for production sometime in early July.

WHAM-WHAM-TV Appointments

Rochester, N. Y.—Appointment of Truman Brizee as assistant sales manager for WHAM-TV, and of Arthur W. Brooks as assistant sales manager for WHAM, was announced by William Fay, vice-president in charge of broadcasting of the Stromberg-Carlson Co. John W. Kennedy, Jr. continues as sales manager of both stations. WHAM-TV began operations on June 11 as Rochester's first TV station.

RADIO DAILY

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